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"САМАРСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ"

## A GUIDE TO MASTER'S ENGLISH

### АНГЛИЙСКИЙ ЯЗЫК ДЛЯ МАГИСТРАНТОВ

*Учебное пособие*

Самара  
Издательство  
Самарского государственного экономического университета  
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Учебное пособие предназначено для изучения и закрепления лексического материала, развития навыков чтения и понимания оригинальных текстов, формирования навыков устной и письменной коммуникации на иностранном языке, составления презентаций.

Адресовано магистрантам экономических специальностей различных направлений подготовки.

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## Contents

Предисловие.....	4
Unit 1. Presentation .....	5
Unit 2. Introduction .....	14
Unit 3. Company.....	24
Unit 4. Job Interview .....	34
Unit 5. Future Plans .....	44
Additional Reading.....	55
Список литературы.....	77

## ПРЕДИСЛОВИЕ

Пособие A Guide to Master's English (Английский язык для магистрантов) уровень intermediate/ upper-intermediate предназначено для обеспечения дисциплины «Деловой иностранный язык» для студентов магистрантов экономических специальностей различных направлений подготовки.

Целью предлагаемого учебного пособия является развитие навыков чтения и понимания оригинальных текстов по специальности, коммуникативных умений различных видов речевой деятельности, а также составления презентаций.

Данное учебное пособие состоит из пяти разделов (Units), каждый из которых включает в себя несколько оригинальных текстов по специальности, а также комплекс речевых упражнений, образцы коммуникативных ситуаций диалогической и монологической речи, соответствующих принципам современной коммуникативной методики. Упражнения творческого характера имеют цель сформировать положительную мотивацию к изучению данной темы и предмета в целом, а также обеспечить формирование навыков устной и письменной коммуникации на иностранном языке. В приложении представлены дополнительные аутентичные тексты общепрофессиональной направленности и другая полезная информация.

Структура организации учебного материала имеет чётко сформулированный тематический план в соответствии с задачами и требованиями Федерального государственного образовательного стандарта высшего профессионального образования.

Учебное пособие A Guide to Master's English (Английский язык для магистрантов) нацелено на развитие и совершенствование общих и предметных (деловой английский язык) компетенций, необходимых как для выпускников магистратуры, специализирующихся в области бизнеса и делового администрирования, так и для широкого круга лиц, совершенствующихся в деловом английском языке.

## Unit 1. PRESENTATION

*“If you’ve got an idea, start today.”  
- Kevin Systrom, Founder of Instagram.*

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**“I really enjoyed your presentation.  
During the third hour, my spirit  
left my body and went to the beach!”**

### 1. Match the following words with the Russian equivalents:

1. appearance	a. раздел вопросов и ответов
2. back up plan	b. подготовка
3. body language	c. высказывать
4. concise	d. вдохновляющий
5 essential	e. спонтанный
6. eye -contact	f. соединять
7. figures	g. внешний вид
8. handouts	h. подсказки
9. inspiring	i. вставлять
10. preparation	j. цифры

11. public speaking	к. удивительный факт
12. question-and-answer section	л. зрительный контакт
13. surprising fact	м. язык тела
14. tips	н. запасной план
15. to insert	о. раздаточные материалы
16. to link	р. говорить бессвязно
17. to link	с. выступление перед аудиторией
18. to pronounce	г. репетировать
19. to ramble	с. краткий
20. to rehearse	т. важный

## 2. Answer the questions:

1. Have you ever done a presentation? Were you satisfied with the result?
  2. What is the most difficult part of making a presentation?
  3. Have you ever seen a really inspiring presentation? What elements were so impressive that you remember it?
  4. Have you ever heard a presentation when you didn't understand anything?
  5. How many slides should be included into presentation?
  6. What are the colors preferable for the background?
  7. What are the pictures allowed for the presentation?
  8. Do we need to insert much text in the presentation?
  9. How important is to adapt what we read from the Internet? What we need to adapt? (grammar, words, structure, amount of information.)
  10. Do you need to learn the text of your speech by heart?
  11. Should you have to write your speech or it should be unprepared?
  12. What is the impression of mixing languages?
  13. How important is the appearance of the speaker?
  14. What things should be in the hands of a presenter? (E.g. a pen, a cell phone, a tablet, sheets of paper, a case)
  15. Do we pay attention to the body language?
  16. How to link ideas? How to start and to finish the presentation?
- The most common techniques to start a presentation are:
- 1) To tell a personal story;
  - 2) To offer an amazing fact;
  - 3) To use a quotation;
  - 4) To ask a question;
  - 5) To state a problem.

## 3. Dialogue

**Study the example of the dialogue on the presentation technique, using the vocabulary from Exercise 1.**

- Good afternoon! How are you?
- Hello! I'm fine! And how are you?
- Everything is fine. I'm going home from the lesson.
- Oh, are you taking any courses?
- Yes, on public speaking.
- That's great! And what are you learning?

- We are studying how to make presentations and communicate with the audience. We are taught to pay attention to our appearance and body language. A little bit similar to your acting courses, really?

- You are right. We also communicate with the public through the plays performed on the stage. We are taught to make an eye-contact with the audience and to be inspiring. I bet you have also heard about the importance of rehearsal?

- You know what is essential to public speaking! Preparation is extremely important! Everything matters: how to stand, how to speak without rambling, how to give the handouts... And everything is taught through different techniques!

- Do you have any unusual techniques, any surprising facts?

- Of course I do. For example, now we are learning the techniques of the beginning of a presentation.

- If my memory does not fail me, people are recommended to offer a surprising fact or to state a problem?

- Those ideas are really obvious, but the techniques also include such things as asking a question and the thing that really embarrasses me - offering a surprising fact. What fact will surprise the audience?

- I think it depends on people. If you have to present a car to a group of housewives or to the directors of a large company, will you tailor your presentation?

- No doubt, I will! Usually, different people are interested in different things; in this case the housewives will be interested in the colors and dimensions of the car whereas the directors will be interested in its technical characteristics, the number of cars available and so on. Of course, only in my opinion!

- That's why they would be surprised by different facts. What color was the most popular according to the data of car retailers last year or what numbers of horse power were considered the safest according to the crash tests of car producers. Just offer different facts and figures and you would become a very successful speaker!

- Thank you very much! I didn't think in this way! By the way my home task for today is to make the beginning of a presentation on bank deposits to a group of students, so I would use the technique so brilliantly explained by you!

- I was glad to help! Wish you good luck in your work! Bye!

- See you! Bye!

**4. Make your own dialogue about a technique of starting a presentation. You should speak about telling a personal story using vocabulary from Exercise 1.**

**5. Read and translate the text:**

### **3 Presentation Mistakes That Are Making You a Dull Speaker**

Nothing makes people sleepy more than a speaker who presents information in a dull, uninteresting way. Below are three of the most common mistakes speakers make when giving a presentation:

*Mistake: Forgetting we live in a media society*

The constant presence of media has transformed us into an impatient culture. The entertainment industry continues to invent new, innovative ways to give us a lot of ways to escape. Audiences have become used to quick action, rapid scene changes, and fast soundtracks. These advances in entertainment have set high expectations for visual stimulation and have undermined our ability to sit attentively for an hour while a speaker rambles. The key to getting and holding attention is to always have something new happening.

*Mistake: Just standing there*

It's time to start changing delivery methods. Do anything other than stand in front of the room, and you'll create an element of surprise that will keep your audience interested. Changing delivery modes can include physical movement on the stage. Use alternate media, multiple presenters, and interaction to keep your talk alive.

Changes in media, alternating presenters, or even a dramatic gesture creates variety for the audience and holds their interest. By using both traditional and nontraditional delivery methods, you build contrast into your presentation.

*Mistake: Depending on presentation slides to communicate*

The cultural norm is for presenters to hide behind slides as though that's a form of skilled communication. Your slides simply cannot be the sole form of communication in your presentation. Make it personal; make it surprising; make it real. An audience will think a presentation is successful if they feel they connected with you.

Keep them on their toes and you'll have an engaged audience that actually enjoys listening to you.

Adapted from <https://www.duarte.com/make-a-presentation-dont-be-boring-3-common-presentation-mistakes-that-are-making-you-a-dull-speaker-part-3/>

#### **6. Answer the questions to the text:**

1. What are the most popular mistakes speakers make while delivering information?
2. How did the entertainment industry change our culture?
3. What is the most preferable way of pronouncing the information?
4. How to change the traditional methods of delivering information?
5. What are the alternative options for depending on slides?

#### **7. Match the words with their Russian equivalents:**

1. common	a. быстрый
2. entertainment	b. манера представления
3. to escape	c. развлечение
4. rapid	d. распространенный
5. advance	e. разнообразие
6. to undermine	f. убежать
7. delivery mode	g. единственный
8. gesture	h. достижение
9. variety	i. отрицательно сказываться
10. sole	j. жест

#### **8. Read and translate the text:**

##### **7 Steps to Becoming an Excellent Presenter**

Not all leaders are great communicators. And not all great communicators are leaders.

But if you truly want to be a leader why take chances? Learn to conquer your fear of public speaking and make presentations that bring results. It's not impossible. Here is a guide to getting there.



### ***1. Know your subject.***

There is nothing more embarrassing than standing in front of a small group of venture investors or an audience of thousands and not grasping your topic with sufficient depth and authenticity.

Don't try to impress the audience with something you do not know. If you know your subject you will be accepted by the audience. Knowledge gives you authority. Your audience wants you to be smarter and to know more than they do. Otherwise they may get up and leave!

### ***2. Practice.***

You know all those Q&A sessions you have been a part of - well set one up for yourself. Ask yourself the toughest and meanest questions you can think of. Be your own adversary. If you do not know the answers to the questions - find them!

Accomplished speakers practice! Speaking does not come easy to anyone!

### ***3. Take a voice lesson.***

Make a recording of yourself. Listen to it. Few people like the sound of their voice.

You can change your voice, its timbre, depth, likableness. Learn how to breathe and where to move the sound from. Deeper tones result in confidence from the audience and are more listenable. So go for deeper tones! They convey power. Pause while speaking and let the thoughts settle in.

### ***4. Take an acting lesson.***

I am not asking you to become an actor. I just want you to learn how to stand, move, pause, and command the room. Be kind to your listeners. Do not, as a general rule, use your hands during a presentation. If you do, use them only to stress an important point, or raise your arms to visually embrace the audience. Let the words do the work and not your hands.

### ***5. Speak out.***

Almost any child trained to speak has been told to project to the people in the back of the room. Do you want to be heard? 50% of the people in any audience have some sort of hearing loss. Speak to them! Overcompensate with volume.

Feel that your message may save a life. Don't bore people with non-essential information.

### ***6. Be a storyteller.***

People may not remember what you said in your speech but they will remember your stories. Stories are illustrations and paintings of point. Do not use humor or jokes. Most people do it poorly and there is nothing worse than telling a bad joke or telling a good joke badly.

### ***7. Be yourself.***

More important than anything else is to be real and to know yourself. Do not boast. Avoid personal pronouns. Thank other people - including your host or introducer. Be humble and even if you are a poor presenter people will choose your idea over others just because you seem real and honest to them. Sometimes it is even good to say you are nervous and would appreciate the patience of the audience.

Most important of all - love your audience. Be genuinely glad to be there - and they will return the favor!

Adapted from <https://www.businessinsider.com/how-to-become-a-good-presenter-public-speaking-2014-12>

### 9. Answer the questions to the text:

1. What may help you to become a good speaker?
2. What does your audience want from the presenter?
3. How to practice before making the presentation?
4. Why the recording of the voice is important?
5. What is the point of acting lessons?
6. What volume is more effective: low or loud?
7. Why humor is not recommended in public speaking?
8. What makes people appreciate the speaker?
9. How to treat your audience?
10. Do you think that all the tips are of the same importance?

### 10. Match the words with their Russian equivalents:

1. accomplished	a. подлинность
2. authenticity	b. потеря слуха
3. embarrassing	c. жесткий
4. hearing loss	d. несущественный
5. humble	e. тембр
6. likableness	f. раздел вопросов и ответов
7. mean	g. неловкий
8. non-essential	h. приятность
9. Q&A session	i. скромный
10. sufficient	j. злой
11. timbre	k. достаточный
12. to conquer	l. передавать
13. to convey	m. обнимать
14. to embrace	n. завоевывать
15. tough	o. опытный

### 11. Case Study

#### Background

#### The Presentation Award

The Presentation Award will shortly be announced at a ceremony in Samara, Russia. The award which is given by the Foundation, is an annual event. It is designed to recognize innovation and creativity in developing, marketing and launching new products. Companies from all over the world enter the competition.

The top winning company receives a badge from the Foundation, which they are able to put on their winning products. The badge is a guarantee that the product is truly innovative and of high quality. It appeals to consumers and boosts sales of the product. A special commission chooses the best product and the best presentation.

You are competing against other products. Introduce your product with the help of the presentation. Make it as innovative and interesting as possible. (When you are not introducing a new product play the role of the representatives of the Foundation).

When you are making the presentation you should answer the following questions:

1. What special features does the product have?
2. Where one may buy it?
3. Who is your product appeal to?

4. What media should advertise it?
5. What is the price of the product?

The commission formed by the members of the Foundation should assess the product and the presentation.

While assessing the product the commission should consider the following things.

1. Will the product reach the target audience?
2. Will it capture their imagination?
3. Is it truly innovative?
4. Is the media for advertising well chosen?
5. Is the price formed right?

While making the most effective presentation, the following questions should be answered.

1. Was it interesting?
2. Was there enough eye-contact?
3. Was the pace too quick, too slow or just right?
4. Was the language fluent, accurate and appropriate?
5. Was the voice clear enough?

Options for the products:

1. A perfume (a unisex perfume, which changes its smell, adapting to the smell of skin; unusual odor with deep animalistic slownotes, attractive and extravagant bottle, biodegradable packaging; distinguishes its owner, high price).

2. A smartphone (small weight, large display, small charging time, great camera, ergonomic design, high screen resolution, possibility of wi-fi charging, middle price).

3. Banking application (possibility to transact money anywhere, low charge of commission, option of withdrawing the payment easily, high rates of currency exchange, high interest rates, low price).

4. Smart fork (measures the weight of your food, signalizes when you eat too fast or too slow, prevents overweight, understands the essence of the food, low price)

5. Your choice.

Inspired by Alpha Advertising [1, p. 50] & Focus Advertising [2, p. 52].

## **12. Answer the questions using the unit vocabulary:**

1. What are the elements of a successful presentation?
2. How many slides should be in a good presentation?
3. What kind of information is inserted in the slide?
4. How much text on the slide is appropriate?
5. What is appropriate to write in the text?
6. Can you characterize the word choice of the presentation for the credit?
7. How often a presenter looks into the text without lowering mark?
8. How to start and finish the presentation?
9. How well should we speak and what information should we learn?
10. How long should the presentation be?

## **13. Translate from Russian into English:**

### **Искусство презентации**

1. «У Вас никогда не будет второго шанса произвести первое впечатление».
2. Первые впечатления крайне важны в бизнесе, а особенно во время представлений и собеседований при приеме на работу.

3. Презентации также являются ключевыми при организации совместной работы и деловых переговорах.

4. Презентация уже давно используется чиновниками, бизнесменами, начинающими предпринимателями, владеющими большим объемом информации, который необходимо представить аудитории.

5. Но, как показывает практика, для одних презентация является крайне эффективным инструментом, а для других - источником дополнительных хлопот и неудач.

6. Презентации могут быть плохими и хорошими.

7. Плохая презентация сводит успех всего выступления к нулю, хорошая презентация оставляет у слушающих положительные эмоции.

8. Плохую презентацию не станут прослушивать или просматривать до конца, поскольку она не интересна и вводит аудиторию в сонное состояние.

9. Именно поэтому подготовка презентации называется искусством, первым и основополагающим навыком представления которой является ораторское мастерство.

10. Ораторское мастерство или выступление перед аудиторией является, возможно, самым сложным навыком ведения бизнеса.

11. Говорят, что если опытные ораторы не чувствуют как перед презентацией поднимается уровень адреналина и возрастает нервозность, то что-то пошло неверно.

12. Подготовка и репетиция важны, но не могут полностью подготовить говорящего к присутствию скептически настроенных людей или выходящему из строя оборудованию.

13. Безусловно, структура очень важна, поэтому обязательно скажите все, что Вы собирались сказать.

14. Однако Вы должны помнить и с легкостью можете проанализировать удачные презентации, где спикер в принципе не следует подобной модели.

15. Разумеется, если Вы не являетесь опытным оратором, Вам необходимо придерживаться плана.

