



Частное образовательное учреждение высшего образования
Центросоюза Российской Федерации

**СИБИРСКИЙ УНИВЕРСИТЕТ
ПОТРЕБИТЕЛЬСКОЙ КООПЕРАЦИИ**



ИНОСТРАННЫЙ ЯЗЫК ДЛЯ ДЕЛОВОГО ОБЩЕНИЯ

Английский язык

Программа, методические указания и задания
контрольной и самостоятельной работы
для студентов заочной формы обучения
направления

38.03.01 Экономика

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«Финансы и кредит», «Экономика предприятий и организаций»*

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Иностранный язык для делового общения: Английский язык : программа, методические указания и задания контрольной и самостоятельной работы / [сост. старший преподаватель Е.А. Золотарева]. – Новосибирск : СибУПК, 2017. – 76 с.

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1. Цель освоения дисциплины

Цель дисциплины по выбору «Иностранный язык для делового общения» - сформировать системное представление об иноязычном деловом общении для дальнейшего развития умений и навыков общения на иностранном языке в профессиональной сфере.

Исходя из цели, в процессе изучения дисциплины решаются следующие основные задачи:

- познакомить обучающихся с современными научными представлениями о речевой коммуникации и механизмах, лежащих в основе речевой деятельности;
- рассмотреть основные разновидности и формы делового общения;
- рассмотреть специфику межкультурной коммуникации в деловой сфере;
- сформировать представление о речевых стратегиях участников делового общения в типовых ситуациях;
- овладеть функционально необходимыми языковыми средствами для осуществления делового общения, расширить набор коммуникативных стратегий, которые обучающийся готов применять в типовых ситуациях делового общения.

Освоение дисциплины способствует подготовке выпускника к решению следующих задач профессиональной деятельности (в том числе на основе передового зарубежного опыта):

- проводить деловые переговоры с представителями банков и организаций других стран, работать с контрагентами, клиентами;
- вести деловую переписку;
- устанавливать и развивать деловые связи, эффективные деловые коммуникации;
- проводить публичные выступления и дискуссии;
- работать в команде.

2. Планируемые результаты обучения по дисциплине, соотнесенные с результатами освоения образовательной программы

Результаты освоения ООП: код и формули- ровка компетенции	Планируемые результаты обучения: знания, умения, навыки и (или) опыт деятельности
ОК-4 - способностью к коммуникации в устной и письменной формах на русском и иностран- ном языках для реше- ния задач межличност- ного и межкультурного взаимодействия	Знания: знает основы этики делового обще- ния, основные речевые формулы делового общения; правила речевого этикета для осу- ществления профессиональной коммуника- ции в иноязычной среде; правила деловой переписки, ведения деловых переговоров, профессиональную терминологию для реше- ния профессиональных задач на основе пере- догового зарубежного опыта
	Умения: умеет: анализировать речевое пове- дение участников иноязычного делового об- щения; использовать речевые стратегии и тактики, средства изучаемого языка для ве- дения деловых переговоров, деловой пере- писки, публичных выступлений и дискуссий; установления деловых связей для решения профессиональных задач на основе передово- го зарубежного опыта
	Навыки/опыт деятельности: владеет: прие- мами анализа речевого поведения участников иноязычного делового общения; навыками иноязычного делового общения в типовых речевых ситуациях для осуществления эф- фективных деловых коммуникаций, ведения деловых переговоров, деловой переписки, публичных выступлений и дискуссий; уста- новления деловых связей для решения про- фессиональных задач на основе передового зарубежного опыта

3. Место дисциплины в структуре образовательной программы

Дисциплина «Иностранный язык для делового общения» входит в перечень дисциплин по выбору вариативной части учебного плана подготовки бакалавра по направлению 38.03.01. Экономика. Изучение данной дисциплины основывается на преемственности и взаимосвязи с такими дисциплинами учебного плана, как:

- «Иностранный язык» - основные практические навыки владения иностранным языком;
- «Культура речи и деловое общение» - общее представление о функционировании языка и речевой деятельности, базовая лингвистическая терминология.

Содержание дисциплины характеризуется полифункциональностью: иностранный язык выступает не только как цель обучения, но и как средство приобретения сведений в различных областях знания. В этом реализуются широкие межпредметные связи дисциплины «Иностранный язык для делового общения» с другими общими и профессиональными дисциплинами.

Формирование коммуникативной компетенции как одной из «ключевых» компетенций, является интегральной междисциплинарной задачей, которую «Иностранный язык для делового общения» решает также совместно с другими учебными дисциплинами. Изучение иностранного языка содействует общему речевому развитию учащихся, расширяет их лингвистический кругозор, способствует формированию культуры общения.

Кроме того, являясь неотъемлемым элементом диалога культур, иностранный язык способствует формированию у учащихся целостной картины мира. Изучение этой дисциплины способствует развитию личности и ее социальной адаптации к условиям постоянно меняющегося поликультурного, полиязычного социального пространства.

4. Объем дисциплины и виды учебной работы по формам и срокам обучения (ч/зе)

Заочная форма обучения – 4 года 6 месяцев

Направления «Бухгалтерский учет, анализ и аудит», «Финансы и кредит», «Экономика предприятий и организаций»

Вид занятия	3 курс
Контактная работа с преподавателем	12
практические	12
Самостоятельная работа	56
в т. ч. контрольная работа	+
Промежуточная аттестация	зачет
<i>Общая трудоемкость</i>	<i>72/2</i>

5. Содержание дисциплины

№	Тема дисциплины	Количество часов по видам учебной работы		
		ВСЕГО	Самостоятельная работа	Контактная работа с преподавателем – практические занятия
1	Особенности делового общения	10	8	2
2	Межкультурные аспекты делового общения	8	6	2
3	Основы публичной речи в деловой сфере	14	12	2
4	Деловые беседы и переговоры	8	6	2
5	Устройство на работу: основные этапы	14	12	2
6	Деловая корреспонденция и документация	14	12	2
Промежуточная аттестация (зачет)		4	4	
Итого		72	60	12

6. Методические указания к выполнению контрольной работы

Контрольная работа представлена в 25 вариантах и включает следующие типы заданий:

1. Работа с текстом по тематике дисциплины. Здесь студент должен:

а) Сделать полный письменный перевод текста по тематике дисциплины.

б) Составить словарик к тексту. Словарик содержит 15 – 20 ключевых слов и выражений, отражающих тематику текста, с переводом.

в) Кратко изложить содержание текста в нескольких предложениях - составить резюме текста. Резюме составляется на английском языке; оно должно быть грамотным, соответствовать содержанию текста и отражать его структуру.

2. Работа с деловым письмом. Здесь студент должен:

а) Ознакомиться с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1).

б) Письменно перевести деловое письмо и выполнить задание к нему (Приложение 2).

3. Подготовка письменного текста презентации с учетом коммуникативных особенностей публичного выступления. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Предварительно студент знакомится с правилами написания текста и подготовки презентации, полезной лексикой для составления презентации, а также образцом презентации компании (Приложения 3-5). Устное выступление с презентацией планируется во время проведения практических занятий.

4. Подготовка в письменном виде резюме студента как основного документа при устройстве на работу. Предварительно студент знакомится с правилами написания и оформления резюме, образцом резюме (Приложения 6-7). Резюме оформляется в печатном виде на листе А4.

5. Дополнительное задание к контрольной работе:

Выполнить устный перевод 5 текстов по выбору студента. Тексты выбираются из заданий других вариантов контрольной работы.

Номера заданий контрольной работы определяются согласно таблице, по двум последним цифрам личного дела (шифра) студента. Номер задания необходимо обозначить в начале работы. Контрольная работа, выполненная по неверно определенному номеру задания, не рецензируется и не возвращается.

Таблица для определения номера задания контрольной работы

Предпоследняя цифра шифра	Последняя цифра шифра									
	<i>0</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>
0	1	2	3	4	5	6	7	8	9	10
1	11	12	13	14	15	16	17	18	19	20
2	21	22	23	24	25	1	2	3	4	5
3	6	7	8	9	10	11	12	13	14	15
4	16	17	18	19	20	21	22	23	24	25
5	1	2	3	4	5	6	7	8	9	10
6	11	12	13	14	15	16	17	18	19	20
7	21	22	23	24	25	1	2	3	4	5
8	6	7	8	9	10	11	12	13	14	15
9	16	17	18	19	20	21	22	23	24	25

Требования к оформлению работы

Контрольная работа может быть выполнена на тетрадных или машинописных листах разборчивым почерком, либо напечатана. Шрифт не менее 14, полуторный интервал.

Страницы контрольной работы обязательно нумеруют. Для замечаний рецензента необходимо оставлять широкие поля.

Формулировки всех заданий *обязательно* переносятся в текст работы в полном объеме и с сохранением исходной нумерации.

Перевод текста оформляется следующим образом:

<i>Английский текст</i>	<i>Русский текст</i>	<i>Поля</i>
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При заполнении титульного листа работы необходимо правильно указать дисциплину, факультет, курс, группу, направление, фамилию и инициалы. В конце работы ставят дату и подпись.

Контрольная работа, оформленная ненадлежащим образом, не проверяется.

