

Вопросы к экзамену.

Для успешной сдачи зачета по дисциплине «Деловой английский язык» студенты факультета **Прикладной математики и информатики** должны знать:

I. Грамматический материал по следующим темам:

- глагол **to be** в настоящем простом времени (его формы, структура утвердительного, вопросительного, отрицательного предложений, короткие вопросы, сокращенные формы, перевод предложений с глаголом **to be** с английского на русский и с русского на английский) – стр. 11, 158 учебника;
- неопределенный артикль в английском языке (значение, когда употребляется, разница между артиклями **a/ an**) – стр. 12, 158 учебника;
- предлог времени **at** (случаи употребления) – стр. 19 учебника;
- Настоящее простое время (значение, случаи употребления, структура утвердительного предложения, формы смыслового глагола и глагола **to have** во всех лицах и числах) – стр. 20, 158 учебника;
- наречия частотности действия, их место в структуре утвердительного предложения – стр. 20, 158 учебника.

II. Лексику по темам «Установление контакта», «Команды»:

Business contacts, greet, greeting, introduce, introduction, first name, surname, business card, job title, employee, different, company, qualifications, qualify, address, company name, head, IT, software, commute, tax, MBA, BA, Hons, legal, nationality, France, French, Brazil, Brazilian, the USA, American, the UK, Great Britain, British, India, Indian, Spain, Spanish, Germany, German, China, Chinese, Poland, Polish, Japan, Japanese, Russia, Russian, Kuwait, Kuwaiti, Europe, European, Asia, Asian, accountant, designer, architect, lawyer, receptionist, teacher, mechanic, salesperson, engineer, teacher;

Team, group, work together, similar aim, team leader, opinion, teamwork, communication, communicative, effective, colleague, consultant, degree, PhD, team member, technology, traditional, tradition, bright ideas, CEO, network, creative, Design department, Marketing department, IT department, Production department, Finance department, Buying department, Sales department, Human Resources (HR) department, Research and Development (R&D) department, board of directors, staff, manager, boss, personnel, am/ pm, organize, promote, be responsible for, be in charge with, Dr, Mr, Mrs, Ms, Miss, work at, work for (be with).

III. Студенты должны уметь понимать простые тексты для чтения уровня B1 объемом 800-900 знаков (основной идеи текста, понимать детали).

Пример текста:

Read the article and say if the statements are true or false.

1. Luxottica is a Chinese company.
2. It doesn't sell products only in Italy.

3. Luxottica manufactures most of its glasses in the USA.
4. The company also produces glasses for other companies.
5. They make more profit from manufacturing than from retail.
6. Luxottica doesn't have any competitors.
7. The company wants to open shops in China.
8. Mr DelVicchio's children work for the company.

Look East

Designer glasses

An Italian success story

Luxottica makes sunglasses. It is an Italian company and 85 % of its factories are in Italy. But less than 5% of Luxottica's sales are in its home country. Most of Luxottica's shops are in the USA. The company produces glasses for Chanel, Prada, Bulgari and other companies selling luxury goods. It also owns Ray-Ban sunglasses, and about 15% of the group's sales are from Ray-Ban.

Luxottica's main competitor is Safilo, another Italian glasses manufacturer. The big difference between Luxottica and Safilo is that Safilo has 50 shops and Luxottica has nearly 5,500 shops.

Luxottica started as a manufacturing company. Today, they make more money from retail than from manufacturing. They specialise in glasses that cost £50 or more. This market is ten times more profitable than the market in cheap glasses.

The company has two big challenges in the future. The first challenge is China. At the moment, Luxottica has 250 shops there. But the company wants to double the number of shops to 500. The second challenge is the next chairperson. The company's founder is 70-year-old Mr Del Vecchio. At the moment, he is the chairperson and he owns 70% of the company. It is a family company, but Mr Del Vecchio's four children don't work for Luxottica.

A new chairperson could make changes that turn Luxottica from a family company into a multinational.

IV. Говорение: студенты должны уметь

- представлять себя новому бизнес партнеру (дать информацию о своем имени, фамилии, национальности, стране проживания, занимаемой должности, компании, в которой работает, отделе, возрасте);
- расспросить нового бизнес партнера о его/ её личных данных;
- представить коллегу другим коллегам;
- рассказать о своей работе, обязанностях, повседневных делах;
- рассказать о своем рабочем дне (не менее 8 предложений), правильно указывая время с точностью до минуты;

- рассказать об основных отраслях промышленности, представленных в определенном регионе;
- рассказать об особенностях командной работы над проектом;
- описать деятельность и структуру компании.