16. Некоторые эксперты говорят, что спикеры должны выучить вводный раздел наизусть, и начинать презентацию с представления удивительного факта или числа.

17. Но говорящий должен звучать так, как будто он говорит это спонтанно, поскольку даже небольшой заученный текст может показаться неискренним.

18. Следует помнить, что некоторые фразы и ситуации могут быть неверно истолкованными в других культурах, поэтому использование забавных историй и юмора считается неуместным при выступлении перед аудиторией.

19. Если есть хоть малейшие сомнения, пропустите этот аспект.

20. Научитесь владеть языком тела.

21. PowerPoint теперь широко распространен в развитом мире, поэтому использование слайдов никого не удивляет.

22. Следует соблюдать последовательность подготовки к построению презентации.

23. Во-первых, определите тему выступления и целевую аудиторию.

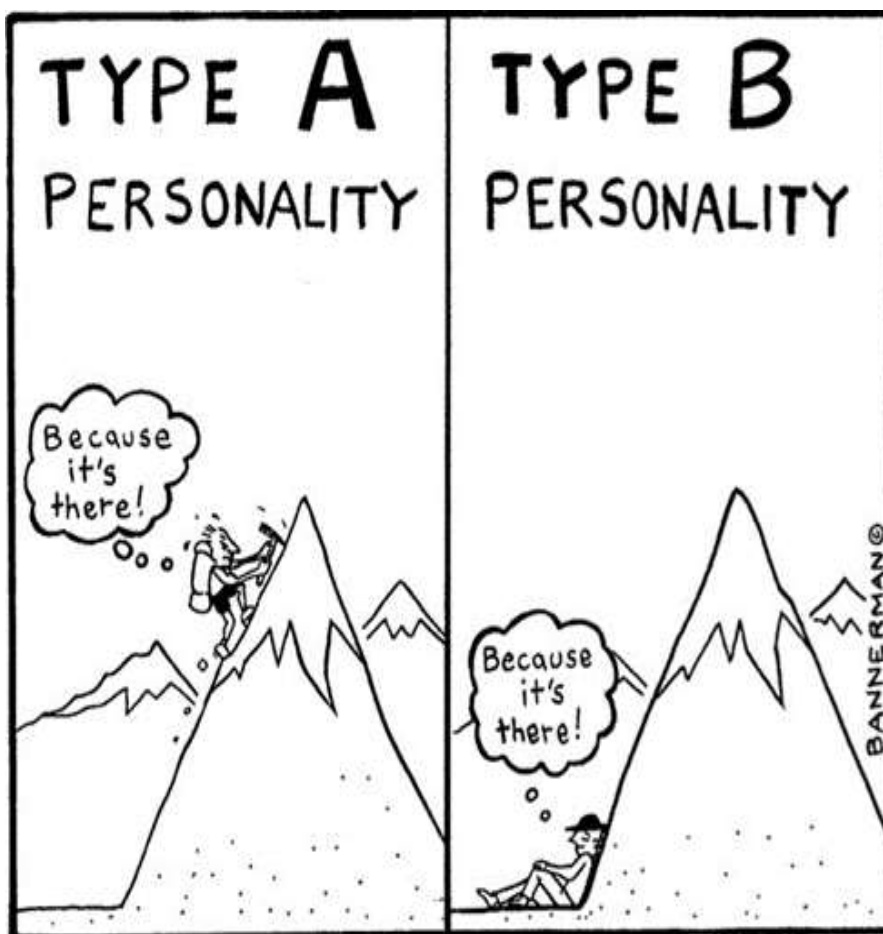
24. После этого соберите материал и выделите основные тезисы

25. Обработайте данные тезисы с использованием простых и понятных шаблонов.

26. При обработке слайдов отдавайте предпочтение простому, белому фону, без использования сложных узоров и контрастных цветов.
27. Шрифт презентации, соответственно, тоже должен быть простым и минималистичным - черный Times New Roman или Tahoma.
28. Рекомендуются использовать максимум 2-3 шрифта.
29. Фоновые фотографии выносятся на отдельные слайды.
30. Текста должно быть немного, он только иллюстрирует слова говорящего, поэтому очень важно свободно ориентироваться в презентации.
31. Не переполняйте слайды информацией, не используйте их слишком много.
32. Вы должны говорить с аудиторией, поддерживать зрительный контакт, а не общаться через экран.
33. Спикеры теперь так привыкли полагаться на PowerPoint, что практически никогда не имеют запасного плана, на тот случай, если оборудование выходит из строя.
34. Однако запасной план крайне важен, необходимо продумывать такую ситуацию заранее, и подготовиться к ней при помощи раздаточных материалов.
35. В конце презентации всегда присутствует раздел вопросов и ответов.
36. Уделите особое внимание подготовке именно к этой части презентации, поскольку она может разрушить все благоприятное впечатление, созданное Вашим выступлением ранее.
37. Говорящий, если это возможно, должен подходить к каждому, кто задает вопрос, и повторить вопрос так, чтобы вся аудитория могла услышать его.
38. Преимуществом данной методики является то, что подобное поведение предоставляет Вам время, чтобы продумать ответ.
39. Если Вы не знаете ответ, не придумывайте его.
40. Можно просто ответить, что Вы или более компетентный человек из числа Ваших коллег ответит на вопрос позже, возможно, по электронной почте.
41. Не позволяйте разделу вопросов и ответов затянуться, четко обозначьте его окончание.
42. Впечатление, произведенное в течение первых двух или трех минут презентации крайне важно, однако спасти можно почти любую презентацию с катастрофическим началом, если остальная часть ее идет относительно гладко.
43. Итак, при устном выступлении необходимо помнить о следующем.
44. Техника движений - говорящий не должен стоять на месте, а перемещаться достаточно плавно, чтобы не вызывать раздражения у неподвижно сидящих слушателей.
45. Спикер должен демонстрировать свою открытость, чему способствуют отработанные жесты.
46. Особое внимание уделяется опрятному и приятному внешнему виду.
47. Отсутствие внимания на слайды во время презентации, что помогает аудитории сконцентрироваться на Вас, а не на PowerPoint.
48. Постарайтесь, чтобы именно Вы управляли переключением слайдов, либо следует заранее договориться с человеком, который сделает это за Вас, ориентируясь на Ваши знаки.
49. Репетиция: рассказать весь текст вслух, получить обратную связь, проверить оборудование.
50. Успешной подготовки!

## Unit 2. INTRODUCTION

*"I am what is mine. Personality is the original personal property".*  
 – Norman O. Brown, an American scholar, writer, and social philosopher.



### Warming up

Write your name and give an adjective starting with the letter of your name.

Try to use adjectives to reveal your personality.

For example: Y-young U-unusual L-loyal I-interesting A-active.

### 1. Match the following words with the Russian equivalents:

1. accomplishment	a. столкнуться с испытанием
2. short-term goals/long-term goals	b. фиаско
3. the biggest failure	c. внутренний критик
4. strengths	d. слабые стороны
5. weaknesses	e. решительный
6. flexible hours	f. система ценностей
7. to handle stress and pressure	g. старательный, добросовестный
8. to face a challenge	h. справляться со стрессом и давлением
9. system of values	i. благонадежный, серьезный
10. inner critic	j. краткосрочные/долгосрочные цели
11. determined	k. уверенный в себе

12. wallflower	l. творческий, изобретательный
13. goal-oriented	m. полагающийся на свои силы
14. easy-going	n. легко обучаемый человек
15. diligent	o. гибкий график
16. ideas person	p. застенчивый
17. reliable	q. сильные стороны
18. easy to learn	r. добродушный, легкий в общении
19. confident	s. достижение
20. self-reliant	t. целеустремленный

## 2. Answer the following questions:

1. How would you describe yourself?
2. What are your strengths?
3. What are your weaknesses?
4. What are your values? What do you believe in?
5. What are your short-term goals and long-term goals?
6. What is your proudest accomplishment?
7. What is your biggest failure?
8. What does your inner critic tell you?
9. What do people most often criticize about you?
10. What are you passionate about?
11. What new activities are you interested in or willing to try?
12. What do you like about your job? What do you dislike?
13. What has been the greatest disappointment in your life?
14. What is it you would like to be known for?
15. What problems do you solve at work? And what makes you especially effective at doing so?
16. What have you learned from your mistakes?

## 3. Dialogue

### Study the example of the dialogue:

- Hello. I think I've seen you around, but we haven't officially met. I'm Jessica Parker.
- Nice to meet you! I am James Smith.
- Nice to meet you, too. What brings you to this course?
- Well, I want to get a master's degree on Economics/Law/Banking/Accounting/Travel Service/...I do hope it will help me out to promote my career in the nearest future. What about you?
- Well, I am sure that a bachelor's degree is not enough for me. Having studied for 4 years I still feel I have much to learn. Or maybe I just fancy studying.
- How are you finding this course so far?
- Quite informative, anyway it's rather difficult to make myself to attend these evening classes after my full-time work.
- Yes, I fully agree with you. I feel exhausted by 6 p.m., and these awful traffic jams drive me mad.
- What does not kill us makes us stronger 😊. Where do you work?
- Well, I work as a manager for an IT company.

- Sounds great. What does your work involve?  
- Basically, I am in charge of finding new clients for my company. What about you?

- Well, 'm an actuary. Basically, I use statistics to figure out the cost of insuring someone, based on their past behavior. Quite boring I should confess since I deal with figures most of the time.

- Special job for special people, I recon. You are not enthusiastic about your job, aren't you?

- I guess the most important or the most obvious thing about me is I'm a bit of an introvert. I mean, I'm always the wallflower. But that doesn't mean I don't like being around people. I actually love it. I thrive on deep conversations where I feel a strong connection with someone. And I'd like to think I'm a good listener and a good conversationalist. Maybe it's because I don't like to talk about myself so I'm always asking other questions about themselves. So how do you feel about your work? (*to thrive -добиваться успехов в чем-либо. A conversationalist -любитель поговорить, интересный собеседник*)

- Well, I am quite satisfied with my current position. It suits me. Well, I am quite satisfied with my current position. It suits me. I think others would say I'm very reliable, which I like. I do like to take care of problems and help others. And I'd also say I'm hardworking and diligent. I feel great when I complete a project at work, and I know I've done it well. Sometimes I wish I were more of an ideas person but I guess I'm the person who will get things done. I do hope my boss thinks the same 😊

- I bet! Oh, the lesson begins in 1 minute. I am really glad to meet you. Do you mind us having a coffee after the classes?

- I'd love to. See you later then. Good luck at the lesson.

- See you!

#### **4. Make up your own dialogue using Exercises 1 and 3. You may find the following expressions useful to describe yourself:**

• I would say that I'm/she's/he's... (Example: I would say that she's quite open-minded.)

• Some would say I'm/she's/he's... but I think that... (Example: Some would say he's rather strict, but I think he just wants to be in control and it keeps everyone organized.)

• I'm a... (Example: I'm a goal-oriented person.)

• I have ... (Example: I have a great sense for what other people really need or want, which helps me in my sales position.)

• I'd describe myself/her/him as ... (Example: I'd describe myself as a problem-solver.)

• I guess I'm... (Example: I guess I'm pretty reserved at work.)

• I would like to think that I'm... (Example: I'd like to think that I'm very social.)

#### **5. Read and translate the text:**

##### **How Generation Z Differs from Generation Y**

***Generatin Z: Precise date range: 1995-2009***

***Come of Age (turning 18 Years old): 2013 - 2027***



## ***Generation Y/Millenniums***

***Born:1977-1994***

***Coming of Age: 1998-2006***

The generation Z born completely within the technological age, war on terror, and multiculturalism. This generation is the first true global culture as their characteristics and trend is more uniform across the globe as they become the most open minded generation to date.

### **How Generation Z Will Compare to Millennials**

1. While Generation Y spent money boldly and with few boundaries, 57% of Generation Z prefers saving money to spending it.

2. While Generation Y spent loads of time at the mall, Generation Z prefers shopping online for almost all their purchases... except for online games. Hmmm.

3. While Generation Y grew up during a strong economy, Generation Z is growing up in a time of recession, terrorism, violence, and complexity.

4. While Generation Y subscribed to everything social, Generation Z doesn't want to be tracked, preferring Snapchat, Secret, or Whisper to communicate.

5. While Generation Y watched YouTube, Hulu and Netflix, Generation Z wants to co-create, live stream, and help to make up the activity as they participate.

6. While Generation Y loved sports and adventure, Generation Z sees sports as a health tool, not for play. Their games are inside. Teen obesity has tripled since 1970.

7. While Generation Y grew up with slightly longer attention spans, Generation Z has an attention span of 8 seconds. Approximately 11% have ADHD (*Attention deficit hyperactivity disorder-синдром дефицита внимания и гиперактивности*).

8. While Generation Y initiated text messages as a norm, Generation Z prefers communicating through images, icons and symbols.

9. While Generation Y worried about their growing social status and their "likes" on social media, Generation Z worries about the economy and world ecology.

10. While Generation Y enjoyed a life that revolved around them, Generation Z plans on coping with multi-generational households and marriages (400% increase).

Adopted from <https://www.urbandictionary.com/define.php?term=Generation%20Z>  
<https://growingleaders.com/blog/generation-z-differs-generation-y/>

**6. Discuss the survey on the differences the Generation Z and Y. Do you agree? To what extent? Explain your point of view.**

### **7. Match the words with their Russian equivalents:**

1. to spend money boldly	a. запутанность международных отношений
2. purchases	b. следить, отслеживать
3. complexity	c. устойчивость внимания
4. to track	d. смело тратить деньги
5. to live stream	e. покупки
6. obesity	f. приблизительно
7. attention span	g. вращаться вокруг
8. approximately	h. быть в живом эфире
9. to revolve around	i. относящийся к разным поколениям
10. multi-generational	j. ожирение

## **8. Read and translate the text:**

### **7 Ways Generation Z Will Differ From Millennials In The Workplace**

The media has focused a lot on millennials in recent years, but it's time to turn some of the attention to the millennials' future co-workers. Gen Zers have a lot in common with millennials, but there are also many ways in which the two generations differ.

#### ***1. Gen Z Is Motivated By Security***

While millennials are often seen as more idealistic, and more motivated by purpose than a paycheck, Generation Z lean more toward security and money. This is a pragmatic generation - they care about making a difference, but they want to be sure are ultimately motivated by ensuring they have a secure life outside of work.

#### ***2. Gen Z May Be More Competitive***

As a cohort, millennials are said to be collaborative and teamwork-oriented. They want to work in an environment where everybody works together to advance goals. Gen Z is defined by its competitiveness. They want to work on their own and be judged on their own merits rather than those of their team.

#### ***3. Gen Z Wants Independence***

Gen Zers' independence ties into their competitiveness, but they generally like to work alone. Many of them prefer to have office space to themselves. They do not want to depend on other people to get their work done. More of them are skipping higher education than their millennial counterparts, and moving straight into the workforce. They'd rather avoid the years of debt and try one of the newer, more affordable options.

#### ***4. Gen Z Will Multitask (More Than Millennials)***

These young people have always lived in a connected world, and they're used to constant updates from dozens of apps. Switching between different tasks and paying simultaneous attention to a wide range of stimuli comes naturally to them. This group of employees might start working on a document in the afternoon, open it on their phone on the subway ride home and pull it up again on their laptop while watching TV.

#### ***5. Gen Z Is More Entrepreneurial***

Generation Z is 55% more likely to want to start a business than millennials. This can be tied back to many of their traits - especially the independence and desire for financial success. They are highly motivated and willing to work hard to achieve their dreams. They are likely to soak up as much knowledge as they can and take on many different challenges as they pursue their goal of starting their own company in the future.

#### ***6. Gen Z Wants To Communicate Face To Face***

Generation Z likes to talk face to face. Fifty-three percent of Generation Z said they prefer in-person discussion over instant messaging or email.

This can be attributed to the negative attention they've seen millennials receive for their reliance on technology, or because the technology they've grown up with (Skype, Snapchat) has allowed people to communicate with a full range of sound and motion, instead of just text.

#### ***7. Gen Z Are True Digital Natives***

Millennials have long been described as digital natives, but they actually grew up in a world that was still full of landlines and dial-up internet. Gen Z, on the other hand, has been living in a world of smartphones and free Wi-Fi for as long as they can remember. Ninety-two percent of them have some sort of digital footprint.

They easily flit between platforms and technologies and pick up new software quickly. Their relationship to technology may be even more instinctual than that of a millennial in their late 30s.