Проверка и защита контрольной работы

Контрольная работа сдается на проверку; рецензент либо рекомендует ее к собеседованию, либо возвращает студенту на доработку. К доработанной контрольной работе студент должен приложить предыдущую – с замечаниями и рецензией преподавателя.

Во время зачетно-экзаменационной сессии происходит защита контрольной работы. На защите студенту предлагается:

- исправить допущенные недочеты;
- обосновать и прокомментировать свои ответы;
- выполнить аналогичные задания из других вариантов контрольной работы.

Контрольная работа считается зачтенной после ее успешной защиты. Зачтённая контрольная работа позволяет допустить студента к зачету, она остаётся на кафедре до окончания экзаменационной сессии, затем уничтожается. Незачтённая контрольная работа возвращается студенту.

Все вопросы по заданиям контрольной работы студенты могут направлять на кафедру иностранных языков по адресу: foreign@sibupk.nsk.su. Необходимо указать в теме сообщения: *Консультации заочникам, дисциплина «Иностранный язык для делового общения (Английский)»*.

7. Задания контрольной работы

Вариант 1.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Communication

Communication is the lifeblood of an organization. The success of any business to a large extent depends on efficient communication. It takes place among business entities, within organizations and between various groups of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press persons. Business communication is needed for:

- exchanging information;
- exchanging options;
- making plans and proposals;
- reaching agreement;
- executing decisions;
- sending and fulfilling orders;
- conducting sales.

All such communication impacts business. Effective business communication helps in building goodwill of an organization. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

Business communication is somewhat different and unique from other types of communication since the purpose of business is to make money. Business communication is goal oriented, regulated by certain rules and norms, marked by formality as against personal and social communication. It requires formal language which means the use of proper and standard words (no slang); longer, more complex sentences and vocabulary. Grammar rules are followed strictly, the tone is polite and more impersonal.

Good business communication is simple and easily understood, it is important when preparing a document, speech or presentation. Simple and concise language wins over language that is obtuse and hard to understand.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 2.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Types of Business Communication

Several types of communication are available for individuals working in the business environment.

When people within the organization communicate with each other, it is internal communication. They do so to work as a team and realize the common goals. It could be official or unofficial. Modes of internal communication include face-to-face and written communication.

Memos, reports, office order, circular, fax, video conferencing, meeting etc. are the examples of internal communication.

When people in the organization communicate with anyone outside the organization it is called external communication. These people may be clients or customers, dealers or distributors, media, government, general public etc. are the examples of external communication.

Verbal communication is a type of communication that involves use of words for communicating. It may be oral, written and electronic.

Oral communication includes meetings, interviews, negotiations, group discussion, speeches, presentations, etc.

Written communication includes internal business memos, formal letters, agenda, reports, manuals and other various written communication forms.

Electronic communication methods include email, web conferencing, social networking, company websites, online chat and text messages. Business technology has opened up new opportunities for business communication. Electronic communication allows companies to send mass messages to several individuals quickly and at a low business cost. Electronic communication methods are often used to reach outside business stakeholders or the general public. Electronic communication is also used to communicate with international organizations or individuals the time efficient manner.

Non-verbal communication is a mode of communication which uses body language and various other physical gestures as a means for communicating.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 3.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Oral and Written Communication

Several types of communication are available for individuals working in the business environment.

Verbal communication is a type of communication that involves use of words for communicating. It may be oral, written and electronic.

Oral communication includes meetings, interviews, negotiations, group discussion, speeches, presentations, etc.

Written communication includes internal business memos, formal letters, agenda, reports, manuals and other various written communication forms.

The difference between oral and written communication can be enumerated as under:

- *Ratio*: According to a rough estimate, about 75% of total communication is oral whereas the rest is written.

- *Data Safety*: Data and information are safe in written communication while most of information is forgotten in oral communication.

- *Nature of message*: Written communication is used when the message is complex and oral communication is used for simple message.

- *Legal Aspect*: From legal point of view, oral communication is least reliable and written communication is much more reliable. For example, an oral promise may not be challenged in a court in general but a written promise can be challenged.

- *Flow of information*: Information can be transferred within a short period of time in oral communication but it takes more time in written communication.

- *Non-verbal facilities*: Oral communication can be supported by non-verbal facilities like gestures, postures etc. but such a support is impossible in written communication.

- *Grammar & Accent*: Oral communication required consideration for accent and pronunciation whereas written communication needs correct grammar and spelling.

Business technology has opened up new opportunities for business communication. Electronic communication methods include email, web conferencing, social networking, company websites, online chat and text messages. Electronic communication allows companies to send mass messages to several individuals quickly and at a low business cost.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

3. *Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).*

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. *Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.*

Вариант 4.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Nonverbal communication

The way you move, sit, walk, stand up, hold your head and carry yourself communicates a lot of information.

Gestures. We wave, point, beckon, and use our hands when we're arguing or speaking animatedly. The meaning of gestures can be very different across cultures and regions, so it's important to be careful to avoid misinterpretation. Very few gestures are universally understood and interpreted. What is perfectly acceptable in the United States may be rude, or even obscene, in other cultures. Facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

Eye contact. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction.

In many Western societies, including the United States, a person who does not maintain 'good eye contact' is regarded as being slightly suspicious, or a 'shifty' character. Americans unconsciously associate people who avoid eye contact as unfriendly, insecure, untrustworthy, inattentive and impersonal. However, in contrast, Japanese children are taught in school to direct their gaze at the region of their teacher's Adam's apple or tie knot, and, as adults, Japanese lower their eyes when speaking to a superior, a gesture of respect.

Latin American cultures, as well as some African cultures, such as Nigeria, have longer looking time, but prolonged eye contact from an individual of lower status is considered disrespectful. In the US, it is considered rude to stare - regardless of who is looking at whom. In contrast, the polite Englishman is taught to pay strict attention to a speaker, to listen carefully, and to blink his eyes to let the speaker know he or she has been understood as well as heard. Americans signal interest and comprehension by bobbing their heads or grunting.

A widening of the eyes can also be interpreted differently, depending on circumstances and culture. Take, for instance, the case of an American and a Chinese discussing the terms of a proposed contract. Regardless of the language in which the proposed contract is carried out, the US negotiator may interpret a Chinese person's widened eyes as an

expression of astonishment instead of as a danger signal (its true meaning) of politely expressed anger.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 5.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Introductions

According to some authorities, the most important thing about introductions is that they be done. Almost any error you make will be forgiven; what may not be forgiven is failing to introduce someone at all.

Introductions in business are based on rank. The lower ranking person is introduced to the higher-ranking person. Perhaps easier to remember is that you say the name of the higher-ranking person first. Clients, senior executives or distinguished guests would be in this category. You introduce people to them. “Ms. Wilson (senior executive) I would

like you to meet our new associate engineer, Tom Hill. Tom this is Ms. Wilson, our CEO.”

Everyone in the organization is introduced to a client or customer—the name of the customer is said first. “Robert Jones (your client) this is John Douglas, (your boss), senior vice president of Systems Industries. John, this is Robert Jones, Purchasing Agent, Silverstone Company.”

The name of an official or dignitary is said first, as, “Mayor Lee Brown I would like you to meet Mary McKinney”. A peer in your company is introduced to a peer from another company. Say the name of the person from outside your company first. A younger person is typically introduced to an older person. Say the older person’s name first. Introduce your spouse to your boss. The boss’s name is said first. “Mr. Broderick, I would like you to meet my husband, Martin Hammond. Martin, this is Mr. Broderick, my boss.” All guests, unless they are dignitaries or elderly, are introduced to the guest of honor.

Once again, the basis of business introductions is rank and then age, not gender.

Always stand when being introduced. It shows respect. Only if you are elderly, ill or physically unable to stand is it acceptable for you to remain seated while being introduced.

When introducing two people, include some information about each of them. Including extra information, such as their occupation, who their family is, mutual interests or how you know each other provides a base from which two people can start a conversation. If the gathering is a business function, the information you include usually something you know the other two will have in common, an occupational title, or something else that is work related.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, ли-

бо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 6.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Tips for social etiquette

Social etiquette is important to use because it shows you are an educated individual concerned about your appearance and treatment of other people. Also, when you are in society it is frequently because of a particular event, so using etiquette will show your respect for those who invited you as well and will allow continued invitations to arrive in your mailbox.

There are some general rules to follow in order to engage in social etiquette conversation and be socially accepted.

- Be Polite

Remember when you are in a social situation it is important to always be polite and respectful of other guests even if you disapprove of certain comments or other individuals are not being polite.

Make sure you follow the rules of social etiquette conversation and remember your manners, always saying thank you, you are welcome, please, and listening to others when they speak.

- Ask Appropriate Questions

When you are socializing it is important to realize you are not at a debate and should steer away from questions that might cause one.

You do not want to cause a scene, so ask appropriate questions for the situation at hand, comment on the décor, and other surface topics that

will keep the conversation going but will not cause any tension or anger to flare up.

- Keep it Short

In social situations it is always important to understand the nature of social etiquette conversation and keep conversations short and socialize with everyone present. Remember, social etiquette conversation is pleasant and short. Exchange pleasantries with everyone in attendance.

- Eye Contact and Personal Space

Making eye contact and allowing individuals their personal space is important in social etiquette conversation. This allows you to seem interested, polite and respectful of the other individual which are all social requirements.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

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Вариант 7.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Understanding cultural differences

We live in a culturally diverse world. People encounter individuals from different races, religions, and nationalities. Communicating across language and cultural barriers at home and abroad may be rather challenging.