V. Письмо: студент должен уметь написать свою визитную карточку, электронное сообщение/ служебную записку, выражающую мнение о человеке (не менее 5 предложений).

Знать план, особенности организации и написания следующих видов деловой корреспонденции: CV, e-mail, letter, memo, invitation, fax.

VI. Монологическая речь: студенты должны уметь высказаться по следующим темам:

- 1) Working in a Foreign Country.
- 2) Business Etiquette in London.
- 3) Teams with Bright Ideas.
- 4) Team Sport and Business.
- 5) My Daily Routines.
- 6) Job Interview: How to be Successful?
- 7) Looking for a Job.

Структура задания к зачету:

1. Побеседуйте с преподавателем по теме ... (e.g. «*Working in a foreign country*»).
2. Расположите части деловой корреспонденции в нужном порядке.
3. Выполните лексико-грамматическое задание.
4. Прочитайте текст о зарубежной компании объемом до 800 знаков и выполните коммуникативное задание к нему.

Прочитайте текст. Выполните коммуникативные задания к нему

Примеры тем для беседы с преподавателем:

1) Working in a Foreign Country.

There is a new type of worker in today's global business. Today more and more people travel in their job. For example, Carlos Ghosn, a Brazilian businessman, is the head of two companies: the French car company Renault and the Japanese car company Nissan. So he travels to Europe, Asia and America very often.

Some employees travel to different countries to work on projects. For example, many IT engineers live in India but work on projects in the UK and the USA. Other people live in a country, but go to work every day in a different country. In Europe, workers regularly commute between London, Brussels and Paris. Travelling in Europe is easy with a European passport. For business it is good to have contacts in different countries. But there are also problems. Some employees spend a lot of time away from home. And it is not easy for governments to decide exactly where workers should pay tax.

2) "Business etiquette in London"

London is an international city. Business contacts are often from different countries. Here is some information about British business etiquette.

British people often give their business cards at the end of a meeting.

In the UK, people are usually on time for meetings. The meeting sometimes starts with polite conversation. Then people talk about business.

Meetings are usually in work hours (9am – 5pm). It isn't usual to have breakfast meetings.

In the UK, new business contacts often communicate by email. Then people have telephone conversations or meetings to talk about business.

British people often socialize with their work colleagues and business contacts. They sometimes go to the pub or for an informal dinner in a restaurant. It isn't possible to smoke in offices, pubs or restaurants. These conversation subjects are OK in Britain: public transport, the weather, sport, house prices, the news. It isn't a good idea to talk about religion, politics or salaries.

3) Teams with bright ideas

Many companies want all their employees to be good at teamwork and they want the CEO, directors and managers to be good at organizing teamwork.

In traditional teams, people usually work for the same company. Sometimes team members are from the same department and sometimes from different departments. Today, colleagues often work on international projects, and modern technology helps members of the team to communicate. People use the internet and video conferences to talk to each other when they are in different countries.

Teams are not always formal. Employees often meet with people from other departments at work, for example over coffee. These groups are not organized teams, but they are important. They network and talk about work, and they help to communicate information between departments.

Some companies have teams that meet in unusual places. Companies build rooms for teamwork so that these special teams can meet outside their normal office. The rooms look different from normal offices, for example painted in bright colors. Some managers think this helps teams to be creative. It is also important to have regular contact with other departments in the main company - such as design, marketing, production and finance. This sometimes helps the team to decide if an idea is good or bad.

4) “Team sport and business”

I have read the text under the headline “Team sport and business” published in The Economist. Management gurus often compare business to sport. They sometimes use examples from football or rugby when they talk about teamwork.

But it isn't often that they say that rowing has lessons for business. But there are some similarities between rowing and business teams. The members of the boat club need to compete for a place in the team. They also need to co-operate as team members at the same time. This is also true in a company.

Colleagues try to be the best, but at the same time they need to work together. A person who is only good at rowing is not always good for the team. Some members of a boat club are very good at the sport. So it isn't important to be nice to their colleagues or to work with the team. Other members of the club are not so good at the sport, but they work with the team - and they are the team members that help to win the race.

This is a good lesson for managers: a team with members that like each other works together and gets good results. And it is the team that works well together that gets really good results.