Adopted from <https://www.forbes.com/sites/deeppatel/2017/09/21/8-ways-generation-z-will-differ-from-millennials-in-the-workplace/#4935f75e76e5>

**9. Answer the questions to the text:**

1. Which generation spends money boldly?
2. Which generation is defined by its competitiveness?
3. What is a multi-task skill?
4. Think about the reasons why Gen Y is less entrepreneurial.
5. Which Generation is more dependent on technologies?
6. Why is Gen Z skipping the higher education?
7. Which Generation is less communicative?
8. Do you agree with this survey? Explain your view point.
9. Can you illustrate your view point with concrete examples?
10. What are the main differences between Generation Y and Generation Z?

**10. Match the words with their Russian equivalents:**

1. paycheck	a. ГОТОВЫЙ К СОТРУДНИЧЕСТВУ
2. cohort	b. ЗАСЛУГИ, ДОСТОИНСТВА
3. collaborative	c. РАЗНООБРАЗНЫЕ СТИМУЛЫ
4. merits	d. ЗАРПЛАТА
5. simultaneous attention	e. ПРИПИСЫВАТЬ СВОЙСТВА
6. wide range of stimuli	f. ВПИТЫВАТЬ, ПОГЛОЩАТЬ
7. to attribute	g. ЗАВИСИМОСТЬ ОТ
8. to soak up	h. ДОБИВАТЬСЯ ЦЕЛЕЙ
9. to pursue goals	i. ОДНОВРЕМЕННОЕ ВНИМАНИЕ
10. reliance on	j. ВОЗРАСТНАЯ ГРУППА

**11. Case study**

In most English-speaking countries, it is normal and necessary to make "small talk" in certain situations. Small talk is a casual form of conversation that "breaks the ice" or fills an awkward silence between people. Even though you may feel shy using your second language, it is sometimes considered rude to say nothing.

**Study the role-card you get and act out the small talk based on the information in your card.**

Small talk 1	Small talk 2
<p>You want to talk about sports. You are crazy about sports. Your favorite sport is football. You play it every week. Your football team needs to find a new player. See if you can find someone to join your team.</p> <p>Do the people you speak like to play football?</p>	<p>You want to talk about work. You are currently unemployed and looking for a job. Find out what jobs the other people have and see if there are any opportunities for you.</p> <p>What jobs do people you speak to have?</p>

<p style="text-align: center;">Small talk 3</p> <p>You want to talk where people live. You are looking to move somewhere new. Find out where people live and whether they like living there.</p> <p>What do the people you speak to like and dislike about where they live?</p>	<p style="text-align: center;">Small talk 4</p> <p>You want to talk about your hometown. You love your hometown. You think it's the best place in the world. Persuade the other people to visit it.</p> <p>Have the people you speak to been to your hometown?</p>
<p style="text-align: center;">Small talk 5</p> <p>You want to talk about your family. You have just had a baby daughter. You also have a three-year old son. You think he is very clever for his age. You love talking about them.</p> <p>Do the people you speak to have children?</p>	<p style="text-align: center;">Small talk 6</p> <p>You want to talk about hobbies. Your hobby is cycling. You think it's amazing. Does anyone else go cycling? If so, where do they go? You want to join them.</p> <p>Do the people you speak to have interesting hobbies?</p>
<p style="text-align: center;">Small talk 7</p> <p>You want to talk about food. You are a foodie. You love trying new dishes. Find out the kinds of food everybody likes to eat. You want a new food to try.</p> <p>Do the people you speak to like to eat healthily?</p>	<p style="text-align: center;">Small talk 8</p> <p>You want to talk about hobbies. You are planning a trip around the world. You want to find some interesting places to visit. Find out where people went for their last holiday.</p> <p>Are the people you speak to well-travelled?</p>
<p style="text-align: center;">Small talk 9</p> <p>You want to talk about entertainment. You are a regular theatre-goer. Find out what kind of plays everybody likes to watch. You want to visit some new performance.</p> <p>Do the people you speak to like going to the theatre?</p>	<p style="text-align: center;">Small talk 10</p> <p>You want to speak about old times. You remember your school well. You collect all the photos. You want to know what other people remember about high school. You want to add some new information to your album.</p> <p>Do the people you speak to like remembering about your school?</p>

**12. Answer the questions using the unit vocabulary:**

1. How would you describe yourself to a person you meet for the first time?
2. What are the positive and negative traits of character you possess?
3. What does your work involve?
4. What are the advantages and disadvantages of your work?
5. What are your future plans and goals?
6. What would you change in your past if you had a chance?
7. Can you tell about the company you work for?

8. What topic of small talk do you feel free to talk about?
9. What topic should be avoided if you talk with new acquaintances?
10. What traits of Generation Z can you attribute to yourself?

### **13. Translate from Russian into English:**

1. Я могу описать себя в трех словах: стратег, аналитик и организатор. Девиз моей жизни: никогда не сдаваться!
2. Сейчас моей целью является получение работы в вашей компании, и я уже очень близок к ее осуществлению.
3. Уверен, что мой пятилетний опыт работы в маркетинге в международных компаниях и учеба в одном из лучших Вузов страны позволили мне накопить необходимые знания в своей профессиональной области, которые я успешно смогу применить на должности в вашей компании.
4. Умею принимать решения и нести ответственность за взятые на себя обязательства и стараюсь разрешить сложные ситуации.
5. Умею работать в команде и в режиме многозадачности, а также я могу назвать себя целеустремленным и ориентированным на достижение высоких результатов.
6. Самостоятельно решаю все текущие рабочие вопросы, предотвращаю возникновение критических ситуаций. Легко оцениваю и интерпретирую информацию, предлагаю все возможные решения проблемы и умею приводить убедительные аргументы.
7. К каждому клиенту применяю индивидуальный подход, использую разные методы в переговорах в зависимости от особенностей клиента».
8. Мои принципы достижения эффективности - выполнение целей и задач, концентрация и скорость, способность открывать возможности и постоянно развиваться.
9. Обучение на кафедре маркетинга в «XXX» дало мне необходимые знания в области маркетинга, которые я могу успешно применить в вашей компании.
10. Я могу быть полезен своими знаниями иностранных языков (в совершенстве владею английским, а также немецким на уровне intermediate) и знаниями специализированных компьютерных программ: SAP, SPSS, Adobe Photoshop, Html и Google Software Analytics.
11. Взаимодействую с отделом продаж, маркетинга и финансов. Имею опыт запуска и продвижения новых продуктов.
12. Я считаю, что я подходящий кандидат, потому что я владею английским языком на высоком уровне, умею переводить и адаптировать тексты, составлять презентации, анализировать и визуализировать данные в Excel.
13. У меня релевантный опыт работы и огромное желание развиваться в бьюти сфере, люблю и умею работать с цифрами и в режиме многозадачности.
14. Я менеджер по персоналу с восьмилетним опытом работы в организациях из списка 50 крупнейших компаний России.
15. Последние 6 лет я совершенствовал навыки менеджера по обслуживанию клиентов в корпорации Megacompany Inc.,
16. Я специалист в управлении коллективом и решении проблем клиентов.
17. Несмотря на то, что мне нравятся мои текущие должностные обязанности, я чувствую, что готов к более ответственным задачам и эта вакансия меня по настоящему вдохновляет.

18. Я могу охарактеризовать себя тремя словами: решительный, творческий, легко обучаемый.

19. Главный принцип, которого я придерживаюсь в жизни, это постоянно самосовершенствоваться.

20. Моя личная философия - никогда не сдаваться.

21. Я имею хорошие коммуникативные навыки.

22. Я думаю, одно из моих ценнейших качеств - способность решать проблемы.

23. Я могу рассматривать ситуацию с различных точек зрения и выполнять работу, испытывая серьезные трудности.

24. Я родился и вырос в Москве. Учился в МГТУ, и получил степень магистра экономики.

25. Когда я учился в университете, я работал интерном. После окончания я работал в той же компании на полную ставку.

26. В данный момент я работаю менеджером бэк-офиса в банке.

27. Я отвечаю за анализ рынка.

28. Я очень пунктуален. Я всегда вовремя прихожу на работу.

29. Моя основная сильная сторона - умение работать под давлением.

30. Я отлично лажу с людьми. Люди доверяют мне и приходят советоваться. Однажды мой коллега столкнулся с проблемным (трудным) клиентом, который считал, что его плохо обслужили. Я приготовил клиенту чашку кофе, и пригласил клиента и коллегу к моему столу, где мы совместно решили проблему.

31. Поколение Z живёт в другом мире, где благодаря быстрому научно-техническому прогрессу барьеры между физическим и виртуальным миром практически рухнули. Мы называем его фиджитал-миром.

32. Поколение Z отличается тем, что вообще не видит разницы между виртуальным и реальным.

33. Поколению Z гораздо легче создать целую презентацию, которая выделяет их из толпы, ведь оно воспитывалось в высоко персонализированном мире.

34. Чему стоит поучиться у поколения Z: технологической продвинутости, открытости мышления, решимости.

35. Быть в контакте - для поколения Z всё равно что дышать.

36. Только 68 % молодых сотрудников считают, что через 5 лет e-mail будет еще актуальным способом связи в рамках рабочих процессов, и лишь 19 % действительно активно пользуются почтой для этих целей.

37. 90 % (!) людей поколения Z уверены в том, что у женщин и мужчин должны быть равные права в таких традиционно мужских сферах, как политика, бизнес и наука.

38. Z'ы родились в то время, когда наша планета начала наносить ответный удар человечеству, и такими темами, как экология и изменение климата, серьезно озабочены почти 70 % подростков в мире.

39. Как “зэты” понимают счастье? Надо признать, довольно однобоко: в первую очередь молодые люди связывают его с физическим и психологическим комфортом, а также персональной свободой наряду с возможностью посмотреть мир.

40. Когда специалисты попросили “зэтов” дать определение своему поколению, большинство из них выбрало такие слова: “творческие”, “изобретательные”, “перфекционисты”, “амбициозные” и “дружелюбные”.

41. “Зэты” с удовольствием становятся волонтерами, участвуют в различных социальных проектах.

42. “Зэты”, безусловно, самое “зеленое” поколение, думают об охране окружающей среды больше, чем кто-либо еще, защита природы - одна из главных ценностей в их жизни.

43. Ритейлерам, как это ни странно, зарабатывать на поколении Z сложнее, чем на их родителях.

44. В отличие от поколений X и Y “зэты” тратят очень много времени на выбор товара, они изучают характеристики, ищут лучшие цены.

45. Поколение Z упорно трудится над поиском и созданием собственного имиджа.

46. Поколение Z придерживается принципа «сделай сам». Воспитанные на роликах YouTube, его представители совершенно уверены, что способны самостоятельно сделать практически все.

47. Z чуть ли не единственное мотивированное поколение: они готовы и рвутся закатать рукава.

48. Зэты гораздо конкурентоспособнее и при этом бóльшие индивидуалисты, чем предыдущие поколения.

49. Поколение Z называют «поколением национальной безопасности», потому что именно ей уделяют особое внимание в школах, детских садах, дома.

50. Принципы «нет смысла напрягаться, если это не сулит большой выгоды» или «ищу работу по душе» - основные направления мышления поколения Z.

Inspired by <https://skyeng.ru/articles/gotovimsya-k-sobesedovaniyu-na-anglijskom-yazyke-rasskaz-o-sebe>  
<https://www.englishdom.com/blog/uchimsya-rasskazyvat-o-sebe-na-anglijskom-sobesedovanii/>  
<https://lifehacker.ru/mif-pokolenie-z/>  
<https://www.vedomosti.ru/management/articles/2014/04/16/kakimi-oni-vyrosli-molodye-lyudi-pokoleniya-z>  
<https://hbr-russia.ru/management/upravlenie-personalom/p25401>

## Unit 3. COMPANY

*“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”*  
 - Steve Jobs, Founder of Apple, Inc.



**“My job is to make decisions. Your job is to make them good decisions.”**

### 1. Match the following words with the Russian equivalents:

1. to be responsible for	b. работать в компании, нанимать на работу
2. position	b. конкуренты
3. branch	с. доля на рынке
4. duties and responsibilities	d. годовой оборот
5. head office = headquarters	e. быть основанным
6. annual turnover	f. цели компании
7. to employ	ж. чистая прибыль
8. subordinates	h. конкурентное преимущество
9. competitors	i. филиал, отделение
10. customers	к. должность
11. to be founded	к. быть ответственным за
12. company's goals	l. подчиненные
13. competitive advantage	m. головной офис, штаб-квартира
14. net profit	n. служебные функции и обязанности
15. market share	о. клиенты



## 2. Answer the following questions:

1. What is the name of the company you work for?
2. What is your position?
3. What are your responsibilities at work? What are you responsible for?
4. What is your company's activity?
5. When was it founded?
6. What is your company's history? (Some facts to illustrate the company progress)
7. Where is the head office of the company?
8. How many branches does it have?
9. How many people does your company employ?
10. How many subordinates do you have?
11. What are your company's goals?
12. What is your company annual turnover?
13. What is your net profit?
14. What is your company's market share?
15. Which companies are the main competitors of your company?
16. Does your company have any competitive advantages over them?
17. What are the strengths of your company?
18. What are the main customers of your company?
19. How does your company advertise its goods/services? Do you think it does it effectively?
20. What is your company strategy?

## 3. Dialogue

### Study the example of the dialogue:

#### Talking About Your Job

Jack: Hi Peter. Can you tell me a little bit about your current job?

Peter: Certainly. What would you like to know?

Jack: First of all, what's your job?

Peter: I am a computer technician at Schuller's and Co.

Jack: What do your responsibilities include?

Peter: I'm responsible for systems administration and in-house programming.

Jack: What sort of problems do you deal with on a day-to-day basis?

Peter: Oh, there are always lots of small system glitches. I also provide information on a need-to-know basis for employees.

Jack: What else does your job involve?

Peter: Well, as I said, for part of my job I have to develop in-house programs for special company tasks.

Jack: Do you have to produce any reports?

Peter: No, I just have to make sure that everything is in good working order.

Jack: Do you ever attend meetings?

Peter: Yes, I attend organizational meetings at the end of the month.

Jack: Thanks for all the information, Peter. It sounds like you have an interesting job.

Peter: Yes, it's very interesting, but stressful, too!

Inspired by <http://www.yeuanhvan.com>

**4. Make up your own dialogue about your job. You may find the following words and expressions useful:**

**Jobs and Professions**

**Management:** president; vice-president; director; manager; executive officer; CEO (chief executive officer; company executive officer); deputy director; managing director; financial director; marketing director; general manager; assistant manager; manager; production manager; personnel manager; marketing manager; sales manager; project manager;

supervisor; inspector; controller

**Office workers:** office worker; office employee; office clerk; receptionist; secretary; personal assistant

**Banking and financial activities:** banker; bank officer; economist; auditor; accountant; bookkeeper; teller; cashier; bank clerk; financier; investor; sponsor; stockbroker; tax collector

**Sales and stores:** sales representative; sales manager; salesperson; cashier; seller; buyer; wholesale buyer; wholesaler; retailer; merchant; distributor; dealer; trader; advertising agent

**IT specialists:** computer specialist; computer programmer; computer operator; software specialist; systems analyst; systems administrator; web developer; web programmer; webmaster; web designer

**Law:** judge; lawyer; attorney; legal adviser

- To report directly to CEO
- To look after finance/ to balance the books/ to allocate a budget
- To deal with customers/ to make appointments for the boss
- To be in charge of IT and Technical Support
- To manage Marketing and Sales
- To hire new staff/ to take care of personnel

**5. Read and translate the text:**

**Business structure**

Every organization made up of more than one person will need some form of organizational structure. An organizational chart shows the way in which the chain of command works within the organization.

The way in which a company is organized can be illustrated for a packaging company. The company will be owned by shareholders that choose directors to look after their interests. The directors then appoint managers to run the business on a day-to-day basis:



In the company structure outlined above:

The Managing Director has the major responsibility for running the company, including setting company targets and keeping an eye on all departments.

The Distribution Manager is responsible for controlling the movement of goods in and out of the warehouse, supervising drivers and overseeing the transport of goods to and from the firm.

The Production Manager is responsible for keeping a continuous supply of work flowing to all production staff and also for organizing manpower to meet the customers' orders.

The Sales Manager is responsible for making contact with customers and obtaining orders from those contacts.

The Company Accountant controls all the financial dealings of the company and is responsible for producing management accounts and financial reports.

#### Organizational structure

Other organizations will have different structures. For example most organizations will have a marketing department responsible for market research and marketing planning. A customer services department will look after customer requirements. A human resources department will be responsible for recruitment and selection of new employees, employee motivation and a range of other people focused activities.

In addition there will be a number of cross-functional areas such as administration and Information Technology departments that service the functional areas of the company. These departments will provide back up support and training.