Here are some guidelines to help you in cross cultural communication and understanding.

- Be aware of differing communication styles: do you favour direct or indirect communication? Being able to say 'no' in your culture means you have a direct way of communicating. Some cultures have many ways to say 'yes,' most of them meaning 'no'!

- Be aware of differing social values, status symbols and how to demonstrate them. In hierarchical cultures every degree of 'superiority' needs to be recognised and respected.

- Be aware of decision making customs: not all people like to make decisions quickly and efficiently.

- Be aware of concepts of time: not all people see time as money or as a commodity.

- Be aware of silences, body language and personal space: people from different cultures have different 'comfort zones'. Learn the basic differences in the way people supplement their words with body movement.

- Be aware of acceptance (or not) of strangers: different cultures have differing attitudes towards outsiders, some are openly hostile, some maintain a detached aloofness, and others are friendly and cooperative toward strangers.

- Be aware of cultural 'contexts': people from cultures called 'high-context cultures' (Far Eastern, Arab) rely far less on verbal communication and more on the context of nonverbal actions to convey meaning. People from 'low-context cultures' such as the USA and Northern European cultures rely more on direct, verbal communication: they say is what they mean.

- Be aware of different etiquette rules or manners: what is polite in one culture may be considered rude in another; watch and learn. If in doubt, ask.

- Be aware that political correctness, morality and ethical behaviour differ around the world.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 8.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Small Talk

Even if you're meeting to discuss business, ease into the conversation with small talk, which helps you establish rapport with your companions. Some people also consider it rude to launch immediately into "shop talk." Start with icebreaker topics like the weather, books, movies and sports.

The topics of small talk conversations are generally less important than their social function. The selected topic usually depends on any pre-existing relationship between the two people, and the circumstances of the conversation. In either case, someone initiating small talk will tend

to choose a topic for which they can assume a shared background knowledge, to prevent the conversation being too one-sided.

Topics can be summarised as being either direct or indirect. Direct topics include personal observations such as health or looks. Indirect topics refer to a situational context such as the latest news, or the conditions of the communicative situation. Some topics are considered to be "safe" in most circumstances: the weather, recent shared experiences (for example "*Good weather last night, wasn't it?*"), television and films, sports.

The level of detail offered should not overstep the bounds of interpersonal space. When asked, "*How are you?*" by an acquaintance they do not know well, a person is likely to choose a simple, generalised reply such as, "*Fine, thank you.*" In this circumstance it would probably not be appropriate for them to reply with a list of symptoms of any medical conditions they were suffering from. To do so would assume a greater degree of familiarity between the two people than is actually the case, and this may create an uncomfortable situation.

Small talk rules and topics can differ widely between cultures. Weather is a common topic in regions where the climate has great variation and can be unpredictable. Questions about the family are usual in some Asian and Arab countries. In cultures or contexts that are status-oriented, such as China and Japan, small talk between new acquaintances may feature questions that enable social categorization of each other. In many European cultures it is common to discuss the weather, politics or the economy, although in some countries personal finance issues such as salary are considered taboo.

Keep your conversation professional and stay away from gossip and from topics with the potential to be controversial or offensive. Whether you are with clients or coworkers, don't discuss politics or religion, which can lead to a heated debate instead of a friendly exchange, and don't tell jokes that could be interpreted as racist, sexist or otherwise off-color. You'd better stay away from personal topics such as someone's financial situation. Height, weight, clothing size, age, mental and physical health and marital situations are other topics to avoid.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 9.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization either speculatively or in response to printed public domain material whereby you are requesting some information.

It is a general term used for a number of different kinds of business letters addressed to a company. An enquiry is sent when a businessman wants some information. The letter is drafted to get some more information which is not available on website, brochures, literature of the product.

The letter is written by a customer to the company seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods.

He will take the opportunity to stimulate his correspondent's interest in his goods or services by including sales messages and the assurance that the customer will receive personal attention.

Offers may be firm (binding) or without engagement. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities. If the Buyer accepts the offer in full within the stipulated time, the goods are considered to have been sold to him at the price and on the terms stated in the offer. According to the British and American law, a person/company making a firm offer has the right to revoke it at any time before it has been accepted. According to the Russian law, a person/company making an offer is bound by it until the expiration of the time stated in the offer.

An order letter, also known as a PO or purchase order letter, is written to provide the vendor with detailed instructions for fulfilling an order. Letters dealing with orders and payments for merchandise form a bulk of business activity.

Proper care should be taken in drafting of the order to eliminate all doubts resulting in loss of time and possibly of the market. The letter usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader might need. The last paragraph invites prompt shipment and dated action, if desired.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью

перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 10.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Types of Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization when a businessman or a customer is seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods.

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usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader might need. The last paragraph invites prompt shipment and dated action, if desired.

A complaint letter is written to show one that an error has occurred and that needs to be corrected as soon as possible. The letter can be drafted as a document used for warning the reader. An effective complaint letter is brief and to the point and includes documentation. Several things should be kept in mind when writing this kind of letter.

Sufficient detail should be included to back up your claim and to show that you have thoroughly researched the subject. However, omit irrelevant details. Maintain a firm but respectful tone, and avoid aggressive, accusing language. Send only photocopies of receipts and other documents, and retain all originals. Keep a copy of the complaint letter for your records. If a company has repeatedly given you bad service and refuses to correct the situation and you feel that your only recourse is to pursue legal action, voice your feelings in a tactful but firm way. Include your contact information (your name, address, phone number, and e-mail address, if desired, so that the other party can reach you to discuss any questions or concerns).

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6).

Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 11.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Making business calls

The telephone is often the first point of contact a customer or client will have with a company so it is very important that you make a good impression when you're answering the phone.

Unless you are working in a busy call centre or on a switchboard, be as prompt as possible in answering the phone. Potential clients and many customers lead busy lives and if you let the phone ring too long before answering, they might have already hung up and taken their business elsewhere.

Always greet the caller according to the time of day and identify yourself with either a first name or first name and surname and the company name followed by establishing the reason for the call.

You never know how simple or complex the nature of call might be so it's important that you're prepared and know how to handle the call.

If you're working on a busy switchboard, you'll need to understand how to transfer calls internally and you should also keep a pen and pad handy so you can jot down details of the call.

Speak slightly more slowly on the phone than you would if you were having a general face-to-face conversation. Important details can get overlooked if you speak too quickly and it also saves you from having to repeat yourself. This is especially true if you have a very pronounced regional accent

People hate being put on hold although most of them do understand that it is sometimes inevitable. If you need to place a caller on hold

for any reason, firstly tell them why and ask them if they object to being placed on hold.

Before ending the call, you should always try to recap what you've discussed, if appropriate, and ask the caller if there is anything else you can help them with before saying 'goodbye' and hanging up. It's also good practice to let the caller hang up before you do.

If you've been asked to pass a message on to a work colleague, always do so as soon as possible. The longer you leave it, the more likely you will either forget to do so or you'll pass on incorrect details of the call.

In general, however, if you're friendly, courteous and helpful, answering the phone should not present you with too many problems.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 12.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

E-mail

E-mail is an informal way to send messages as long as you retain the same boundaries of propriety you would use if dealing with the person face-to-face. For example, if you address the CEO of the company by surname in person, do not switch to the first name when sending e-mail. There are a few general guidelines to keep in mind when communicating online:

1. All messages should be as short and concise as possible. If the message is more than a few lines long, divide the text into paragraph-sized “chunks” so it is easier to read.

2. Use a meaningful subject line. If a busy professional cannot figure out what an e-mail is about from the subject line, the message usually gets ignored or deleted.

3. Keep messages relevant. Make sure all messages posted are relevant to the subject at hand. When replying to someone quote the parts of the original message that pertain to your reply.

4. Stick to plain text. It is great to send out beautifully formatted messages with special italics, bold type, but, unfortunately, some mail systems will not deliver the message in the same format as it was sent. A plain text message may not look as pretty as you want, but it will not look worse than it did when you sent it.

5. Pay attention to grammar, spelling, and punctuation. Proper grammar, spelling, and punctuation make the message more easily understood, not to mention professional. Virtually every e-mail program today has a spelling and grammar check feature, so there is no reason not to use it. Another option would be to type your message in Microsoft Word, check for any spelling, punctuation, or grammar errors, then cut and paste the message into the body of the e-mail.

6. Avoid jokes and punctuation faces. In a business setting, it is best to avoid sending jokes and punctuation faces.

7. Remember you are communicating with other people. Sending e-mail does not give you the benefit of facial expressions and gestures that normally give additional meaning to a conversation. Without these non-verbal cues, you have to take care in what you are saying so the meaning is not misconstrued. Do not post your entire message in all capitals. This can be interpreted as screaming or shouting on the Internet.

9. Taking too long to respond. Everyone knows how busy some people can get. That is not an excuse to ignore e-mail or not respond in a

timely manner. It is disrespectful not to reply quickly to potential employer. Not responding quickly implies a lack of interest on your part. Check your e-mail a minimum of once a day if you are actively searching for employment.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 13.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Some Hints for a Successful Presentation Preparation

- *Planning.* Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

- *Objectives.* Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

- *Audience.* Who exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

- *Content.* Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.

- *Approach.* A good rule of thumb is to tell your audience what you're going to say, say it, then tell the audience what you've said. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support as appropriate. You might also like to include one or two anecdotes for additional variety and humour.

- *Organization.* Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarize the main points of your presentation, thank the audience for their attention, and invite questions.

If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear - don't try to put too much information on each one.

- *Rehearsal.* Allow time to practice your presentation – this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

3. *Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью*

перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 14.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Presentations

Business is all about selling – a product, topic or concept. When making a business presentation, the most important thing is to know your material. If you do not know everything about what you are selling, it is not likely that the audience will be buying.

It is expected today that you will use PowerPoint in business presentations. It can be used to add visuals to the message and is an easy way to create a leave-behind handout or e-mail the presentation to others later. But too often business presenters aren't as effective as they could be when delivering a PowerPoint presentation. Here are some tips for making your next PowerPoint business presentation more effective.

The success of your presentation is mostly determined before you ever get up to speak. Plan your presentation on paper before they sit down at the computer. Start by defining the goal of the presentation – what you want the audience to do, feel, understand or act on when you are done. Once you have the starting point and destination, you can decide where visuals will add to your message and what those visuals should be.

Decide on a simple standard look for your slides so that the audience has visual consistency throughout the presentation. Select background, text colors and fonts so that the text will be easy to read.

Seasoned presenters use key phrases and include only essential information. Choose only the top three or four points about your topic and make them consistently throughout the delivery. Simplify and limit the number of words on each screen. Make your slides easy to follow. Put the title at the top of the slide where your audience expects to find it. Keep important information near the top of the slide. Often the bottom portions of slides cannot be seen from the back rows.

Audiences don't want you to read slides full of text to them – surveys show it is the most annoying thing presenters can do. So use visuals instead of paragraphs of text. Use graphs to illustrate numeric data. Use diagrams to show processes or flows of information or goods. Use pictures to show a person, place or object.

Creating your presentation at the last minute is not a good idea because it does not allow you to practice and rehearse. Practice is when you sit with your presentation and mentally review what you are going to say and how you want the flow to work. Practice is not enough, although many presenters think it is sufficient. You must also rehearse your presentation by standing and delivering it as if it was for real. This is the only way to check your words, your visuals and whether the message is as clear as you want it to be. It is also the only way to truly check your timing to make sure you don't run over the allotted time.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6).

Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 15.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Job hunting

Looking for a position that is well suited to your own personal interests and talents is a time-consuming process that requires much thought and research. A job search can feel more like a marathon than a sprint, and the best way to approach it is to have a clearly defined plan.

Self-assessment needs to be the first step you take in looking for a job. It is important to know what kind of person you are and which work environments are most suited to your own unique combination of skills, goals and areas of interest.

There are many sources available for finding a job. Published openings might be found in the newspaper, on-line, in company job posting lists. In today's fast-paced world, Internet is an excellent place to find employment information.

Some openings are not advertised to the general public. They can be communicated by word of mouth or through networking. These can often be the best jobs. Connect with everyone you know, because you never know which contact may be able to help you with your job search or put you in touch with someone who can.

There are numerous employment agencies. However, it is important to remember that it is not their aim to help you figure out what it is you want to do. To get the largest benefit of working with a recruiting firm, you must go to them with a clear picture of the type of position you are looking for.

It's important to take the time to write targeted resumes and cover letters that specifically link your qualifications to the hiring criteria for the jobs you are applying for. The hiring manager will be able to see, at

a glance, why, and how, you are qualified for the job. You'll have a much better chance of getting an interview than if you send a generic letter and resume.

A resume is a key marketing tool that will help you land an interview. If written well, a resume should generate enough interest to make an employer want to meet you. Make sure you highlight your most relevant experience to the job you are applying for and tailor it each time you apply to a different company. You can post your CV online and help employers find you.

Once you've got a date and time confirmed you can research the company in more depth and start preparing for an interview.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 16.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

How to Write a Resume

A resume - sometimes called a 'Curriculum Vitae' or 'CV' - is a summary of your skills, education and work experience. A good resume demonstrates how your skills and abilities match up with the requirements of a job.

Resumes give you the opportunity to sell yourself to a potential employer. A resume is not an exhaustive list - if it's too long it probably won't get read at all. The best resumes are usually no longer than one or two pages.

You should change your resume with every job application so that it lists the skills and experiences you have that are most relevant to the job you're applying for. A tailored resume will be much more successful than a generic one, even though it means more preparation.

The structure of your resume will vary depending on your work experience and education and training background.

A resume usually sets out information in a reverse order. Your most recent work experience and study details should be first on the list. Here's a brief rundown on the essential things to include on your resume.

Personal details. Full name and contact details including address, telephone number(s) and email address.

Education and training. A summary of your education and training history, starting with your most recent studies, making sure you include all training that's relevant to the job you're applying for.

Employment history. Start with your most recent work history and work backwards chronologically, listing the name of the employer, your job title, the dates you worked there, and your responsibilities, tasks and achievements. Make sure you include everything that's relevant to the job.

Skills and abilities. A list of the things you're good at. These can be general skills or skills specific to a particular job. List them under broad headings such as "Communication" and "Teamwork".

Career objective (optional). Tell the employer what type of job you want end up with; this shows that you've given thought to your future career.

Interests (optional). A list of your hobbies and interests; this gives employers more information about you and also shows other areas of your life where you've gained experiences such as teamwork and commitment.

Referees. List people who can talk about how good a worker you are. Make sure you get their permission before including them on your resume. List their name, company name occupation, and contact details.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

3. *Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).*

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Вариант 17.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Types of Résumés

Depending on your work experience, the job you're applying for, or your personal preference, you may want to use a particular type of résumé. Here are three types of résumés to choose from.

A functional résumé focuses on your skills. If you haven't had a lot of work experience, a functional résumé that focuses on your skills is a good way to market yourself to potential employers.

Instead of focusing on your previous work experience, a skills-focused résumé highlights the transferable skills you gained from previous jobs, activities, experiences, or volunteer work.

It's most commonly used when you've had a large gap in your employment history, or if you have never worked before.

A chronological résumé focuses on your experience. Focusing on your work history is one of the more popular ways to structure a résumé. It shows employers all your work experience, focusing on positions you've held and your past responsibilities and accomplishments.

The chronological résumé is organized with your most recent information first. The goal is to give a comprehensive work history, organized by each job you've held. You give your position title, place of employment, how long you worked there, and a breakdown of your responsibilities or accomplishments.

This is a great multi-purpose résumé that works for most job applications, including retail.

A hybrid résumé is a combination of the two. A hybrid résumé is also known as a combination résumé. It combines the elements of a functional and chronological résumé to create a résumé that focuses heavily on skills, but also includes dates, titles of previous jobs, along with essential information about the position.

This is a good résumé to use when you want to prioritize your skills but also demonstrate how your career has evolved.

A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It definitely takes more work to write a targeted resume than to just click to apply with your existing resume. However, it's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 18.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Get Ready to Interview

Once you've got a date and time confirmed for an interview you can research the company in more depth and make a plan for the actual day – including what you're taking with you and what you are going to wear.

Carefully read the job description, focusing on the responsibilities and requirements. Be prepared to explain, with tangible examples, how you fit the requirements and how you can fulfill the responsibilities.

Research the company, including their mission statement and any recent or notable achievements, or changes in strategy or positioning.

Practice answering interview questions specific to your desired position and industry.

You may have several rounds of interviews, usually starting with a phone interview, then followed by in-person interviews.

Employers use phone interviews to identify and recruit candidates for employment. Phone interviews are often used to narrow the pool of applicants who will be invited for in-person interviews. For remote jobs, interviewing by phone, Skype or video may be how you get hired.

For a phone interview, set aside at least 45 minutes of quiet, uninterrupted time. Have your resume and cover letter printed or open on

your computer for reference. Be sure to take the call somewhere with excellent cell service. If you have one, a landline is preferable for optimal audio quality.

The first in-person job interview is typically a one-on-one interview between the applicant and a hiring manager. The interviewer will ask questions about the applicant's experience and skills, work history, availability, and the qualifications the company is seeking in the optimal candidate for the job.

For an in-person interview, arrive 10 minutes early with a printed cover letter and resume. Be sure to dress to impress, and express polite and professional enthusiasm about the position and the company.

A second interview can be a more in-depth interview with management, staff members, executives, and other company employees. Once you're scheduled for a second interview, you're most likely in serious contention for the job.

When you have made it through the interview process, the final step will be a job offer. Be sure to consider practical factors, such as the salary, benefits, vacation time, corporate culture, your commute, and the attitude and personalities of the people you would be working with.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 19.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Interview Questions

Although there is no set format that every job interview will follow, there are some questions that you can almost guarantee will crop up. Here's a list of the most common questions and a guide to the kind of answers your interviewer wants to hear.

Tell me about yourself.

This is usually the opening question and, as first impressions are key, one of the most important. Keep your answer to under five minutes, beginning with an overview of your highest qualification then running through the jobs you've held so far in your career. You can follow the same structure of your CV, giving examples of achievements and the skills you've picked up along the way. Don't go into too much detail – your interviewer will probably take notes and ask for you to expand on any areas where they'd like more information. If you're interviewing for your first job since leaving education, focus on the areas of your studies you most enjoyed and how that has led to you wanting this particular role.