Organizations are structured in different ways:

- by function as described above;
- by regional area - a geographical structure e.g. with a marketing manager North, marketing manager South etc.;
- by product e.g. marketing manager crisps, marketing manager drinks, etc.;
- into work teams, etc.

Reporting in organizations often takes place down the line. An employee might be accountable to a supervisor, who is accountable to a junior manager, who is then accountable to a senior manager - communication and instructions can then be passed down the line.

Inspired by <https://businesscasestudies.co.uk>

### 6. Draw the structure of the company you work for.

### 7. Match the words with their Russian equivalents:

1. department	a. требования потребителей
2. employee	b. финансовый отчет
3. chain of command	c. человеческие ресурсы, отдел персонала
4. to be accountable to smb.	d. управлять компанией
5. financial report	e. вертикаль подчинения
6. customer requirements	f. получать заказы
7. to run the company	g. склад
8. human resources	h. сотрудник
9. warehouse	i. быть подотчетным к-л., отвечать перед к-л.
10. to obtain orders	j. отдел

## 8. Read and translate the text:

### The Premier Leader of Global Fast Fashion and Conscious Style: H&M Story

#### *Profile*

The mass market is truly the place where the fashion industry is able to generate millions in profit on an annual basis. The average consumer might not be able to afford a garment from **Chanel** or **Prada**, but he or she still wants to make sure that they can look stylish at a price range they can conceivably afford. It's a good thing that **H&M** is a brand consumers can trust because they offer fabulous fashion without the exorbitant price tags.

H&M is a Swedish global retail brand with a finger constantly on the pulse of fashion's beating heart in order to source out trends and styles that even fashionable people with a budget can buy. The collection range of the company covers all age groups and offers high-quality apparel and accessories for women, men, teenagers, and children. Outside of their main product lines, H&M also showcases items such as home furnishings and beauty cosmetics. Their focus on providing affordable yet stylish fast fashion has enabled them to acquire a huge international following and establishing themselves as a key player in the fashion industry.

#### *Foundation and History*

The company was founded in 1947 by **Erling Persson** with the very first shop established in Västerås, Sweden. The original name of the business was called "**Hennes**", which is Swedish for "hers", as the store at the time exclusively sold womenswear. It wasn't until 1968 when Persson acquired the hunting apparel brand **Mauritz Widforss** that he changed the name of the company to **Hennes & Mauritz** to reflect the brand's inclusion of menswear into the product range. Soon after the merger and the official rebranding into the shortened H&M, the company's expansion gradually began to expand outside of Sweden's borders.

The first international H&M branches appeared in the neighboring Nordic countries of Norway and Denmark, with shops popping up in the United Kingdom and Switzerland right after. The company began to sell underwear and intimate apparel in 1973. In 1982, Erling Persson officially handed the reins of the company to his son, **Steffan Persson**, who took over as the CEO of the brand. Capitalizing on their continuing success, H&M expanded to more outlets across the European continent.

By the 1990s, they generated enough buzz and a massive following among consumers that the company was confident enough to book the biggest supermodels of the day to star in their advertising campaigns. Boldfaced names such as **Linda Evangelista**, **Naomi Campbell**, and **Christy Turlington** fronted posters and billboards wearing cool but casual designs from H&M just as easily as they wore high-end designer clothing from all the top luxury brands being featured in the pages of countless fashion magazines. The company was also one of the very first to take advantage of the internet boom when they officially offered online shopping in 1998.

Evolution and Expansion H&M entered the new millenium by making another significant milestone: the opening of the very first H&M store outside of Europe. New York City was the first non-European metropolis to host an H&M flagship store, which was located in Fifth Avenue to compete directly with many luxury labels, as well as other popular and competitive fast fashion brands. However, the company made a smart business strategy by not viewing luxury brands as the enemy, but as an ally that they could collaborate with so that both parties can win in the business of fashion.

This was made into reality during 2004 when H&M started the first of their highly anticipated designer collaboration series beginning with **Karl Lagerfeld, Fendi**, and his own namesake label. The retailer's goal for their designer collaborations was to introduce limited-edition capsule collections where superstar fashion creators could produce high-end pieces but sold at H&M prices.

The strategy would prove to be hugely successful and since that fateful first partnership with Lagerfeld, H&M would invite other major design stars to collaborate on exclusive apparel and accessories lines such as **Donatella Versace, Roberto Cavalli, Stella McCartney, Alexander Wang**, and others .

2007 saw H&M breaking ground in the rising Asian consumer market by opening the first few stores in Hong Kong and Shanghai, while also continuing their expansion of online shopping to other international markets. The company debuted H&M Home in 2009. Seeking to reduce the damaging impact of garment production on the environment, H&M took the initiative of launching a full range of apparel made exclusively out of recyclable or sustainable materials in 2010 dubbed as H&M Conscious. Shoppers who donate or give away their used clothing to any H&M outlet will be rewarded with discount vouchers. The clothes are then processed and recycled to create new garments in order to attain the goal of a zero-waste economy. The company has also partnered with nonprofit organizations such as Canopy to ensure that their garment production practices do not actively harm endangered forests around the world.

Apart from their sustainability efforts, the retailer also launched the H&M Foundation. The organization aims to achieve four key goals: providing education for children, empowering the lives of women and championing the ideals of equality, giving impoverished areas access to clean water, and educating individuals everywhere to be more eco-conscious.

The H&M Foundation also launched the Global Change Award in 2015: a financial grant given to forward-thinking recipients who are able to produce innovative ideas and game-changing solutions that would help revolutionize the way the fashion industry creates garments without harming nature in the process.

Inspired by <https://successtory.com>

### 9. Answer the questions to the text:

1. What is the mass market?
2. Why is H&M popular across average consumers?
3. Who is the target audience of the H&M brand ?
4. Who was the founder of the H&M company?
5. When and where was the H&M company founded?
6. What does H&M stand for?
7. Where are the H&M stores and outlets located nowadays?
8. What is the key to success of the H&M company?
9. Why does H&M launch apparel made out of recyclable materials?
10. What is the main aim of the H&M Foundation?

### 10. Match the words with their Russian equivalents:

1. profit	a. рекламная кампания
2. garment = apparel	b. конкурировать
3. consumer	c. прибыль
4. product range	d. доступ к ч-л.
5. exorbitant	e. слияние (компаний)

6. merger	f. одежда
7. to compete	g. потребитель
8. advertising campaign	h. завышенный, чрезмерный
9. to take advantage	i. ассортимент товаров
10. access to smth.	j. воспользоваться преимуществом

## 11. Case study:

### Background

#### Rich Roast Cafe and Restaurant

Rebecca and John Ogilvie have just received some investment money from their father to start a new cafe and restaurant. The siblings (sister and brother) have been working at jobs in Victoria, BC for several years. Their family is very entrepreneurial and both Rebecca and John are eager to start businesses on their own as they are the last of the children in the family to have their own businesses. They want to start a business together and they want their first business to be a success. There is a certain amount of competition between the 5 grown children in the family. Rebecca and John want to show their other brothers and sisters that they, too, can be successful.

They decide to start a combination cafe and restaurant because there were no coffee shops and only two other restaurants in the area of Greater Victoria where they live. The reason there are few options for people in the area is that this section of the metropolitan area is newer. There are increasing numbers of homes, town home complexes, and apartment buildings in the area, built over the last 3 years. Before this time the land had been used for industrial purposes, warehousing, some scattered homes, and some farmland. The rapid growth of the city of Victoria as a whole means that their area has been built up very quickly and services such as grocery stores, restaurants, coffee shops, specialty shops, and fitness places are just starting to open. The population of the area now justifies these services.

A suitable location for the cafe/restaurant has been found in a newer commercial complex. It is a good location because:

- there is lots of parking;
- there is good visibility from main roads;
- there is easy access from main roads, and many people walking and driving past the location;
- there are bike lanes on the streets leading to the location. Bike lanes are now part of newly developed areas of the city.

#### Answer the questions:

1. What important business concept and strategies should John and Rebecca think about before they open, from the case information provided and your understanding of how coffee shops, cafe's, and restaurants operate?
2. Should Rebecca and John create a combination cafe/restaurant, a cafe only, or a restaurant? Why?
3. Assuming they are going to open a restaurant, what type of restaurant should they start: a family restaurant or a premium restaurant?
4. What mistakes should Rebecca and John avoid as they plan and start the business?
5. Would you like to run a family restaurant business?

Inspired by <http://kurucz.ca/cases/thecases.php#entrepreneurship>

## 12. Answer the questions using the unit vocabulary:

1. Could you describe your dream job?
2. Do you have a career plan? Where do you want to be in 10 years' time?
3. What skills and abilities do you need at your work?
4. Do you attend any business training seminars?
5. Can you work from home? What are the advantages and disadvantages of homeworking?
6. Do you have to work long hours? If so, how does it influence working process?
7. What motivates and demotivates you at work?
8. Are you satisfied with your current job? Have you ever thought about changing it?
9. Which of these companies would you like to work for? Why?
  - a. family owned company;
  - b. multinational company;
  - c. your own company;
10. What should you do to get ahead in your career?

## 13. Translate from Russian into English:

### История создания и развития компании APPLE

1. Компанию Apple в 1976 году основали Стив Джобс, Стив Возняк и Рональд Уэйн.
2. Произошло это знаменательное событие в доме приемных родителей Стива Джобса, а точнее в гараже.
3. Многие известные мировые бренды, которые стоят миллиарды долларов начинали свой путь в обычном гараже.
4. В мае 2011 года, согласно рейтингу исследовательского агентства Millward Brown, бренд Apple был назван самой дорогой торговой маркой в мире.
5. Согласно данным Forbes за октябрь 2012, бренд Apple вырвался в лидеры в рейтинге «самых влиятельных», опередив такие марки, как Coca-Cola, Microsoft и IBM.
6. Штаб-квартира компании Apple расположена в небольшом городке Купертино, что в 75 км от Сан-Франциско, Калифорния.
7. Интересно, что количество жителей Купертино даже меньше числа работников Apple - в компании в настоящее время трудится 60 400 сотрудников.
8. Что же выгодно отличает многотысячную компанию Apple от ее конкурентов и позволяет ей зарабатывать миллиарды долларов?
9. Компания, исторически являющаяся производителем ПК и ПО, в 21 веке расширила свои сегменты рынка, выйдя на очередную орбиту развития с новыми аудиоплеерами, смартфонами и планшетными компьютерами.
10. Заслуги Apple неоспоримы, ведь аудиоплеер iPod произвел настоящий прорыв в мире цифровой музыки, смартфон iPhone перевернул наше видение мобильных телефонов, а планшетник iPad задал вектор развития рынка цифровых устройств.
11. Все эти «ай-гаджеты» стали неотъемлемой частью имиджа делового, солидного и успешного человека.
12. Как сказал Стив Джобс на презентации первого iPhone в 2007 году: “Мы не создали новый телефон, мы изобрели его заново”
13. А на презентации интернет-планшета iPad 2 в 2011 году Стив Джобс заявил о наступлении эпохи посткомпьютерных устройств.

14. Однако, неужели только инновации и высокие технологии помогли Apple достичь того пьедестала, на котором компания разместилась на сегодняшний день?

15. Сейчас Apple - это больше, чем новые ИТ-технологии и современное производство.

16. Apple - это эстетичный дизайн, уникальная репутация, узнаваемый стиль, успешный имидж и целая культура в индустрии потребительской электроники.

17. Одним словом, Apple - это легенда.

18. Люди, которые впервые покупают iPhone, делают это не из-за его технических особенностей, а из-за того, чтобы получить статус.

19. Если вы занимаетесь бизнесом или планируете его создавать, то нужно целиться не только на технические параметры вашего продукта или услуги, но и на его социальные аспекты.

20. Если вам удастся создать продукт, обладать которым будет круто, то ваши дела будут идти как надо.

21. Одна из версий происхождения названия гласит, что Стив Джобс хотел видеть фирму на первых страницах телефонного справочника, отсюда название на «а», а по второй версии он просто исполнил свою угрозу назвать компанию «Яблоком», поскольку ничего лучше не придумывалось.

22. Официально компания Apple Computer, Inc была зарегистрирована 1 апреля 1976 года, а Уэйн отказался от своей доли 12 апреля, то есть менее чем через 2 недели.

23. Таким образом, он лишил себя потенциального состояния в 70 миллиардов долларов.

24. В сентябре 2012 года Apple стоила более \$700 млрд., а 10% от этой суммы и есть \$70 млрд.

25. Логотип, созданный Роном Уэйном, использовали около года, после чего решили заменить чем-то более простым и понятным.

26. В итоге Стив Джобс обратился к дизайнеру Робу Янову (Rob Janoff), который создал всем известный логотип.

27. Этот логотип был создан всего за неделю, а надкусили его для того, чтобы он прочно ассоциировался именно с яблоком, потому как без надкуса его можно было спутать с помидором.

28. Джобс был достаточно жестким человеком.

29. Он всегда хотел, чтобы было так как он хочет, из-за чего и возникали конфликты с сотрудниками, инженерами и партнерами.

30. Для разработки того или иного проекта в компаниях подобных Apple создают специальные рабочие группы, которые и решают поставленные задачи.

31. У каждой группы есть свой руководитель.

32. А Джобс имел обыкновение влезать в дела той или иной группы и вносить существенные поправки в разработанные ранее проекты.

33. Все это тормозило работу, а так как Джобс был перфекционистом, то не успокаивался пока не доводил каждую мелочь до идеального состояния.

34. Это приводило к срывам сроков сдачи проектов и, соответственно, к недополучению прибыли компании, что не нравилось акционерам.

35. В 1983 на должность президента компании Стив Джобс приглашает многоопытного Джона Скалли, на тот момент генерального директора компании PepsiCo.



36. Правда вскоре Джобс пожалеет об этом, сказав, что приглашение на работу Скалли было самым неудачным решением в его жизни.

37. В 1985 из-за конфликтов в руководстве, компанию покидает ее сооснователь Стив Джобс, хотя «покидает компанию» звучит не совсем верно.

38. Фактически его уволили из своей же компании.

39. Не смотря на то, что компьютеры Macintosh продавались, акционеры обвиняли Стива Джобса в том, что он создает не конкурентные компьютеры, а Джобс обвинил акционеров и руководителей компании в том, что они завысили цену на Macintosh.

40. В этом же году Джобс основывает фирму NeXT.

41. Позже, в 2005 году, выступая перед выпускниками Стэнфордского университета Джобс скажет, что увольнение из Apple было самым лучшим и верным решением на тот момент.

42. Сотрудничество со Скалли не приносит Apple особого успеха, и после значительного падения рыночной стоимости Apple совет директоров увольняет Джона Скалли.

43. В 1996 Стив Джобс возвращается в директорское кресло Apple.

44. Компания покупает фирму Джобса NeXT, заплатив за нее 430 млн. долларов.

45. За годы своего существования, Apple неоднократно поглощала различные компании, работающие на рынке ИТ-технологий - Siri, Anobit Technologies и др.

46. Двухтысячные стали для Джобса и его команды настоящим триумфом.

47. Apple практически каждый год чем-то удивляет мир и делает армию своих поклонников все больше и больше.

48. Любовь Стива Джобса к своему делу во многом обеспечила компании такой успех.

49. Часть своих индивидуальных черт характера «родитель» передал по наследству своему «яблочку» - это любовь к инновациям, креативность, смелость и стиль.

50. Компания отслеживает качество своей торговой марки, открывает фирменные магазины и создает целую экосистему из программного обеспечения и многочисленных приложений.

Inspired by <https://myrouble.ru/istoriya-uspeha-apple/>

## Unit 4. JOB INTERVIEW

*"Far and away the best prize that life offers  
is the chance to work hard at work worth doing."*

– Theodore Roosevelt



### 1. Match the words with their Russian equivalents:

1. job interview	a. нанимать
2. CV (curriculum vitae)	b. каверзные вопросы
3. cover letter	c. умения
4. to hire	d. слабые места
5. tricky questions	e. собеседование
6. achievements	f. соискатель
7. skills	g. квалификация
8. weaknesses	h. сопроводительное письмо
9. applicant	i. навыки
10. qualifications	j. привилегии
11. abilities	k. резюме
12. perks	l. достижения
13. entry-level position	m. работать допоздна
14. on a daily basis	n. хорошо ладить с
15. work part-time	o. справляться с ситуацией
16. hard-working person	p. на повседневной основе
17. fast learner	q. трудолюб
18. work long hours	r. быстро обучающийся
19. get along fine with	s. самая низкая должность
20. handle the situation	t. работать неполный рабочий день

## **2. Answer the questions:**

1. What is the goal of any job interview?
2. Why is the interview etiquette an important part for getting a job?
3. What characteristics are important for a successful interview?
4. How could a candidate prepare for an interview?
5. How should a candidate be dressed?
6. Why is it better to arrive early for the interview?
7. How should the candidate behave during an interview?
8. Have you ever had a job interview? How did it come off?
9. What are the most common questions you are asked in an interview?
10. Do you try to find out some information about the organization before the interview? How can you get this information?
11. Is it OK to discuss money matters at a job interview in your country?
12. What can go wrong in an interview?