What are your strengths?

Pick the three biggest attributes that you think will get you the job and give examples of how you have used these strengths in a work situation. They could be tangible skills, such as proficiency in a particular computer language, or intangible skills such as good man-management. If you're not sure where to start, take a look at the job description. There is usually a section listing candidate requirements, which should give you an idea of what they are looking for.

What are your weaknesses?

The dreaded question, which is best handled by picking something that you have made positive steps to redress. For example, if your IT ability is not at the level it could be, state it as a weakness but tell the interviewer about training courses or time spent outside work hours you have used to improve your skills. Your initiative could actually be per-

ceived as a strength. On no accounts say “I don’t have any weaknesses”, your interviewer won’t believe you, or “I have a tendency to work too hard”, which is seen as avoiding the question.

Why should we hire you?

What can you do for us that other candidates can't? - What makes you special and where do your major strengths lie? You should be able to find out what they are looking for from the job description. “I have a unique combination of strong technical skills and the ability to build long-term customer relationships” is a good opening sentence, which can then lead onto a more specific example of something you have done so far in your career. State your biggest achievement and the benefit it made to the business, then finish with “Given the opportunity, I could bring this success to your company.”

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

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Вариант 20.

1. Выполните работу с текстом.

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б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Departments in a company

There is a difference between the departments a new business *needs* and the departments it can *afford*, at least during the start-up phase. A typical business should only have the number of departments it can support financially.

Almost every business needs an accounting department and an administrative department to handle paperwork and the legal matters surrounding the business' formation. However, other departments such as R&D (research and development) or public relations may be considered unnecessary or optional.

The evolution of departments in a business closely parallels the evolution of the business itself. As a business grows, the number of departments often grows along with it. Such departments as production, sales, accounting and administration would be immediately beneficial to a new business. If company owners decide to hire staff to handle these departments, then a need for a human resources department may arise. A human resources department would oversee the hiring, retention and performance of future employees.

Meanwhile, the sales department of a growing company often branches into several different departments, such as inside sales, outside sales or retail sales. Promotion of the company may involve creating advertising and public relations departments. The original production department could expand into different departments to become more efficient. A shipping and receiving department would keep track of inventory or deliveries, while a quality control department could insure that the quality of products remains high.

There is no definitive answer concerning the total number of departments any business needs to be considered viable. Every new addition to a business brings with it some benefits and some liabilities. A new advertising department may create significant name recognition for the business, but the salaries of skilled artists and copywriters could be significant as well. As long as the existing departments can handle the company's needs, a growing business should be careful not to expand too quickly.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно пе-

переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 21.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Starting a business

Here are some steps that are required to start a business successfully.

Do market research. Most likely you have already identified a business idea. As you explore the market, some of the questions you should answer include: Is there a need for your anticipated products/services? Who needs it? Are there other companies offering similar products/services now? What is the competition like? How will your business fit into the market?

There are a number of ways you can answer these questions, including research, focus groups, and even trial and error.

Starting a small business involves some initial investment as well as the ability to cover ongoing expenses before you are making a profit.

If you intend to seek financial support from an investor or financial institution, a traditional business plan is a must.

Put together a spreadsheet that estimates the one-time startup costs for your business (licenses and permits, equipment, legal fees, insurance, branding, market research, inventory, etc.), as well as what you anticipate you will need to keep your business running for at least 12 months (rent, utilities, marketing and advertising, production, supplies, travel expenses, employee salaries, your own salary, etc.). Those numbers combined is the initial investment you will need.

Choose a business structure. Your small business can be a sole proprietorship, a partnership, a limited liability company (LLC) or a corporation. Paperwork is a part of the process when you start your own business. There are a variety of small business licenses and permits that may apply to your situation, depending on the type of business you are starting and where you are located.

You will need to think about your location, equipment, and overall setup, and make sure your business location works for the type of business you will be doing. You will also need to consider if it makes more sense to buy or lease your commercial space.

If you will be hiring employees, make sure you take the time to outline the positions you need to fill, and the job responsibilities that are part of each position.

Once your business is up and running, you need to start attracting clients and customers. Create a marketing plan to promote your business most effectively.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 22.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Writing a business plan

A business plan is an easy way to communicate the business idea to the prospective audience. If you need to raise funds, attract investors for your venture, you should write a business plan. They want to be sure that you have a sound business idea, an effective marketing strategy, that you understand the market and have a chance of making a good profit

The business plan should tell a story about your business, explaining who, what, when, where, how and why. It should be concise, but complete, professional, enthusiastic and convincing. It usually contains the following sections.

Market analysis is an examination of the primary target market for your product or service, including geographic location, demographics, your target market's needs and how these needs are being met currently.

Competitive Analysis as an investigation of your direct and indirect competitors, with an assessment of their competitive advantages and an analysis of how you will overcome any entry barriers to your chosen market. In this section of the business plan, you need to distinguish your business from the competition, persuading the reader(s) of your plan that your business will be able to compete successfully.

Marketing Plan is a detailed explanation of your sales strategy, pricing plan, proposed advertising and promotion activities, and product

or service's benefits. This is where you present the reader with your new business's Unique Selling Proposition (USP), describe how you're going to get your goods and/or services to market and how you're going to persuade people to buy them.

Management Plan is an outline of your business's legal structure and management resources, including your internal management team, external management resources, and human resources needs.

Operating Plan is a description of your business's physical location, facilities and equipment, kinds of employees needed, inventory requirements and suppliers, and any other applicable operating details, such as a description of the manufacturing process.

Financial Plan is a description of your funding requirements, your detailed financial statements, and a financial statement analysis.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 23.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

How to hire the right people

Companies often need to recruit new people.

To begin the recruitment process, the company should develop a job description that tells potential employees the exact requirements of the position. First, notify current employees of the opening, your internal applicants may surprise you with their talent and skills.

Then job advertisements (job ads) are placed in newspapers and posted online. Most jobs will require an online campaign through posting the job on job sites and in social media. Your own website is significant for recruiting employees who seek out your company in particular. Companies create an employment section on the company's website which describes available positions and contains information about the company.

People who are interested apply for a job. Companies ask applicants to send their CVs (resumes) and select the most suitable candidates to make a short list. If you have advertised the position effectively, you will have a large pool of applicants.

Job applicants who respond to the recruitment efforts of the company are then screened to determine if they are qualified for the job. The applications are reviewed and the most qualified applicants receive a phone interview. The purpose of the screening is to save staff time and energy by eliminating candidates.

Selected candidates are invited to interviews and other methods of assessment. Employers may check the background of prospective employees, as well as check references prior to making a job offer and hiring the top candidate for the position. After an interview they make a final selection and offer the job to the best applicant.

In some cases, employers passively recruit by simply posting jobs on their company website and waiting for applicants to find the job posting and apply. They don't need to do anything else because of the volume of applications they receive.

Other companies are actively recruiting candidates using many different ways to connect with and engage potential employees. Even if they do get many applications they want to be sure they are reaching the best candidates.

Companies can also use the services of recruitment (employment) agencies or headhunters. Recruiters have an already-developed pool of

candidates. They provide a second pair of experienced eyes to help you with your search and save your time.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 24.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

How to advertise

Advertising is important for any successful business. It persuades people to buy your product, fosters product awareness and brand loyalty, increases sales and your company's profits. You might provide the greatest product or service in the world, but if nobody knows about it you'll never make any money.

For effective advertising you should remember about the following steps.

1. Know your target market. Consider gender, age, income of your target consumers. The ad that appeals to retired men is very different from an ad designed for teenage girls.

2. Decide on a target location. The next step is to place your advertisements in the right advertising media to reach your target consumers. You can't advertise everywhere, so think where your target audience is most likely to see the ad. Don't make decisions based on your own personal preference. Don't advertise on the radio just because *you* listen to the radio. Do some research and make your decision based on your customers.

3. Draw up a budget. Of course, your budget will play a big role in the quality and distribution of your ad. Very few businesses will have an unlimited budget for their advertising campaigns, so it is important that you think strategically about your ads and plan carefully. Nothing will help your business grow like a well-designed, well-targeted ad, so spend as much money as you can afford on your advertising campaign.

Think of it like an investment; the initial cost may be high, but the returns (in terms of new customers and potential sales) will more than make up for it. When it comes to advertising, you have to spend money to make money.

4. Produce a great ad. Creating an advertisement for your business, product or service, you should try to come up with a simple yet eye-catching image which customers will recognize instantly. Depending on the type of ad, this includes things like the colors used, the font, the photographs, the music or the spokespeople/celebrities used to represent them. Part of creating a great image is coming up with a recognizable logo, slogan or jingle which customers associate with your brand.

The message your ad sends can make or break the campaign. Highlight your competitive advantage: benefits of buying your product or service over those of your competitors (USP).

Avoid advertising clichés. You need your ad to be unique -- if it looks or sounds exactly like a hundred other ads, you'll lose potential customers.

Your ad should be well-targeted, eye-catching, convincing, humorous or clever, different from competition.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно пе-

переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 25.

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б). Составьте словарь к тексту.

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Business travel. Staying at a hotel

With the increase in the number of hotels and hotel chains, consumers now have a greater choice of where to stay when they travel. In order to beat the competition, hotels are now improving and enhancing the services that they provide.

The following is a list of the types of hotel services that hotel guests prioritize:

1. Hotel guests expect clean rooms that contain all of the essential conveniences. This includes comfortable beds with clean sheets, high speed internet access in the room, access to movies, full bathroom facilities, free local calls, continental breakfasts, newspaper in the morning outside the door, wake-up call service, alarm clock, hair dryer, coffee maker or complimentary coffee, iron and ironing board, and air-conditioning.

2. Easy accessibility to local transportation such as a taxi service and car rental is an important priority. They also want hotel staff to be able to arrange for their transportation. The hotel should have convenient parking where vehicles will be safe.

3. Hotel guests would like hotel staff to be able to arrange for entertainment services such as theater tickets, movie tickets, dinner reservations, spa and hair salon reservations.

4. Hotel guests would like a member of the staff to be available for assistance 24 hours a day. It is important that there is concierge available at all times to cater to the needs of the guests.

5. The hotel should have a quality dining room that serves delicious food at affordable prices. A hotel lounge is also important. The lounge should be a nice place to relax and have a drink.

6. The hotel should have recreational services such as a swimming pool, sauna, gymnasium, or tennis court. Most customers enjoy taking advantage of hotel recreational services.

7. Most hotel guests enjoy their privacy. Hotels should have rooms for those who want extra privacy.

8. Most people look for ways to save money when they travel. Customers enjoy taking advantage of special discounts on certain services offered by hotels.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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8. Приложения

Приложение 1

Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания

Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization either speculatively or in response to printed public domain material whereby you are requesting some information.

It is a general term used for a number of different kinds of business letters addressed to a company. An enquiry is sent when a businessman wants some information. The letter is drafted to get some more information which is not available on website, brochures, literature of the product.

The letter is written by a customer to the company seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods.

He will take the opportunity to stimulate his correspondent's interest in his goods or services by including sales messages and the assurance that the customer will receive personal attention.

Offers may be firm (binding) or without engagement. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities. If the Buyer accepts the offer in full within the stipulated time, the goods are considered to have been sold to him at the price and on the terms stated in the offer. According to the British and American law, a person/company making a firm offer has the right to revoke it at any time before it has been accepted. According to the Russian law, a person/company making an offer is bound by it until the expiration of the time stated in the offer.

An order letter, also known as a PO or purchase order letter, is written to provide the vendor with detailed instructions for fulfilling an

order. Letters dealing with orders and payments for merchandise form a bulk of business activity.

Proper care should be taken in drafting of the order to eliminate all doubts resulting in loss of time and possibly of the market. The letter usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader might need. The last paragraph invites prompt shipment and dated action, if desired.

Types of Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization when a businessman or a customer is seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

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A complaint letter is written to show one that an error has occurred and that needs to be corrected as soon as possible. The letter can be drafted as a document used for warning the reader. An effective complaint letter is brief and to the point and includes documentation. Several things should be kept in mind when writing this kind of letter.

Sufficient detail should be included to back up your claim and to show that you have thoroughly researched the subject. However, omit irrelevant details. Maintain a firm but respectful tone, and avoid aggressive, accusing language. Send only photocopies of receipts and other documents, and retain all originals. Keep a copy of the complaint letter for your records. If a company has repeatedly given you bad service and refuses to correct the situation and you feel that your only recourse is to pursue legal action, voice your feelings in a tactful but firm way. Include your contact information (your name, address, phone number, and e-mail address, if desired, so that the other party can reach you to discuss any questions or concerns).

Essentials of Effective Business Correspondence

Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place order for purchase of goods.

A letter should serve the purpose for which it is written. If a businessman writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the product, mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. Again the quality of paper used in the letter, its size, colour also need special attention, because they create a positive impression in the mind of the receiver.

Let us now learn about the different parts of a business letter.

The essential parts of a business letter are as follows:

1. **Heading** -The heading of a business letter usually contains the name and postal address of the business, e-mail address, web-site address, telephone number, fax number, trade mark or logo of the business.

2. **Date** - The date is normally written on the right hand side corner after the heading as the day, month and years. Some examples are 28th Feb., 2003 or Feb. 28, 2003.

3. Reference- It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading. For example, we can write reference number as AB/FADept./2003/27.

4. Inside address - This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager etc.

Example:

<i>M/S Bharat Fans Bharat Complex Hyderabad Industrial Complex Hyderabad Andhra Pradesh – 500032</i>	<i>The Chief Manager, State Bank of India Utkal University Campus Bhubaneswar, Orissa- 751007</i>
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5. Subject - It is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about. For example,

Subject: Your order No. C317/8 dated 12th March 2003.

Subject: Enquiry about Samsung television

Subject: Fire Insurance policy

6. Salutation - This is placed below the inside address. It is usually followed by a comma (,). Various forms of salutation are:

Sir/Madam: For official and formal correspondence

Dear Sir/Madam: For addressing an individual

Dear Sirs/Dear Madam: For addressing a firm or company.

7. Body of the letter- This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts.

(a) Opening part - It is the introductory part of the letter. In this part, attention of the reader should be drawn to the previous correspondence, if any.

For example.

With reference to your letter no. 326 dated. 12th March 2003, I would like to draw your attention towards the new brand of television.

(b) Main part - This part usually contains the subject matter of the letter. It should be precise and written in clear words.

(c) Concluding Part - It contains a statement the of sender's intentions, hopes or expectations concerning the next step to be taken. Further, the sender should always look forward to getting a positive response. At the end, terms like *Thanking you, With regards, With warm regards* may be used.

8. Complimentary close - It is merely a polite way of ending a letter. It must be in accordance with the salutation.

For example: Salutation - Complementary close

- *Dear Sir/Dear Madam - Yours faithfully*
- *Dear Mr. Raj - Yours sincerely*
- *My Dear Akbar - Yours very sincerely (express very informal relations).*

9. Signature - It is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature. The designation is given below the typed name. Where no letterhead is in use, the name of the company too could be included below the designation of the writer.

For example: Yours faithfully

For M/S Acron Electricals

(Signature)

SUNIL KUMAR

Partner

10. Enclosures - This is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter. These enclosures are listed one by one in serial numbers.

For example: Encl: (i) The list of goods received

(ii) A cheque for Rs. One Thousand dtt. Feb. 27, 2003 (Cheque No.....) towards payment for goods supplied.

11. Copy circulation - This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C.

For example, C.C. i. The Chairman, Electric Supply Corporation

ii. The Director, Electric Supply Corporation

iii. The Secretary, Electric Supply Corporation

12. Post script - This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S.

For example, P.S. - In our offer, we provide two years warranty.

Письменно переведите текст письма и выполните задание после текста.

Manor House Hotel

Farnham Green, Warnside, Upminster, UB23.

Tel: 091 8976. Fax: 091 9008. E-mail: manhot@xx.itl www.man.itx

15 January 20..

The Sales Manager,
Melody Modes Ltd.,
Carrham, Upminster UE12.

Your Ref: KPS/C3, Our Ref: Con/13/1

Dear Sir,

Thank you for your letter of 12 January regarding our conference facilities for your sales convention in July this year.

I have pleasure in enclosing our current conference brochure and tariff. You will note that we offer a variety of venues inside the hotel itself, for groups of between 20 and 150 people, with a choice of catering facilities and with or without accommodation. This year we are also able to arrange functions in marquees in the hotel grounds, with a more limited range of catering, but again with or without hotel accommodation.

We have two lecture rooms, with audiovisual equipment - overhead projectors and video and DVD facilities - which might be of interest to you. There are also product display facilities within the hotel.

If you require all or some of your delegates to be accommodated in the hotel, I recommend early booking, as July is one of our peak months. We offer 4-star accommodation, every room with en suite facilities, minibar, television, personal safe, trouser press. We have two restaurants, four bars, a fully equipped gymnasium, and an indoor/outdoor swimming pool.

I look forward to hearing from you further, and I shall be happy to supply any additional information you might require; you will be very welcome to visit the hotel to see for yourself the facilities we offer.

Yours faithfully,

Hector Manning
General Manager

1. Определите, к какому виду письма относится данное письмо:
 - a) Письмо-запрос информации
 - b) Письмо-ответ на запрос информации
 - c) Письмо-заказ
 - d) Письмо-жалоба
 - e) Письмо-просьба
2. В тексте письма на английском языке подчеркните выражения-клише для написания деловых писем. С типовыми фразами для написания писем можно ознакомиться в таблице ниже.

Useful phrases and vocabulary for writing business letters

Functions	Useful language
Salutation - Complementary close	When the recipient's name is unknown to you: Dear Sir ... Yours faithfully Dear Madam ... Yours faithfully Dear Sir or Madam ... Yours faithfully
When you know the recipient's name:	Dear Mr Hanson ... Yours sincerely Dear Mrs Hanson ... Yours sincerely Dear Miss Hanson ... Yours sincerely Dear Ms Hanson ... Yours sincerely
When addressing a good friend or colleague:	Dear Jack ... Best wishes/Best regards
Addressing whole departments:	Dear Sirs ... Yours faithfully
Starting	We are writing to inform you that ..., to confirm ..., to request..., to enquire about ... I am contacting you for the following reason. I recently read/heard about and would like to know ... Having seen your advertisement in ..., I would like to ... I would be interested in (obtaining / receiving) ... I received your address from ... and would like to ... I am writing to tell you about ...
Referring to previous contact	Thank you for your letter of March 15. Thank you for contacting us. In reply to your request, ... Thank you for your letter regarding ... With reference to our telephone conversation yesterday...