## **3. Dialogue**

### **Study the example of Job interview conversation:**

**Mike:** Good Morning, John. I am Mike.

**John:** Good Morning.

**Mike:** How are you doing?

**John:** I am doing fine. Thank you.

**Mike:** How was the traffic coming over here?

**John:** I am so glad that the traffic was light this morning. No traffic jam and no accidents.

**Mike:** That is good. John, let's start the interview. Are you ready?

**John:** Yes, I am.

**Mike:** First of all, let me properly introduce myself. I am the Finance Department Manager. As you know there is an open position in my department, and I need to fill this position as soon as possible.

**John:** Please, tell me a little bit about the position.

**Mike:** It is an entry-level position. The new employee will have to work closely with the Accounting department. He will also have to deal with the bank on a daily basis.

**John:** What type of qualifications do you require?

**Mike:** I require a four-year college degree in Finance. Some working experience would be helpful.

**John:** What kind of experience are you looking for?

**Mike:** Doing office work is good. However, since this is an entry-level position, I do not require a lot of experience. I am willing to train the new person.

**John:** That is great!

**Mike:** John, tell me a little bit about yourself.

**John:** I was a student at West Coast University, and I just graduated with a Bachelor degree in Finance. I have been working part-time as a payroll clerk for the last two years.

**Mike:** What are you looking for in a job?

**John:** The job should help me see what Finance is all about. I have learned a lot of Finance theories at school, and now it is time for me to put them into practice.

**Mike:** Anything else?

**John:** I also hope that it will help me grow in my field.

**Mike:** What are your strengths? Why should I hire you?

**John:** I am a hard-working person and a fast learner. I am very eager to learn, and I get along fine with people.

**Mike:** OK. Now, let me ask you a few quick questions. You do not mind working long hours, do you?

**John:** No, I do not.

**Mike:** Can you handle pressure?

**John:** Yes, I can. When I was going to school, I took quite a few courses each semester while working at least twenty hours every week. And, I handled that situation very well.

**Mike:** Do you still have any questions for me?

**John:** No, I think I have a pretty good understanding of the job. I believe that I can handle it with ease, and I hope to have the opportunity to work for you.

**Mike:** John, nice meeting you. Thank you for coming.

**John:** Nice meeting you too. Thank you for seeing me.

Adapted from <https://www.easypacelearning.com/all-lessons/english-lessons-level-3/1207-job-interview-conversation-learning-english>

### **5. Make up your own dialogue, using Exercises 1 and 3.**

### **6. Read and translate the text:**

#### **Preparing Effectively for a Job Interview**

##### ***Review the Job Description***

When you prepare for an interview, your first step will be to carefully read and re-read the job posting or job description. This will help you develop a clearer idea of how you meet the skills and attributes the company seeks.

##### ***Research the Company or Organization***

Researching the company will give you a wider view of what the company is looking for and how well you might fit in. Your prospective employer may ask you what you know about the company. Being prepared to answer this question shows that you took time and effort to prepare for the interview and that you have a genuine interest in the organization. It shows good care and good planning—soft skills you will surely need on the job.

##### ***Practice Answering Common Questions***

Most interviewees find that practicing the interview in advance with a family member, a friend, or a colleague eases possible nerves during the actual interview. It also creates greater confidence when you walk through the interview door.

##### ***Plan to Dress Appropriately***

Interviewees are generally most properly dressed for an interview in business attire, with the goal of looking highly professional in the eyes of the interviewer.

##### ***Come Prepared***

Plan to bring your résumé, cover letter, and a list of references to the interview. You may also want to bring a portfolio of representative work. Leave behind coffee, chewing gum, and any other items that could be distractions.

### ***Be Confident***

Above all, interviewees should be confident and “courageous.” By doing so you make a strong first impression. As the saying goes, “There is never a second chance to make a first impression.”

Adapted from <https://courses.lumenlearning.com/waymaker-collegesuccess/chapter/text-preparing-for-a-job-interview/>

#### **7. Answer the questions to the text:**

1. Why is it important to carefully read the job description?
2. What can help you show that you are really interested in a job you are applying for?
3. What is the way to create confidence during the interview?
4. How should a candidate be dressed?
5. How should an applicant come to the interview?
6. What can help you to make strong impression?

#### **8. Find the equivalents in the text:**

1) объявление о приеме на работу; 2) будущий работодатель; 3) иметь неподдельный интерес к; 4) требовать времени и усилия; 5) заранее; 6) деловой костюм; 7) отвлекающий фактор; 8) уверенный; 9) смелый 10) произвести впечатление.

#### **9. Read and translate the text:**

##### **Job interview**

A job interview is a 'conversation with an objective'. The objective for the interviewer is to find out if you are a suitable candidate for the vacancy. The process of interviewing constitutes an important part of the recruitment procedure.

Interviews are often stressful but you have to deal with this hiring process. Once you have been selected for a job interview, it's important to prepare properly. That means practicing interview questions and answers before appearing for any interview. It is good practice to research the company background.

Do not leave preparation for the interview for the last stage, or hope to say anything that comes to your mind at the moment. There is the phrase "failing to prepare is preparing to fail. Prepare well and you will improve your chances for success.

Interview etiquette is a very important part of getting a job. A candidate's ability to communicate is a very important point. It is necessary to have a logical flow of thoughts, an ability to listen and the art of taking correct decisions.

For any job interview, it's important to impress the interviewer from the moment you arrive. Here are some tips on how you can make the right impression.

1. **Dress formally:** The first rule of thumb is always dress to impress. The clothes tell a lot about you to an interviewer. Plan to dress professionally in conservative clothing with appropriate shoes, minimal jewelry, and perfume. Even if the office is casual, you should dress in business clothes. Boys should make sure they are shaved, while girls can apply a light make-up. High heels and open toes are to be avoided.

2. **Be on time:** Arrive early for your interview; it's always better to be a few minutes early than late. If you're not sure where you're going get directions ahead of time and do a trial run, so you know where you're going. Make sure you turn your phone off before going into the interview room. Remember to bring an extra copy of your resume and a list of references.

3. **When you enter:** Greet the interviewer. Do not be over-friendly. Do not sit down until asked. Sit straight and do not fold your arms. Look in the interviewer's eye while answering questions. Don't use slang words or jargon, speak clearly and concisely. Keep your answers short and to the point. Always think about your answers but do not take too long in figuring them out. Do not discuss money, if the interviewer brings it up it is ok but don't broach the subject yourself. During the interview stay calm and focused. Don't allow yourself to be rattled.

4. **Stay calm:** During the interview try to remain as calm as possible. If you don't understand a question, ask for it to be repeated or rephrased. Pause before answering a question to gather your thoughts. Maintain a natural amount of eye contact but don't stare. Emphasize what you can do to benefit the company rather than just what you are interested in.

5. **Be pleasant:** Keep a cheerful disposition, do not contradict the interviewer even if he is wrong, keep a pleasant outlook. Do show enthusiasm and a genuine interest in the company and your interviewers. Keep your body language polite. Do not lean forward aggressively or sit with your arms folded across your chest. You should have good posture, but keep it relaxed and friendly. Do not be critical of your institute or past employer.

6. **Tricky situations:** Stay calm, even if provoked. Of course, one cannot anticipate all questions so be ready for some surprises, too. Be well prepared not to be trapped in the cross-questioning. If you can't do so, simply back out and say you are not sure rather than saying something which you cannot defend. If you do not know how to answer a particular question, say, "I don't know, sir."

7. **Ask questions about the job:** Prepare a list of questions you want to ask the interviewer, because you will probably be asked if you have any at the end of the interview. Having questions will show that you've done your homework and are truly interested in the position. Knowing as much as possible about the company's past performance and future plans can make your interview more interactive. Remember, you aren't simply trying to get the job - you are also interviewing the employer to assess whether this company and the position are a good fit for you.

8. **Follow Up:** It's important to thank the interviewer for their time and to let them know that you look forward to hearing from them. Follow up by sending a thank-you note.

Remember, the job interview is a strategic conversation with a purpose. Don't forget that the interviewer is just trying to solve a problem - they need someone in that job. The interviewer is NOT trying to test you or to find fault. They want the vacancy filled as much as you want the job! Thus your goal is to persuade the employer that YOU have skills, background and ability to do the job and that you can comfortably fit into the organization.

Adapted from <https://studfiles.net/preview/6318148/page:3/>

### 10. Answer the questions to the text:

1. What is job interview?
2. What is important for successful interview?
3. Why is the interview etiquette an important part for getting a job?
4. How could a candidate prepare for an interview?
5. How should a candidate be dressed?
6. Why is it better to arrive early for the interview?

7. How should the candidate behave during an interview?
8. How should the candidate answer tricky questions?
9. Why is it necessary to prepare a list of questions for an interviewer?
10. Is it important to thank the interviewer with the thank-you note when the interview is over?

**11. Find the equivalents in the text:**

- 1) подходящий кандидат; 2) процедура по подбору персонала; 3) основные сведения о компании; 4) приходить на ум; 5) логический поток мыслей; 6) проверенный метод; 7) приветствовать; 8) говорить лаконично; 9) смущаться; 10) сохранять спокойствие, на сколько это возможно; 11) сохранять веселый настрой; 12) сложные ситуации; 13) попасть впросак; 14) оценивать; 15) убедить.

**12. Case Study**

**Background**

Slim Gyms owns and operates six health and leisure clubs in Manhattan. The clubs appeals mainly to people aged 20-40. All the clubs have a gymnasium, a swimming pool, sun decks, a café, bar and clubroom. Three of the clubs are located in the areas where a large numbers of Spanish, Chinese and Italians live.

In recent months, Slim Gyms’ profits have fallen sharply. Many members haven’t renewed their memberships and the club has been unable to attract a sufficient number of new members. Slim Gyms recently advertised for a General Manager. His/Her main task is to boost sales at the clubs and increase profits.

**Read the job advertisement:**

<p style="text-align: center;"><b>Slim Gyms</b> <b>General Manager</b></p> <p><b>Required for our chain of Health and Leisure Clubs</b></p> <ul style="list-style-type: none"> <li>• Salary negotiable</li> <li>• Excellent benefits and package</li> </ul> <p>88 Harvey Place 11-C New York NY 1008-1324</p>	<p><b>The job</b></p> <ul style="list-style-type: none"> <li>• Developing a customer-oriented culture in the organization of the clubs</li> <li>• Increasing the revenue and profits of the company of the six clubs in Manhattan</li> <li>• Exploiting new business opportunities</li> <li>• Liaising with and motivating our team of managers and their staff</li> <li>• Contributing to marketing plans and strategies</li> </ul> <p><b>The person</b></p> <ul style="list-style-type: none"> <li>• Dynamic, enthusiastic, flexible</li> <li>• A strong interest in health and fitness</li> <li>• A good track record in previous jobs</li> <li>• The ability to work with people from different cultural backgrounds</li> <li>• Outstanding communication skills</li> <li>• A flyer for new ideas and sound organizational skills</li> </ul>
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**Task:**

Divide into the groups of 5-6 people. One/two of you are the directors of Slim Gyms, others are the candidates applying for the job of General Manager of the company.

Study the file cards on the four candidates and hold an interview. Try to choose the best candidate for the job.

### Candidate 1

**Name:** Guido Passerelli **Age:** 52  
**Marital status:** Married, with three children  
**Education:** Bronx High School  
**Experience:** Former American football player. Ran a small business for several years finding locations for film company.  
**Outstanding achievement:** 'I was 5<sup>th</sup> in the New York marathon when I was aged 34'.  
**Skills:** Fluent Italian and Spanish. Speaks English fairly well, but with Italian accent and is sometimes hesitant.  
**Personality/appearance:** Tall, handsome, tanned. Very self-confident. Wears a designer jacket and expensive designer tie at the interview.  
**Comments:** Has many interesting ideas for improving Slim Gyms' profits. For example, thinks members should get 50% discount off their subscription fee if they introduce a friend. Wants Slim Gyms to aim at all age groups. Believes his organizing ability is his best quality. Expresses his points of view forcefully, sometimes arguing heatedly with the interviewer.

### Candidate 2

**Name:** Gloria Daniels **Age:** 36  
**Marital status:** Married, with two children  
**Education:** Diploma in Sports Management (Massey University, New Zealand)  
**Experience:** Worked for three years for a chain of fitness centers. Joined Johnson Associates, an organization promoting top sports personalities. Has travelled all over the world for the last ten years negotiating contracts with sportspeople.  
**Outstanding achievement:** 'I negotiated a successful deal with Hank Robbins, the famous baseball player. We promote him exclusively.'  
**Skills:** Has an elementary knowledge of Spanish and Italian. Was good at all sports when younger. Considered becoming a professional tennis player.  
**Personality/appearance:** Wears a very expensive dress at the interview. Film star looks. Charismatic, over-confident.  
**Comments:** Thinks Slim Gym should raise more money by offering shares to wealthy individuals. In her opinion, Slim Gyms should hire a firm of management consultants to review all its activities. In the interview, she seems to be very competitive.

### Candidate 3

**Name:** David Chen **Age:** 40  
**Marital status:** Single  
**Education:** Master's degree in Business Administration (Hong Kong University); Diploma in Physical Education (New University of Hawaii)  
**Experience:** Several jobs in various companies before joining a large university as Sports Administrator. Has organized many sports events for the university.  
**Outstanding achievement:** 'I have a black belt in karate.'  
**Skills:** Numerate extensive knowledge of computer programs. Fluent Chinese and English, some Italian.



**Personality/appearance:** Dressed in a formal dark suit but looked relaxed. Quiet, determined, polite and diplomatic. Asks many questions during the interview. Is rather shy if he doesn't know the answer to the question.

**Comments:** Believes Slim Gyms should increase its services, for example, offer classes in salsa dancing, open a small boutique at each club selling sports equipment, etc. It should immediately cut costs by 10% in all areas of its business. Thinks his honesty is his best asset. Has an interest in all Eastern contact sports: judo, karate, aikido, etc.

#### Candidate 4

**Name:** Martine Lemaire **Age:** 32

**Marital status:** Divorced, with two children

**Education:** Degree in Biology (Sorbonne, France); Master's Degree in Dietetics Yale University, US)

**Experience:** Worked for 5 years as a dietician in a hospital. Had a year off work when her health broke down because of stress. Joined a company selling health and skin care-products. For the last three years has been Assistant Sales Manager.

**Outstanding achievement:** 'I'm proud of raising a family successfully while working a full-time.'

**Skills:** Fluent French, good Spanish. Speaks and writes English fluently.

**Personality/appearance:** Well-dressed in fashionable clothes. Dynamic and ambitious. Sometimes assertive during the interview.

**Comments:** Her main idea for increasing profits: spend a lot of money on media advertising and offer big discounts to new members. Believes her strongest quality is her creativity. In her leisure time, she runs her weekly aerobics class and also manages a local baseball team at the weekend.

Inspired by New Market Leader Intermediate Business English Course book [p.74-75]  
David Cotton, David Falvey, Simon Kent

#### 12. Answer the questions using the unit vocabulary:

1. What is the aim of a job interview?
2. How can you prepare for the interview?
3. Why is it important to get information about the company where you are applying for?
4. How should you behave during the interview?
5. What is important when speaking with an interviewer to make good impression?
6. How should you deal with tricky questions?
7. What is the most appropriate dress code for the job interview?
8. What questions should you ask during the interview?
9. Why is it important not to be late for the interview?
10. What should you take with you to the job interview?

#### 13. Translate from Russian into English:

##### Собеседование при приеме на работу

1. Собеседование при приеме на работу - это выяснение опыта претендента, а также его личностных качеств, т. е. знакомство с ним.

2. Даже если у Вас уже есть большой опыт поиска работы, помните, что к каждому новому собеседованию при приеме на работу необходимо заранее готовиться.

3. Как правило, более ответственно относятся к собеседованию наиболее квалифицированные специалисты, вполне обоснованно претендующие на самую хорошую работу.

4. Поэтому всякий раз, получив приглашение на собеседование, воспользуйтесь приведенными ниже советами:

5. Собеседование при приеме на работу нужно рассматривать как переговоры о потенциальном сотрудничестве.

6. Во-первых, выстраивая партнерские отношения с руководителем во время собеседования, важно преподнести себя как зрелую и сформировавшуюся личность, осознающую свою ценность и индивидуальность (что повышает Ваши шансы на успех).

7. Во-вторых, проще принимать отказ, т.к. он в данном случае будет следствием несовпадения взглядов, что никак не может принизить Вашего достоинства.

8. На собеседовании Вам будет легче добиться успеха, если вы: настойчивы, стрессоустойчивы, доброжелательны, обаятельны, аккуратны, пунктуальны, ответственны, гибки, инициативны.

9. Придя в офис, постарайтесь быть со всеми вежливы и терпеливы.

10. Добросовестно заполняйте все анкеты и формуляры, которые Вам предложат.

11. Представьтесь в начале собеседования и поинтересуйтесь, как зовут собеседника.

12. Держите зрительный контакт.

13. Внимательно выслушивайте вопросы, не перебивая собеседника.

14. Если Вы не уверены, что хорошо поняли вопрос, не стесняйтесь уточнить ("Правильно ли я понял, что...").

15. Избегайте многословия, отвечайте по существу.

16. Будьте объективны и правдивы, но не слишком откровенничайте.

17. Столкнувшись с необходимостью дать негативную информацию о себе, не отрицайте факты, которые соответствуют истине, но обязательно старайтесь сбалансировать их положительной информацией о себе.

18. Держитесь с достоинством, старайтесь не производить впечатление неудачника или бедствующего человека; однако воздержитесь от вызывающей манеры поведения.

19. Если Вам предложат возможность задать вопросы, обязательно задавайте, но не увлекайтесь (2-3 вопроса).

20. Задавая вопросы, прежде всего интересуйтесь содержанием работы и условиями ее успешного выполнения.

21. Избегайте на первом этапе собеседования задавать вопросы об оплате труда.

22. Обязательно уточните, как Вы узнаете о результате собеседования, постарайтесь обговорить право позвонить самому.

23. Завершая собеседование, не забудьте об обычных правилах вежливости.

24. По многим вопросам Вам не придется каждый раз готовиться к собеседованию заново.

25. Но по некоторым пунктам к каждому новому работодателю нужно подходить с учётом его специфики, чтобы эти особенности не упустить, необходимо время и усилия на подготовку к собеседованию.

26. Однако помните, что прежде всего работодатель заинтересован в квалифицированных специалистах, профессионалах.
27. Постарайтесь продемонстрировать свои соответствующие качества во время беседы.
28. Перед собеседованием продумайте, как Вы будете одеты.
29. Внешний вид и манера держаться имеют очень большое значение и практически определяют первое впечатление.
30. Если Вы идете на собеседование в финансовое учреждение, выберите консервативно-деловую форму одежды.
31. Если Вы собираетесь на интервью в строительную организацию или дизайнерскую фирму, можно позволить себе одеться в более свободном стиле.
32. Можно постараться узнать заранее, принят ли в фирме деловой или более свободный стиль одежды, но в любом случае на интервью лучше одеться более официально.
33. Если появление на работе в джинсах считается в этой фирме в порядке вещей, Вы сможете себе это позволить, когда начнете работать, но на интервью в свитере и джинсах приходить не стоит.
34. В любом случае Вы должны выглядеть опрятно и аккуратно.
35. Женщине лучше всего надеть на собеседование строгий костюм или достаточно консервативное платье.
36. Не следует пользоваться резкими духами или одеколоном.
37. Заранее удостоверьтесь, что Вы знаете, как проехать к зданию фирмы и где оставить машину.
38. Приходите на 15 минут раньше назначенного времени.
39. Этим Вы покажете, что уважаете проводящего собеседование и цените его время.
40. Если Вы все же опаздываете, постарайтесь перезвонить и предупредить о задержке.
41. Помните, что при выборе из нескольких кандидатов, обладающих одинаковой квалификацией, решающую роль сыграет ваше умение произвести благоприятное впечатление во время собеседования.
42. Хорошенько выспитесь ночью перед тем, как идти на интервью.
43. Если Вас кому-либо представят, приложите все усилия, чтобы правильно услышать и запомнить имя этого человека.
44. Если Вы сразу сможете обратиться к собеседнику по имени, это произведет благоприятное впечатление.
45. Будьте вежливы и доброжелательны со всеми, кого Вы встретите в офисе.
46. Не забудьте улыбнуться, входя в кабинет интервьюера.
47. Не забывайте, как важен язык жестов.
48. Следите за своей осанкой, стремитесь смотреть в глаза.
49. Не забудьте взять с собой на интервью как можно больше документов, подтверждающих Вашу квалификацию, образование и дополнительные знания.
50. Не забудьте, заканчивая беседу, договориться о том, когда и как Вы узнаете о результатах, и поблагодарить интервьюера.

Inspired by Собеседование при приеме на работу. Как пройти?  
<http://pnu.edu.ru/ru/recruitment/graduates/interview/>

## Unit 5. FUTURE PLANS

*“The future depends on what you do today”.*

- Mahatma Gandhi



### 1. Match the words with their Russian equivalents:

1. short-term goals	a. долгосрочные цели
2. long-term goals	b. карьерный путь
3. to achieve	c. разработать план развития карьеры
4. sizable profit	d. продвигаться по карьерной лестнице
5. assets	е. содействовать карьерному росту
6. to accomplish	e. краткосрочные цели
7. to advance one's career	f. совершать, выполнять
8. to develop a career plan	g. сбалансированное соотношение между трудовой
9. career path	деятельностью и личной жизнью
10. work-life balance	h. осязаемая прибыль

## **2. Answer the questions:**

1. Are you satisfied with your current job?
2. What one thing leads to the most career satisfaction?
3. What are your short-term goals?
4. What are your long-term goals?
5. What steps will you take to achieve them?
6. How will you add value to the company through the achievements of your own goals?
7. What is your vision of the company you are working for in 5 years?
8. What are the company's goals?
9. What steps should be taken to achieve them?
10. What three things would you do to make your company a better place to work?
11. What can you contribute to the company future success?
12. How would you reorganize your department?

## **3. Dialogue**

**Study the interview with Jay Hambro, the chief executive officer of Aricom, about his work in the mining business in Russia and the UK and the future plans of his company.**

### **Digging Through the Unknown Unknowns**

- Jay, we would like to ask a few questions about the company, and your job. What, in brief, does Aricom do?

- Well, Aricom is in the business of finding, developing and operating mines in Russia. Aricom stands for Anglo-Russian Industrial Commodities.

- Why did you decide to do business with Russia?

- Russia is full of opportunities for investment with a good risk-to-reward balance.

- How do you keep UK investors confident in their Russian-based investment when there are so many “unknown unknowns” constantly happening in that country?

- Three things - transparency, transparency and more transparency. Keep everyone aware of what is going on and then the surprises are less surprising.

- How should a young professional go global getting a job with Aricom?

- Prepare a good resume or CV and then send it to our address.

- Lots of Russians dream of working in London - is it that good?

- Yes and no. It's great to work here as there is a lot going on and all the people you need are located here but I hate London weekends and try to escape to the country with my family if I can.

- How to reach a work-life balance?

- It's not easy. I never work on Sundays. This day is just for me and my family.

- What would be your best advice for young people who just started their career?

- I think they should have clear goals, short-term ones. It's natural for young people to dream big! It's great! But try turn your dreams into a set of goals and move step by step.

- What is your vision of Aricom in 10 years' time?

- Aricom is destined to be one of the largest producers of iron ore in the world well within ten years and I hope that in this time we will have added a few more assets to the portfolio as well as be making a sizable annual profit.

- All right, Jay, thanks for your time. Good luck with that sizable annual profit!

**4. Make your own dialogue - an interview with a representative of an international company doing business in Russia. Discuss the activity of the company, peculiarities of doing business in Russia and future plans of the company, give your tips how to advance the career and keep work-life balance.**

**5. Read and translate the text:**

**How to Set Ambitious and Achievable Career Goals**

Taking your work to the next level means setting and keeping career goals. Defining career goals is a critical step to achieving success. Use a tried-and-true goal-setting model and define your career goal with SMART. SMART is an acronym for “Specific, Measurable, Action-oriented, Realistic with Timelines.”[The SMART framework clarifies goals by breaking them into smaller steps.

Helpful hints when setting SMART career goals:

- Start with short-term goals first. Work on your short-term goals, and then progress the long-term interests. Short-term goals are those things which take 1-3 years to complete. Long-term goals take 3-5 years to do. As you succeed in your short-term goals, that success should feed into accomplishing your long-term goals.
- Be specific, but don't overdo it. You need to define your career goals, but if you make them too specific, then they become unattainable. Instead of saying, “I want to be the next CEO of Apple, where I'll create a billion-dollar product,” try something like, “My goal is to be the CEO of a successful company.”
- Get clear on how you're going to reach your goals. You should be able to explain the actions you'll take to advance your career. If you can't explain the steps, then you need to break your goal down into more manageable chunks.
- Don't be self-centered. Your work should not only help you advance, but it should also support the goals of your employer. If your goals differ too much, then it might be a sign that the job you've taken isn't a good fit.

Adapted from <https://www.lifehack.org/646947/career-goals>

**6. Answer the questions to the text:**

1. What is important if you want to achieve success in your career?
2. What does SMART stand for?
3. Why are short-term goals even more important than long-term ones?
4. How to get clear on how you're going to reach your goals?
5. How can you understand that the job you've taken isn't a good fit?

**7. Match the words with their Russian equivalents:**

1. achievable	a. проверенный временем
2. tried-and-true	b. конкретный
3. specific	c. полезные подсказки
4. timelines	d. продвигать
5. helpful hints	e. осуществление, выполнение
6. succeed	f. недостижимый
7. accomplishing	g. достижимый
8. unattainable	h. временные сроки
9. to advance	i. преуспеть
10. good fit	h. подходящий вариант

## 8. Read and translate the text:

### 3 Steps To Develop Your Career Plan

*“A goal without a plan is just a wish.”*

Antoine de Saint-Exupéry

If you're anything like the average working person, you can expect to change careers five to seven times in your life. That's a lot of change... The best way to be prepared for it is to make a plan!

Having a career plan is vital to your career success. The most successful people, such as Jeff Bezos and Mark Zuckerberg, all regularly come up with plans for their career success... And look where it's gotten them!

Here are the three steps you can take right now to develop a career plan to catapult you to success.

#### **1. Self-reflection.**

Take the time to think about your current situation and the path you want to be on is crucial to a productive career plan. Research even shows reflection is key to success, and it increases productivity and performance.

Besides reflecting on your career path, you should also reflect on yourself and your values, skills and passions. When you begin to understand yourself and what you want, you'll be able to more easily create a plan that suits your goals and your lifestyle.

#### **2. Goal setting.**

Self-reflection will lead you to identifying what kind of career you want. Now it's time to figure out how to get there. Setting goals is the key to a successful career plan. But what kind of goals should you create?

You probably already know about SMART goals. These are specific, measurable, attainable, relevant and timebound goals that all set you up for success in your goal setting and achievement. In fact, studies show SMART goals really do work. But in order to be successful, you need to write them down and share them with a friend or a coworker. Seventy-six percent of study participants who set SMART goals wrote them down and shared them with a friend achieved their goals. Sharing your goals creates a sense of accountability, and writing down your goals cements them in your long-term memory, so they're always accessible and locked in to your subconscious.

#### **3. Develop a plan.**

So, you know yourself and what you want to do, and you have your goals set and written down. Now it's time to really dig into developing a plan to get there. This is the point in your career planning where you should know your interests and skills, and start figuring out what you need to do to get where you want to go. Yes, it's time to make career decisions. Whatever your decision needs to be, this is the time to make it, so you can solidify your career plan and embark on your path. Here are some ways you can make those difficult decisions:

- Make a pros and cons list.
- Evaluate how each path aligns with your values.
- Think about the future consequences of each path.

Whether you're just beginning on your career journey, or you're considering changing career paths or jobs, developing an effective career plan will help you get to where you need to go. Reflect, set goals and make your decision, and you'll find yourself on the right path.

Adapted from <https://www.forbes.com/sites/ashleystahl/2018/08/29/3-steps-to-develop-your-career-plan/#611ba6974910>

### 9. Answer the questions to the text:

1. How many careers does average person have in a lifetime?
2. Why is self-reflection so important?
3. What does SMART stand for?
4. How to make SMART goals work for you?
5. Why should you write down your goals?
6. How to make a right choice of your career path?
7. What are 3 steps to develop your career plan?
8. What do you think about a career plan? Is it necessary or you should leave it up to fate?
9. What tips seem to be handy for you?
10. Why should you share your goals with other people?

### 10. Match the words with their Russian equivalents:

1. average	a. за и против
2. vital	b. подсознание
3. crucial	c. жизненно важный
4. performance	d. оценивать
5. to figure out	e. производительность
6. attainable	f. последствия
7. timebound	g. ценности
8. study participants	h. чувство ответственности
9. sense of accountability	i. среднестатистический
10. long-term memory	j. достижимый
11. subconscious	к. имеющий временные рамки
12. values	l. участники исследования
13. pros and cons	m. понимать
14. to evaluate	n. решающий, ключевой
15. consequences	o. долгосрочная память

### 11. Case Study

#### What Are Your Career Interests?

When you are doing tasks you like, you enjoy your work. Holland Codes are a set of personality types developed by psychologist John L. Holland. Dr. Holland reasoned that people work best in work environments that match their preferences. Most people are some combination of two or three of the Holland interest areas. These two or three areas become your "Holland Code".

There are things that you enjoy doing, whatever the industry or job title. The key to finding a satisfying career is to match your fundamental interests with occupations. For instance, a Social person would go crazy sitting alone in an office all day. Or if you are Artistic, you would probably hate having to conform to a set of strict rules in your job. That is why career and vocational tests can be so helpful.

So, what is your personality type? Don't forget, that most people will fit into a few of the categories

There are some 720 different combinations possible, like ISERAC, AIRSEC, or CSERIA (every letter stands for one type). Generally, however, only two or three letters are necessary to create a useful description, such as SC, IRC, or AIC. Go ahead and find out about your career possibilities!



### Realistic (Doers)

People who have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.

<b>Are you?</b> Practical, straightforward/frank, mechanically inclined, stable concrete, reserved self- controlled,	<b>Can you?</b> fix electrical things solve electrical problems pitch a tent play a sport plant a garden operate tools and machine	<b>Like to?</b> tinker with machines/vehicles work outdoors be physically active use your hands build things tend/train animals work on electronic equipment
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#### Career Possibilities (Holland Code):

Air Traffic Controller (SER) Archaeologist (IRE) Athletic Trainer (SRE) Cartographer (IRE) Commercial Airline Pilot (RIE) Commercial Drafter (IRE) Corrections Officer (SER)	Dental Technician (REI) Farm Manager (ESR) Fish and Game Warden (RES) Floral Designer (RAE) Forester (RIS) Geodetic Surveyor (IRE) Industrial Arts Teacher (IER)	Laboratory Technician (RIE) Landscape Architect (AIR) Mechanical Engineer (RIS) Optician (REI) Petroleum Geologist (RIE) Police Officer (SER) Practical Nurse (SER)	Property Manager (ESR) Recreation Manager (SER) Service Manager (ERS) Software Technician (RCI) Ultrasound Technologist (RSI) Vocational Rehabilitation Consultant (ESR)
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### Investigative (Thinkers)

People who like to observe, learn, investigate, analyze, evaluate, or solve problems.

<b>Are you?</b> Inquisitive, analytical, scientific, observant/precise scholarly, cautious, intellectually, self-confident, Independent logical, complex, curious	<b>Can you?</b> think abstractly solve math problems understand scientific theories do complex calculations use a microscope or computer interpret formulas	<b>Like to?</b> explore a variety of ideas work independently perform lab experiments deal with abstractions do research be challenged
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#### Career Possibilities (Holland Code):

Actuary (ISE) Agronomist (IRS) Anesthesiologist (IRS) Anthropologist (IRE) Archaeologist	Chemical Engineer (IRE) Chemist (IRE) Computer Systems Analyst (IER) Dentist (ISR)	Geologist (IRE) Horticulturist (IRS) Mathematician (IER) Medical Technologist (ISA) Meteorologist	Physician, General Practice (ISE) Psychologist (IES) Research Analyst (IRC) Statistician
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(IRE) Biochemist (IRS) Biologist (ISR)	Ecologist (IRE) Economist (IAS) Electrical Engineer (IRE)	(IRS) Nurse Practitioner (ISA) Pharmacist (IES)	(IRE) Surgeon (IRA) Technical Writer (IRS) Veterinarian (IRS)
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### Artistic (Creators)

People who have artistic, innovating, or intuitional abilities and like to work in unstructured situations using their imagination and creativity.