Making a request	<p>We would appreciate it if you would ...</p> <p>I would be grateful if you could ...</p> <p>Could you please send me ...</p> <p>Could you possibly tell us / let us have ...</p>
Orders	<p>Thank you for your quotation of ...</p> <p>We are pleased to place an order with your company for...</p> <p>We would like to cancel our order #° ...</p> <p>Please confirm receipt of our order.</p> <p>I am pleased to acknowledge receipt of your order # ...</p>
Prices	<p>Please send us your price list.</p> <p>You will find enclosed our most recent catalogue and price list.</p> <p>Please note that our prices are subject to change without notice.</p> <p>We have pleasure in enclosing a detailed quotation.</p> <p>We can make you a firm offer of ...</p> <p>Our terms of payment are as follows ...</p> <p>Our records show that we have not yet received payment of ...</p> <p>According to our records ...</p> <p>Please send payment as soon as possible.</p> <p>You will receive a credit note for the sum of ...</p>
Enclosing documents	<p>I am enclosing ...</p> <p>Please find enclosed ...</p> <p>You will find enclosed ...</p>
Closing remarks	<p>If we can be of any further assistance, please let us know.</p> <p>If you require more information ...</p> <p>For further details ...</p> <p>Thank you for taking this into consideration.</p> <p>Thank you for your help.</p> <p>We hope you are happy with this arrangement.</p> <p>I look forward to seeing you next week.</p> <p>Looking forward to hearing from you, ...</p> <p>An early reply would be appreciated.</p>
Ending business letters	<p>◇ Sincerely, }</p> <p>◇ Yours sincerely,} for all customers / clients</p> <p>◇ Sincerely yours,}</p> <p>◇ Yours faithfully,} in more formal letters</p> <p>◇ Regards, for those you already know and/or with whom you have a working relationship</p>

Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией.

Some Hints for a Successful Presentation

Preparation

- *Planning.* Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

- *Objectives.* Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

- *Audience.* Whom exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

- *Content.* Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.

- *Approach.* A good rule of thumb is to tell your audience what you're going to say, say it, then tell the audience what you've said. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support as appropriate. You might also like to include one or two anecdotes for additional variety and humour.

- *Organization.* Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarize the main points of your presentation, thank the audience for their attention, and invite questions.

If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear - don't try

to put too much information on each one.

- *Rehearsal*. Allow time to practice your presentation – this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

Language

- *Simplicity*. Use short words and sentences that you are comfortable with. There is no benefit in using difficult language.

- *Clarity*. Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts. Avoid jargon unless you are sure all your audience will understand it.

- *Signalling*. Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is taking.

Delivery

- *Nerves*. You will probably be nervous at the beginning of your presentation. Don't worry – most people are nervous in this situation. Try not to speak too fast during the first couple of minutes – this is the time you establish your rapport with the audience and first impressions are very important. You may find it helpful to memorize your introduction.

- *Audience rapport*. Try to be enthusiastic – your interest in the subject matter will carry your audience along. Look around your audience as you speak – eye contact is essential for maintaining a good rapport. You will also be able to pick up signals of boredom or disinterest, in which case you can cut your presentation short.

- *Body language*. Stand rather than sit when you are delivering your presentation and try to be aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

- *Voice quality*. You must be clearly audible at all times - don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

- *Visual aids*. Use your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

- *Audience reaction.* Be ready to deal with any hostile questions. Polite, diplomatic answers are a good disarming tactic, but if you should find yourself 'under fire', suggest that the audience keeps any further questions until the end of the presentation and continue with your next point.

Business Presentations (PowerPoint)

Business is all about selling – a product, topic or concept. When making a business presentation, the most important thing is to know your material. If you do not know everything about what you are selling, it is not likely that the audience will be buying.

It is expected today that you will use PowerPoint in business presentations. It can be used to add visuals to the message and is an easy way to create a leave-behind handout or e-mail the presentation to others later. But too often business presenters aren't as effective as they could be when delivering a PowerPoint presentation. Here are some tips for making your next PowerPoint business presentation more effective.

The success of your presentation is mostly determined before you ever get up to speak. Plan your presentation on paper before they sit down at the computer. Start by defining the goal of the presentation – what you want the audience to do, feel, understand or act on when you are done. Once you have the starting point and destination, you can decide where visuals will add to your message and what those visuals should be.

Decide on a simple standard look for your slides so that the audience has visual consistency throughout the presentation. Select background, text colors and fonts so that the text will be easy to read.

Seasoned presenters use key phrases and include only essential information. Choose only the top three or four points about your topic and make them consistently throughout the delivery. Simplify and limit the number of words on each screen. Make your slides easy to follow. Put the title at the top of the slide where your audience expects to find it. Keep important information near the top of the slide. Often the bottom portions of slides cannot be seen from the back rows.

Audiences don't want you to read slides full of text to them – surveys show it is the most annoying thing presenters can do. So use visuals instead of paragraphs of text. Use graphs to illustrate numeric data.

Use diagrams to show processes or flows of information or goods. Use pictures to show a person, place or object.

Creating your presentation at the last minute is not a good idea because it does not allow you to practice and rehearse. Practice is when you sit with your presentation and mentally review what you are going to say and how you want the flow to work. Practice is not enough, although many presenters think it is sufficient. You must also rehearse your presentation by standing and delivering it as if it was for real. This is the only way to check your words, your visuals and whether the message is as clear as you want it to be. It is also the only way to truly check your timing to make sure you don't run over the allotted time.

Ознакомьтесь с полезной лексикой, типовыми фразами для подготовки презентации.

Useful language for making presentations

Functions	Useful language
Welcoming your audience	Good morning, ladies and gentlemen Good morning, gentlemen Good afternoon, ladies and gentleman Good afternoon, everybody
Outlining your structure	To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).
Introducing your subject	I am going to talk today about... The purpose of my presentation is to introduce our new range of...
Giving instructions about questions	Do feel free to interrupt me if you have any questions. I'll try to answer all of your questions after the presentation. I plan to keep some time for questions after the presentation.
Starting	I'd like to start by... Let's begin by... First of all, I'll... Starting with... I'll begin by...
...and starting another	Now we'll move on to... Let me turn now to... Next... Turning to... I'd like now to discuss... Let's look now at...
Finishing one subject...	Well, I've told you about... That's all I have to say about... We've looked at... So much for...
Ordering	Firstly...secondly...thirdly...lastly... First of all...then...next...after that...finally... To start with...later...to finish up...

Analysing a point and giving recommendations	<p>Where does that lead us?</p> <p>Let's consider this in more detail...</p> <p>What does this mean for ABC?</p> <p>Translated into real terms..</p>
Giving an example	<p>For example,...</p> <p>A good example of this is...</p> <p>As an illustration,...</p> <p>To give you an example,...</p> <p>To illustrate this point...</p>
Dealing with questions	<p>Now I'll try to answer any questions you may have.</p> <p>Can I answer any questions?</p> <p>Are there any questions?</p> <p>Do you have any questions?</p> <p>Are there any final questions?</p> <p>We'll be examining this point in more detail later on...</p> <p>I'd like to deal with this question later, if I may...</p> <p>I'll come back to this question later in my talk...</p> <p>Perhaps you'd like to raise this point at the end...</p> <p>I won't comment on this now...</p>
Summarising and concluding	<p>To conclude,...</p> <p>Now, to sum up...</p> <p>Right, let's sum up, shall we?</p> <p>So let me summarise/recap what I've said.</p> <p>Finally, may I remind you of some of the main points we've considered.</p> <p>In conclusion,...</p> <p>I'd like now to recap...</p> <p>Let's summarise briefly what we've looked at...</p> <p>Finally, let me remind you of some of the issues we've covered...</p> <p>If I can just sum up the main points...</p> <p>Many thanks for your attention.</p> <p>May I thank you all for being such an attentive audience.</p>

COMPANY PROFILE

Good morning, ladies and gentlemen, thank you for coming. My name is Sarah James, and I'm here to give a brief presentation on the company. My talk is very short so please keep your questions to the end.

The first part of my presentation is about the company structure of Pizza Hut (UK). The second part looks at the present activity of the company in the UK, and in the last part I want to talk about our future plans.

First, the structure. Let's start with the parent company. As you know, Pizza Hut (UK) is a subsidiary of Tricon Global Restaurants. There are other brands in the group, such as KFC and Taco Bell. The President of Pizza Hut (UK) is Jon Prinsell.

Now, let's look at our present activity. Business is very good. People in Britain like pizzas! We have sales of over £ 300 million from 400 outlets. We employ about 16,000 people. In Britain our brand is very well-known. 80% of the population eat at Pizza Hut at least once a year. On top of that, we deliver 75,000,000 pizzas to people's homes. Pizzas are our main product, but we also sell a lot of pastas, salads, desserts, and drinks.