Are you?	Can you?	Like to?
Creative, imaginative, innovative, unconventional, emotional, independent, expressive, original, introspective, impulsive, sensitive, courageous, complicated, idealistic, nonconforming	Sketch, draw paint play a musical instrument write stories poetry, music sing act dance design fashions or interiors	attend concerts, theatre, art exhibits, read fiction, plays, and poetry work on crafts take photography express yourself creatively deal with ambiguous ideas

### Career Possibilities (Holland Code):

Actor (AES) Advertising Manager (ASE) Architect (AIR) Art Teacher (ASE) Artist (ASI)	Copy Writer (ASI) Dance Instructor (AER) Drama Coach (ASE) English Teacher (ASE) Entertainer/Performer (AES) Fashion Illustrator (ASR)	Interior Designer (AES) Intelligence Research Specialist (AEI) Journalist/Reporter (ASE) Landscape Architect (AIR) Librarian (SAI)	Medical Illustrator (AIE) Museum Curator (AES) Music Teacher (ASI) Photographer (AES) Writer (ASI) Graphic Designer (AES)
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### Social (Helpers)

People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words.

Are you?	Can you?	Like to?
friendly helpful idealistic insightful outgoing understanding cooperative generous responsible forgiving patient kind	teach/train others express yourself clearly lead a group discussion mediate disputes plan and supervise an activity cooperate well with others	work in groups help people with problems do volunteer work work with young people serve others

### Career Possibilities (Holland Code):

City Manager (SEC) Clinical Dietitian (SIE) College/University	Historian (SEI) Hospital Administrator (SER) Psychologist (SEI)	Park Naturalist (SEI) Physical Therapist (SIE) Police Officer (SER) Probation and	Teacher (SAE) Social Worker (SEA) Speech Pathologist (SAI) Vocational-
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Faculty (SEI) Community Org. Director (SEA) Consumer Affairs Director (SER) Counselor/Therapist (SAE)	Insurance Claims Examiner (SIE) Librarian (SAI) Medical Assistant (SCR) Minister/Priest/Rabbi (SAI) Paralegal (SCE)	Parole Officer (SEC) Real Estate Appraiser (SCE) Recreation Director (SER) Registered Nurse (SIA)	Rehab. Counselor (SEC) Volunteer Services Director (SEC)
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### Enterprising (Persuaders)

People who like to work with people, influencing, persuading, leading or managing for organizational goals or economic gain.

Are you?	Can you?	Like to?
self-confident assertive persuasive energetic adventurous popular ambitious agreeable talkative extroverted spontaneous optimistic	initiate projects convince people to do things your way sell things give talks or speeches organize activities lead a group persuade others	make decisions be elected to office start your own business campaign politically meet important people have power or status

### Career Possibilities (Holland Code):

Advertising Executive (ESA) Advertising Sales Rep (ESR) Banker/Financial Planner (ESR) Branch Manager (ESA) Business Manager (ESC) Buyer (ESA)	Credit Analyst (EAS) Customer Service Manager (ESA) Education & Training Manager (EIS) Emergency Medical Technician (ESI) Entrepreneur (ESA)	Foreign Service Officer (ESA) Funeral Director (ESR) Insurance Manager (ESC) Interpreter (ESA) Lawyer/Attorney (ESA) Lobbyist (ESA) Office Manager (ESR) Personnel Recruiter (ESR)	Politician (ESA) Public Relations Rep (EAS) Retail Store Manager (ESR) Sales Manager (ESA) Sales Representative (ERS) Social Service Director (ESA) Stockbroker (ESI) Tax Accountant (ECS)
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### Conventional (Organizers)

People who like to work with data, have clerical or numerical ability, carry out tasks in detail, or follow through on others' instructions.

Are you?	Can you?	Like to?
well-organized accurate numerically inclined methodical conscientious efficient conforming practical thrifty systematic structured polite ambitious obedient persistent	work well within a system do a lot of paper work in a short time keep accurate records use a computer terminal write effective business letters	follow clearly defined procedures use data processing equipment work with numbers type or take shorthand be responsible for details collect or organize things

### Career Possibilities (Holland Code):

Abstractor (CSI)	Claims Adjuster (SEC)	Elementary School Teacher (SEC)	Medical Records Technician (CSE)
Accountant (CSE)	Computer Operator (CSR)	Financial Analyst (CSI)	Museum Registrar (CSE)
Administrative Assistant (ESC)	Congressional-District Aide (CES)	Insurance Manager (ESC)	(CSE) Paralegal (SCE)
Budget Analyst (CER)	Business Cost Accountant (CES)	Insurance Underwriter (CSE)	Safety Inspector (RCS)
Business Manager (ESC)	Court Reporter (CSE)	Internal Auditor (ICR)	Tax Accountant (ECS)
Business Programmer (CRI)	Credit Manager (ESC)	Kindergarten Teacher (ESC)	Tax Consultant (CES)
Business Teacher (CSE)	Customs Inspector (CEI)		Travel Agent (ECS)
Catalog Librarian (CSE)	Editorial Assistant (CSI)		

Hope you are satisfied with the results and have found out more about yourself and your career possibilities!

#### **Task:**

1. Prepare a little report about your personal code. What categories do you fit into? How do they characterize you? What professions are suggested?
2. Ask your partner about his or her investigation.
3. Imagine that you are selecting people for working on an outstanding project. What will your «dream team» look like? What kind of people (based on Holland Codes) would be excellent team players?

#### **12. Answer the questions using the unit vocabulary:**

1. Why do you need a career plan?
2. What is going to be your first step in planning your career?
3. What do you know about SMART goal-setting technic?
4. How to make SMART goals work?
5. How to make a right career decision?
6. How should your work support the employer's goals?
7. Do you agree that the key to a satisfying career is a match your fundamental interests with occupations?
8. What do you know about Holland Codes?
9. Do you find it handy for vocational guidance?
10. Share your own ideas of planning your career journey.

#### **13. Translate from Russian into English:**

##### **Как правильно спланировать карьеру: 10 секретов.**

1. Сегодня на любом собеседовании Вас могут спросить, кем Вы видите себя через пять лет.
2. Это попытка узнать Ваши карьерные планы: в каком направлении Вы намерены развиваться, какой должности хотите достичь.
3. Что такое планирование карьеры?
4. Это постановка профессиональных целей и определение конкретных сроков их достижения.

5. Вы сможете успешно распланировать карьеру только в том случае, если будете делать все правильно.
6. Секрет - в регулярной работе над своими планами.
7. По статистике, люди меняют направление своей деятельности несколько раз.
8. Речь не просто о рабочем месте, а о сфере работы в целом.
9. Итак, если вы хотите, чтобы ваша карьера приносила вам удовлетворение и ощущение самореализации, учтите эти советы.
10. Они проверены опытом специалистов.
11. Старайтесь анализировать свои планы каждый год.
12. Если вы будете регулярно корректировать свои планы, то будете более уверены в своих жизненных решениях.
13. Это поможет вам справиться с ощущением нестабильности повседневной жизни.
14. Наметьте путь, которому будете следовать.
15. Задумываясь о перспективах своей профессиональной жизни, нужно чётко осознавать: успешная карьера - это результат упорного труда.
16. Итак, вы решили, чего Вы хотите достичь.
17. После этого вам нужно обдумать, какие шаги Вам необходимо предпринять.
18. Необязательно фокусироваться на прошлом, тем не менее, учтите и его - подумайте, что может пригодиться вам в будущем.
19. Оцените, что вам нравится, что не нравится, подумайте о потребностях и предпочтениях.
20. Перемены - это часть жизни, это совершенно нормально.
21. Меняться могут и ваши предпочтения.
22. Составьте списки того, что вам нравится и не нравится. -
23. Потом используйте их, чтобы проанализировать свою работу.
24. Задумайтесь о своих хобби.
25. При планировании карьеры важно учесть и занятия, которые вы любите в свободное время.
26. Люди регулярно превращают свои увлечения в карьеру, так что обдумайте это.
27. Возможно, у вас тоже есть хобби, которое может принести вам профессиональный успех.
28. Задумайтесь о достижениях в прошлом.
29. Оцените, что вдохновило вас больше всего, и сделайте все, чтобы у вас была возможность повторить такие успехи.
30. Определите свои умения.
31. Некоторые люди совершенно не могут представить, что перед ними может быть несколько разных карьерных путей.
32. Для каждой работы требуются определенные навыки, нужно просто проанализировать это и подумать, какие умения у вас есть.
33. Вы наверняка поймете, что можете быть успешными в разных сферах.
34. Узнайте о трендах на рынке труда.
35. Важно следить за тенденциями.
36. Это поможет принять меры и адаптироваться к новой ситуации.
37. Определите, каковы ваши профессиональные цели.

38. Устанавливайте цели на текущий год, следующий и на дальнейшую карьеру.
39. Задумайтесь об образовании.
40. Это может показаться клише, тем не менее, информация - это действительно ключ к успеху и достижениям.
41. Никогда не упускайте возможности научиться чему-то новому.
42. Новую профессию можно освоить в любом возрасте, если Вы готовы учиться.
43. Что такое горизонтальная карьера?
44. «Не все хотят быть начальниками», можете справедливо возразить Вы.
45. И в самом деле, карьера это не всегда постоянное движение вверх по служебной лестнице.
46. Существует и такое понятие, как горизонтальная карьера - профессиональное развитие специалиста, не претендующего на постоянное повышение в должности, но рассчитывающего на постепенное повышение зарплаты.
47. Настоящий профи - ценный кадр на рынке труда.
48. Разумеется, профессиональное развитие сказывается на зарплате: специалист, достигший определённого мастерства, будет получать хорошее вознаграждение.
49. Как правило, в жизни ни горизонтальная, ни вертикальная карьера в чистом виде не встречаются
50. Чаще всего профессиональный путь включает как вертикальные, так и горизонтальные передвижения

# ADDITIONAL READING

## Unit 1

### Text A

#### **Master the art of presenting: tell a story, keep it brief**

*Don't assume an audience will listen, convince them that they must -  
and have the confidence to lead with your strongest point*

Emma Ledden

Many find presenting to an audience terrifying. But by delivering clear, concise messages, even the most nervous speaker can deliver a successful presentation.

Poor communication can be disastrous - literally. According to accident investigators it helped lead to the disintegration of the Space Shuttle Colombia as it re-entered the Earth's atmosphere on 1 February 2003, killing all seven astronauts on board.

The Colombia Accident Investigation Board (CAIB) found fault with a PowerPoint slide presented by Nasa engineers on possible damage to the wing of the space shuttle during takeoff. This followed a Freedom of Information request made by Edward Tufte, emeritus professor in political science, computer science and statistics at Yale University, for PowerPoint briefings pertaining to the flight. The board concluded that key information was so buried and condensed in the briefings that it was rendered useless.

The engineers struggled to do what many presenters struggle to do: to simplify their message. The need to make the complex understandable is the biggest challenge all presenters face. But there are ways to overcome this.

#### **Have a hook**

A great presenter is made not by what they say, but by what they choose not say. Be clear on the purpose of your presentation and let that govern what you include or exclude. You need to quickly tell your audience why they should listen, using a hook. Your hook could be a question, a startling statement, an anecdote or a video.

Jamie Oliver, for example, started his TED Talk in 2010 with this fact: "Sadly, in the next 18 minutes, while we chat, four Americans will be dead from the food that they eat."

#### **Lead with your strongest point**

Once you have your audience hooked, you must keep them engaged. Most people structure presentations by building up to their strongest point instead of leading with it. They think they must establish themselves and their credibility first. But an audience's attention is finite and with this approach you will have lost them before you get to the important point.

Make sure they hear your message by leading with it. You can then spend the rest of the presentation building your story and credibility in an engaging way.

Throughout your presentation, link relevant facts and data back to the audience's needs. Harness the power of one simple word: 'You'. So, instead of saying "We have 45 offices worldwide with 10,000 staff", try "We have 45 offices worldwide, which you can access for your business needs. We also have a huge support team, which will be available to you. We intend to give you a key contact in each country if you choose to do business with us."

#### **Explain data through stories**

The success of your presentation is determined by your ability to put your information together in a way that is compelling.

To avoid your presentation becoming muddled, structure it around your core message or messages. These should be illustrated in different ways, revisited and emphasized, so they are understood and remembered. Make your data feel real by telling stories that back it up, rather than just presenting figures and concepts and presuming your audience understands.

When training people to present, one lesson I give in storytelling features an executive called Jon. Jon discovered that his company was wasting \$1bn a year because of its decentralized purchasing process. He found that it was buying 424 different types of gloves, for example, the prices of which were negotiated separately by the firm's 14 factories. Some were paying different amounts for the same glove. To illustrate the company's wasteful spending, Jon piled the 424 types of gloves on an office table and invited the division heads to visit the "glove shrine". The story quickly spread around the business.

People relate easily (and emotionally) to stories, and they remember them. Stories make facts more digestible and, in telling them, you, as a speaker, appear more human, more approachable and more audience friendly. The best speakers reach into their bag of stories and bring their presentations to life.

<https://www.theguardian.com/small-business-network/2017/feb/16/master-art-presenting-tell-story-brief-audience>

## **Text B**

### **How to Assess Candidates Using Interview Presentations**

By Charles Trivett

Many companies now challenge candidates to come up with their own interview presentations, as a part of the recruitment process.

Some hiring managers give candidates free reign to talk about anything they fancy, from current affairs to the netball team they play for. Others will create strict presentation briefs based on current industry topics, which obviously requires a lot more effort from both interviewer and interviewee. Either way, (along with a set of great interview questions, of course) presentations can reveal an awful lot about your candidates. Here's everything that you need to know...

#### **Why bother?**

If the role requires presentation skills (for example, certain managerial, marketing and sales positions) then it's good practice to get a candidate to do a presentation for you. However they can also be used to assess a variety of different things, including...

#### **Specific knowledge.**

If the role requires a certain level of subject knowledge (either specific or general industry insight) then you can set up a presentation brief to assess candidates.

Each candidate **MUST** get the same brief and you should include a question and answer session at the end (just so you know they've not simply rehearsed a load of information for the presentation). It will soon become clear if they don't know what they're talking about!

#### **Specific skills.**

You can use presentations to assess a variety of wider, transferable skills.

For example, you could evaluate each interviewer on their...

- Research skills. Can they do sufficient research to come to a sensible conclusion?



- Preparation and organisation. Is their presentation well planned and structured?  
...and of course, are their presentation skills up to scratch?

In this case, it doesn't really matter what topic you choose because you're basing your observations on the skills they exhibit whilst actually presenting.

Remember; be fair! Only ever assess candidates on the basis of skills that they genuinely need to fulfil the role!

### **Beliefs and Values.**

If you're interested in finding out how well a candidate will fit into your team, then it's important to learn a little more about their beliefs, values and general personality.

This will help you to form a real view of them as a person and check whether their personality will actually fit in with your company culture.

Take a positive approach - what does the candidate have in common with your team?

### **The ability to follow instructions.**

If the role you're recruiting for requires someone who knows how to follow instructions, then you could use a presentation to assess for that.

Of course, you'll have to make sure that your instructions are clear and reasonable - your candidate (probably) won't be able to read your mind.

### **The ability to cope with pressure.**

Let's be honest; having to do a presentation is nerve-racking for the best of us!

So, setting one (especially at the panel interview) will definitely expose your more confident candidates.

However, it is also bound to put others off (especially the more shy ones) so ask yourself...

Does your new staff member really NEED to be a super-confident presenter?

<https://www.coburgbanks.co.uk/blog/assessing-applicants/interview-presentations/>

## Unit 2

### Text A

### Achievement

Achievement is an important competency given that the more you can achieve, the better your prospects will be when it comes to looking for a new job.

Read the text and then do the exercises.

#### **What is Achievement?**

Achievement is what you have done of significance at work which has benefited your company or organisation. Think about your work achievements. Or even your life achievements - these are the successes that you have had so far. Perhaps you have just passed your driving test, or maybe after many years of trying, you have learnt to swim. This is an achievement as it is something you have worked hard for, and in the end the results have been successful.