Finally, the future. In the next ten years we plan to open at least another hundred restaurants. At the moment our market share of all meals in restaurants in Britain is 6 %. We would like to increase that number to 10 % in the next ten years. With our customers and our staff, that aim is possible.

Thank you for listening. Do you have any questions?

Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления.

How to Write a Resume

A resume - sometimes called a 'Curriculum Vitae' or 'CV' - is a summary of your skills, education and work experience. A good resume demonstrates how your skills and abilities match up with the requirements of a job.

Resumes give you the opportunity to sell yourself to a potential employer. A resume is not an exhaustive list - if it's too long it probably won't get read at all. The best resumes are usually no longer than one or two pages.

You should change your resume with every job application so that it lists the skills and experiences you have that are most relevant to the job you're applying for. A tailored resume will be much more successful than a generic one, even though it means more preparation.

The structure of your resume will vary depending on your work experience and education and training background.

A resume usually sets out information in a reverse order. Your most recent work experience and study details should be first on the list. Here's a brief rundown on the essential things to include on your resume.

Personal details. Full name and contact details including address, telephone number(s) and email address.

Education and training. A summary of your education and training history, starting with your most recent studies, making sure you include all training that's relevant to the job you're applying for.

Employment history/ Work experience. Start with your most recent work history and work backwards chronologically, listing the name of the employer, your job title, the dates you worked there, and your responsibilities, tasks and achievements. Make sure you include everything that's relevant to the job.

Skills and abilities. A list of the things you're good at. These can be general skills or skills specific to a particular job. List them under broad headings such as "Communication" and "Teamwork".

Career objective (optional). Tell the employer what type of job you want end up with; this shows that you've given thought to your future career.

Interests (optional). A list of your hobbies and interests; this gives employers more information about you and also shows other areas of your life where you've gained experiences such as teamwork and commitment.

Referees. List people who can talk about how good a worker you are. Make sure you get their permission before including them on your resume. List their name, company name occupation, and contact details.

General Do's and Don'ts of Resume Writing

Content Do's

- Present yourself accurately and positively
- Include only enough information to encourage an employer to find out more. List your most recent positions or areas of expertise first, and then work backwards.
- Include brief descriptions (where appropriate) of the companies where you worked: size, sales, volume, products, etc.
- Stress accomplishments. Include figures and brief examples to substantiate claims.
- Leave out data that might result in discrimination (i.e. race, marital status, religion).
- Put education near the end unless there is a special reason to put it up front (i.e. teaching position).
- Use strong, succinct action words (i.e. “designed vs. worked on formulation of).
- Make the resume attractive to the eye, and make sure it has absolutely NO errors. Wherever possible, avoid underlining and using more than one font.
- Use the language of your future work. Make sure your resume is related to an employers need.
- Have several others proofread and critique your resume for accuracy and impact.

Content Don'ts

- Don't have someone else write your resume (ask for advice and input, but you know yourself best and will have to defend the content).
- Make sure you do not come across as arrogant or overly confident.
- Don't exaggerate your strengths and talents.
- Don't use pronouns, abbreviations, jargon or buzzwords unless the terms are widely known and accepted or are industry/company specific.
- Don't crowd the margins or use excessively small type.
- Don't include references. Reference requests are made when there is an actual hiring interest, not before. At the end of your resume you may state, "references available upon request," or since this is normally assumed, the phrase may be omitted. As a matter of courtesy and to ensure that potential employers receive favorable references, always contact your references in advance.
- Avoid humor and vagueness.
- Don't include personal information (weight, height, marital status, children, etc.)

Format Considerations

The appearance of your resume should invite further reading and ultimately assist in getting you in the door for an interview. Other things to consider include:

- Using a laser printer on good quality bond paper.
- Keep it between one and two pages in length.
- Make it easy to read. The size of the print should be comfortable (no smaller than 10-11) and the amount of information that is bold or underlines should enhance rather than overwhelm the reader. Allow plenty of white space on the page.
- Provide at least a one-inch margin on the left and right for the body of the document.
- Your resume must be flawless- no spelling errors, typos or grammatically incorrect phrases, incorrect dates of employment, correct phone numbers, etc.
- No two-sided resumes

- Print in black ink on plain white paper- even a light off-white can reduce scannability.

- Format your resume as simply as possible:

- Avoid columns

- No fancy fonts, small fonts, underlining (avoid where possible) or italics

- Use boldface for headings

- Replace bullets with characters like dashes (-), carrots (>) or asterisks (*)

- No graphics or symbols

- Use a font between 10 and 14 points and don't crowd the letters

- When you mail your resume, do not use staples and do not fold (when possible). Be sure to send an original rather than a copy. Scanning equipment often has difficulty with copies (the same goes with faxed versions, so try mailing the original, unless you have the capability of faxing directly from your computer.

- When sending your resume as an email, protocol differs by company. Sometimes hiring managers want the resume in the body of the email, others as an attachment. Unless instructed otherwise, send your resume as a Word attachment.

CATE JONES
6 Pine Street
Arlington, VA 12333
555.555.5555 (home)
566.486.2222 (cell)
phjones@vacapp.com

OBJECTIVE

Bilingual, customer service employee with strong written and oral communication skills is looking for a challenging position in the hospitality industry.

EDUCATION

ABC University, Philadelphia, USA
Bachelor of Arts, May 20XX
Major: Hotel Administration

WORK EXPERIENCE

Waitress, Austin's Restaurant, Philadelphia, PA February 20XX - January 20XX

- Took orders, served meals, set and cleared tables

Cashier, ABC Convenient Store, Philadelphia, PA Summer 20XX

- Managed cash register, restocked shelves, and assisted customers with locating items
- Received award for best customer service two months in a row

Sales Assistant, DEF Departments, Philadelphia, PA July 20XX - April 20XX

- Provided convenient service to customers
- Maintained and restocked inventory

Host, L'Amour Restaurant, Philadelphia, PA September 20XX-August 20XX

- Welcomed and seated guests, ensuring each guest's comfort and satisfaction
- Spoke on the phone to book reservations and answer questions, always maintaining clear and positive communication
- Scheduled dining reservations and arranged parties and special services for diners.

LANGUAGES, CERTIFICATIONS, AND SKILLS:

- Spanish – Intermediate level
- Mediation and conflict resolution certification, October 20XX
- Good computer skills: experience in Adobe Photoshop, Adobe InDesign, and Excel
- Clean driving license

PERSONAL TRAITS

Result-oriented, motivated to succeed, energetic, independent worker, highly adaptable to ever-changing circumstances. Excellent communication skills. Trained and experienced in resolving customer complaints and promoting conflict resolution.

References available upon request.

9. Перечень основной и дополнительной учебной литературы

9.1. Основная литература

1. Business English. Деловой английский язык: учебно-методическое пособие / [сост.: Е.В. Добровольская, Е.А. Золотарева]; НОУ ВПО Центросоюза РФ «СибУПК». – Новосибирск, 2015. – 144 с.

2. Английский язык в ситуациях повседневного делового общения: Учебное пособие / З.В. Маньковская. - М.: НИЦ ИНФРА-М, 2016. - 223 с. – (ЭБС znanium. com).

3. Деловой английский язык: ускоренный курс: Учебное пособие / З.В. Маньковская. - М.: НИЦ ИНФРА-М, 2014. - 160 с., 500 экз. (ЭБС znanium. com).

9.2. Дополнительная литература

4. A Complete Guide to Modern Writing Forms. Современные форматы письма в английском языке: Учебник / А.Ю. Поленова, А.С. Числова. - М.: ИНФРА-М: Академцентр, 2012. - 160 с. – (ЭБС znanium. com).

5. Агабекян, И.П. Английский язык для бакалавров = A Course for Bachelor's Degree Students/ Intermediate level: учеб. пособие для вузов / И.П. Агабекян. – Ростов н/Д: Феникс, 2011. – 382 с.

6. Английский язык для делового общения: Ролевые игры по менеджменту: Учебное пособие / Маньковская З.В. - М.:НИЦ ИНФРА-М, 2016. - 120 с. – (ЭБС znanium. com).

7. Английский язык: Учебное пособие / Н.М. Дюканова. - 2-е изд., перераб. и доп. - М.: НИЦ ИНФРА-М, 2013. - 319 с., 1000 экз. (ЭБС znanium. com).

8. Бизнес-диалог. Пособие по развитию устной и письменной речи иностранных учащихся: Учебное пособие/А.А.Позднякова, Д.Хамуркопаран - М.: Форум, НИЦ ИНФРА-М, 2015. - 248 с., 300 экз. (ЭБС znanium. com).

9. Грамматика для делового общения на английском языке (модульно-компетентностный подход): Учебное пособие / З.В. Маньковская. - М.: НИЦ Инфра-М, 2013. - 140 с., 500 экз. (ЭБС znanium. com).

10. Идиомы и фразовые глаголы в деловом общении (английский язык): Учебное пособие / З.В. Маньковская. - М.: ИНФРА-М, 2011. - 184 с. – (ЭБС znanium.com).

11. Коноваленко, М. Ю. Деловые коммуникации: учебник для бакалавров / М.Ю. Коноваленко, В.А. Коноваленко. – М., Юрайт-Издат, 2012. – 468 с.