#### **Why is this important?**

In our lives it is important to have objectives so when you have reached them you can say you have some achievements. Think about when you were younger, and your ambitions. Maybe you wanted to become a doctor, so you studied hard, and you finally became a doctor. Perhaps you wanted to have a house with a big garden. Can you remember the day you fulfilled this dream? These are personal achievements and they give you the feeling of self-satisfaction, confidence, and happiness. Let us now take a look at your work achievements. When you have achievement at work it means that you are working towards goals normally set by others, but they can be set by yourself, too. Perhaps you have to reach a sales target, or you need to complete a project within a deadline, or perhaps you need to see clients or customers and help them in some way. If you succeed in helping them, or you reach your sales target, or you complete your project by the deadline, you have examples of achievements. Striving for achievements shows determination and tenacity.

#### **How can you show you have this competency?**

If you have a job interview and you want to demonstrate your achievements you need to think about different situations you have been in, the actions you have taken, and the results of these actions. Perhaps you have had a difficult customer, how have you dealt with that person? Did your action benefit your organisation? In what way? If your results were successful, state this either in your job application, or in your interview.

Think about the skills which you have which make you attractive and valuable as an employee. Remember the more achievement you can give as examples, the more you can sell and market yourself for the job.

#### **How to improve this skill**

If there is a goal which seems difficult to achieve, don't give up easily. If you can understand your goal and work towards it this will show that you have the potential to achieve. You need to be able to face obstacles and be determined enough to meet targets. Think about a time where you have had to take "no" for an answer, did you just accept it? Don't just accept it, find out why the answer is "no".

Also ask for feedback as this can give you an indication of how you are doing. You could compare this to learning a language, for example, if you find some grammar difficult you can always ask your teacher for feedback on your exercises. You can apply this rule to the workplace as well and if you are not sure of how you are progressing, ask!

## **Task 1**

### **Collocations**

Match the two halves of the sentences to make common collocations:

1. go for	a. sales target
2. pass	b. rule
3. reach	c. promotion
4. work	d. test with flying colours
5. face	e. obstacles
6. apply	f. towards a goal

## **Task 2**

### **Prepositions**

Complete the text below by typing in the correct preposition: 'in' (2x), 'up', or 'with'.

If there is a goal which seems difficult to achieve, don't give ..... so easily. If you can understand your overall goal and organize your work.....the aim of achieving this goal..... stages, it shows that you have a real drive to achieve. You need to be able to face problems and be determined enough to overcome obstacles.....order to be successful.

Inspired by <https://learnenglish.britishcouncil.org/business-magazine/achievement>

## **Text B**

### **5 Questions That Reveal the Personality of Someone You've Just Met**

Meeting new people is one of the best things in life. Every significant other, friend, boss, coworker, neighbor or acquaintance you have was once just a stranger. And when you first met that stranger, you couldn't have had any idea that you'd form the relationship you currently enjoy -- or could you have?

It's impossible to learn everything you need to know about someone the first time you meet unless you have some sort of telepathic insight. But there are some questions you can ask that will give you a deeper, more accurate picture of someone than others.

Certainly, simple questions, like "Are you new here?" during a networking event, or, "Why did you leave your last job?" at a job interview will likely give you some necessary information. But they're not enough; they don't tell you about the personality of the person you're talking to.

The following five questions, in stark contrast, *do*. They're designed to not only give you more direct information about the stranger or acquaintance you're talking with, but also suggest profound insights about these people's personalities as a whole:

#### **1. How would you describe yourself?**

At first glance, this question might seem like cheating. The goal is to get a person to reveal his/her personality through secondary means, so isn't asking this question a kind of shortcut?

Well, yes and no -- it's all about the ambiguous phrasing, "*How* would you describe yourself?" rather than, "What's your personality like?" or, "What do most people

think of you?” Notice that there’s no cue here. You’re not asking a person to describe himself/herself physically, professionally, emotionally or any other specific way.

Instead, pay attention to the attributes your interviewee chooses to use to disclose first, and how extreme his or her word choices seem to be. Shy or meek people tend to choose humbler words like “observant” or “recreational,” while exuberant or extroverted people choose more powerful words like “smart” or “athletic.”

## **2. What is your biggest accomplishment?**

This one gives you one critical piece of insight into a person’s past, but also tells you two subtle things about his or her personality. First, it shows where this individual's biggest interests lie; again, the question is ambiguous, so does he or she respond with a professional accomplishment or a personal one?

Also, how long ago did this accomplishment happen? How does he/she act in bringing it up? Next, how long did it take to think of it? If this "accomplishment" comes only after a long hesitation, that could be a sign of either many or few past accomplishments. You’ll have to probe deeper to find out.

## **3. Have you read any good books lately?**

The answers you’ll get here vary wildly. First, note the difference between readers and non-readers. You’ll get the occasional person who'll admit, “I don’t read books,” but more often, among non-readers, you’ll find people hesitating a long time before coming up with a book, or reverting to a classic high school or college text.

Among actual readers, you’ll find popular novel consumers, business and self-help readers, literature fans, pop science adherents and several other types.

## **4. What is your dream job?**

The more ambiguous the question, the better it is. The question isn’t, “What do you want in your next job?” or, “Where do you see yourself in five years?” but, “What is your dream job?” A sycophant in a job interview might simply describe the job he or she is applying for. Others may highlight creative pursuits. Still others will describe jobs that don’t exist (or are extremely rare), like “beer taster” or “puppy cuddler.”

Whatever the response, it will tell you whether someone’s given this a lot of thought or has never thought about it before.

## **5. Who is your personal hero?**

This question gets you information that's a little more specific and more insightful -- through an obvious route. But I’ve found it a meaningful question to ask. You’ll find people who describe a family member or someone they knew in life; people who admire an athlete or pop culture celebrity; and people who look up to successful entrepreneurs or businesspeople.

You might be able to discern something about the intelligence or age of the person you’re talking to here, but more importantly, you’ll learn about his or her values. What is it that makes this "hero" stand out above anyone else who ever lived?

Overall, some of these questions are a little too forward to ask random strangers on the street, but once you’ve warmed up a new contact, feel free to break these out. How such people react, how they answer and how they phrase their answers will speak volumes about the type of person standing in front of you.

Those volumes of information are indispensable for any social interaction, be it a job interview, sales meeting or coincidental interaction. So, get out there and get to know people well. If you do, you’ll have far more opportunities in life.

Inspired by <https://www.entrepreneur.com/article/271060>

## Unit 3

### Text A

#### Company Structure

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

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

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

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

Yet for a large organization manufacturing a range of products, having a single production department is generally inefficient. Consequently, most large companies are decentralized, following the model of Alfred Sloan, who divided General Motors into separate operating divisions in 1920. Each division had its own engineering, production and sales departments, made a different category of car (but with some overlap, to encourage internal competition), and was expected to make a profit.

Businesses that cannot be divided into autonomous divisions with their own markets can simulate decentralization, setting up divisions that deal with each other using internally determined transfer prices. Many banks, for example, have established commercial, corporate, private banking, international and investment divisions.

An inherent problem of hierarchies is that people at lower levels are unable to make important decisions, but have to pass on responsibility to their boss. One solution to this is matrix management, in which people report to more than one superior. For example, a product manager with an idea might be able to deal directly with managers responsible for a certain market segment and for a geographical region, as well as the managers responsible for the traditional functions of finance, sales and production. This is one way of keeping authority at lower levels, but it is not necessarily a very efficient one. Thomas Peters and Robert Waterman, in their well-known book *In Search of Excellence*, insist on the necessity of pushing authority and autonomy down the line, but they argue that one

element - probably the product - must have priority; four-dimensional matrices are far too complex.

A further possibility is to have wholly autonomous, temporary groups or teams that are responsible for an entire project, and are split up as soon as it is successfully completed. Teams are often not very good for decision-making, and they run the risk of relational problems, unless they are small and have a lot of self-discipline. In fact they still require a definite leader, on whom their success probably depends.

## **Text B**

### **Forms of Business Organization**

The process by which people determine the allocation of factors of production, the flow of income, and the final distribution of goods and services is facilitated by business organization. Starting a business involves a risk, but the opportunity for profit stimulates thousands of individuals to become successful entrepreneurs. Some knowledge of the structure of various types of business firms, therefore, can be beneficial for a better understanding of the operation of the economic system.

The basic forms of business enterprises include proprietorships, partnerships, corporations and cooperatives. Each has certain advantages and disadvantages.

A single (sole) proprietorship is the earliest and the simplest form of business enterprise and it is often referred to as the one-person business. One individual provides the capital, directs the business, and assumes the risks. If successful, the individual receives all the profit; but if the business fails, that person must suffer all the losses. Ease of entry is one of the major advantages of the single proprietorship. Practically anyone who can accumulate a small amount of savings or can borrow some money can go into business. For that he needn't take special legal measures, he is just to register his company's name. Another advantage is the flexibility of management in a single proprietorship. The proprietor can make decisions himself and he doesn't have to receive the approval of other members of the firm. On the other hand the lack of sufficient capital for expansion and for the use of complex innovative technology as well as unlimited liability of the proprietor for all obligations of the firm are the greatest disadvantages of this type of enterprises.

A partnership is a business which is owned and operated by two or more persons. Partners or co-owners pool their resources and start a business. They share in their obligations and profits according to the terms of agreement. This type of organization represents a logical development from the one-person business, thus both the advantages and disadvantages of this form are similar to those of the single proprietorship. The legal procedure of starting a partnership is as simple as that of a proprietorship. But it should be noted that there are some differences between these two types. For example, a greater degree of specialization, additional capital and additional managerial skills. The partnership is to be found in essentially the same segments of economy as the sole proprietorship: retailing; service trades; the professions such as medicine and law; and agriculture.

A corporation is a separate legal entity which is owned by stockholders. The corporation is a "legal person" from the viewpoint of the law. Contracts can be made in the name of the corporation, it can own real estate and other assets, and it can sue and be sued. Ownership in the corporation is proportional to the holdings of joint stock. In addition to the stockholders, in the typical large corporation there are bondholders. The essential character of a bondholder is that of a creditor of the corporation, as he purchases a

bond from the corporation. Through the sale of bonds the corporation can raise large sums of money. Thus, the more bonds the corporation issues and sells the greater funds it borrows from other persons. The owners of the corporation elect a board of directors, who in turn hire the management personnel to operate the business. Unlike a single proprietorship or partnership, the corporate owners have limited liability. The worst that can happen to a stockholder is the loss of what he has invested in the business. The main segments of the economy in which the corporation is dominant include the following: manufacturing, transportation, mining, finance, and communication.

The cooperative association, which is commonly called the co-op, is simply a special type of the corporation. It differs from the typical corporation in the following respects: 1) The control is based on the principle "one member, one vote"; 2) There is a fixed rate of dividends on the stock; 3) The net income, after payment of the nominal dividend to shareholders, is distributed among the customers of the cooperative according to their respective purchases from the cooperative. Cooperative associations are mainly found in agriculture, retailing, credit and insurance.

Economic progress has modified the old ways of doing business and has introduced new forms of business organization such as holding companies, multinational corporations, etc. This has enabled various branches of industry to adapt to changing conditions and to function more easily, efficiently, and profitably.

[https://www.gubkin.ru/faculty/humanities/chairs.../Economics\\_Unit3\\_10\\_2011.rtf](https://www.gubkin.ru/faculty/humanities/chairs.../Economics_Unit3_10_2011.rtf)

## Unit 4

### Text A

#### **Your Next Job Interview May Start with a Text**

By Jena McGregor  
November 20, 2018

More employers are using text messaging when recruiting to attract attention in a tight labor market.

If a recruiter texts you about coming in for an interview, which smiley face - if any - is okay to use in response? How long is too long when texting an answer about which programming skills are your strength? If a recruiter sends you a Bitmoji avatar leaning up against a water cooler, would you be more apt to write back or hit delete?

These and other questions may increasingly come up as more employers add text-messaging platforms to the hiring process, to coordinate interview logistics, connect with past applicants and ask initial screening questions before taking time for a phone or in-person interview. In a tight labor market, employers are looking for ways to grab the attention of potential workers, save money on managing multiple queries to candidates and better manage how they communicate with job seekers so they don't think their résumés have fallen into a black hole.

A growing number of technology companies have sprung up to help employers use messaging tools to text potential workers. Mya, which launched in 2016 and now works with several large staffing firms and more than 40 Fortune 500 companies, uses "conversational" artificial intelligence to text with applicants about basic qualifications, availability and interview logistics. Canvas, which utilizes machine-generated questions and human recruiters to message with candidates, describes itself as "the world's first text-based interviewing platform." Other companies such as TextRecruit and Trumpia also have offerings.

Using text messaging in recruiting or for initial candidate screens provides some inherent advantages, say industry analysts and the companies behind the technology. People are more likely to respond to text messages than email, offering higher response rates from candidates who might overlook job-board email listings or emails from recruiters. Gartner's research shows that candidates open and read only about 20 percent of the emails that recruiters send via LinkedIn, while the texting platforms anecdotally report response rates of 60 to 70 percent.

The quick, conversational back-and-forth of text messaging can also speed the process along, letting employers ask basic questions about qualifications and availability - while candidates can ask about benefits or pay - before scheduling a meeting or phone call that could be a waste of both sides' time.

Yet if companies aren't careful, getting a text about a job or the work culture of a company seeking to hire might feel intrusive or like mobile-phone junk mail.

The aspects of texting that give it immediacy and make it feel personal can also make it feel invasive if it's unwanted.

"Somehow your phone number is more personal than your email address," Kropp said, adding that some people still have data plans with a limited number of texts before they're charged. "If you're a company that's going to go down this path, you need to be much more sensitive to the message you're putting on that text. How do you make it feel not spammy?"

He pointed to how years ago, getting emails from a recruiter got people's attention, until people started ignoring or filtering those messages. "Three, four, five years



from now, are text messages going to have that same sort of feel to it?” Kropp asked. If it becomes overused or is not done carefully, the novelty could wear off.

Mya and Canvas say they rely on getting cell phone numbers from the résumés of candidates who have already expressed interest in a job, such as at a job fair or by filing an application, or through a database of résumés from past job applicants. But Kropp says there are ways sites could scrape publicly posted résumés for mobile phone numbers or share résumés among companies.

Text-based recruiting is largely being used for high-volume job categories such as retail, food service, nursing and customer service, though some companies are also using them for professional staff jobs or high-demand positions such as software programming. Brar said Canvas has been used to recruit welders, machinists, graphic designers and software engineers.

Josh Bersin, an industry analyst who studies workplace technology, said: “I don’t know if it’s been super useful for higher-level jobs yet, but it’s getting there. It’s getting sophisticated very fast. It’s more accepted than I would have expected by now.”

Scott Sendelweck, the human resources marketing manager for Indianapolis-based Community Health Network, said he has used Canvas for hiring many positions at the health-care system, with the exception of physicians, which he hopes to add soon. He said he cut the amount of time it takes to hire for positions from 30 to 45 days down to 25 to 35 days, and texting is helpful for engaging with night-shift candidates who don’t work the same hours as recruiters. He also noted that texting can be discreet. Texting “can be done very covertly,” he said. “We run into that a lot.”

He said his recruiters often have multiple texting conversations going with potential candidates simultaneously, saving time and getting run-of-the-mill questions, such as whether a person is available for certain shifts or what certifications they have, out of the way before going through the logistics of setting up a phone call or a time for an interview. For busy doctors who might be in the midst of back-to-back patient appointments, it could also be a way to reach them without waiting for the slow back-and-forth of email.

Asked how often the insertion of GIF video clips, the addition of questionable emoji or the perils of phones’ auto-correct systems create awkward texting exchanges, Brar said most conversations remain pretty professional.

“The funny stuff that pops up comes out when someone shows up for an interview,” he said, “and says ‘I was texting with you while I was hiking the Appalachian Trail’ or ‘I was in the middle of cheering for a March Madness game.’ ”

Adapted from [https://www.washingtonpost.com/business/2018/11/20/your-next-job-interview-may-start-with-text/?noredirect=on&utm\\_term=.1fe47edeb0d0](https://www.washingtonpost.com/business/2018/11/20/your-next-job-interview-may-start-with-text/?noredirect=on&utm_term=.1fe47edeb0d0)

## **Text B**

### **5 Crazy Interview Stories You Won’t Believe are True**

#### **1. Must Love Dogs?**

I recently had an interview at a digital creative agency that has a large, open office space in DUMBO. As I am hoping to make a switch from corporate America to a startup, I am naturally drawn to the perks that many of these firms have. The agency boasts that, in addition to its diverse staff, numerous drinking-related outings, and a ping pong table, it employs a few office dogs. As a New Yorker who is barely able to care for himself, I

figured this would be as close to having as a puppy as possible and even mentioned my love of canines in my cover letter.

The interview went fine-nothing out of the ordinary, just the run of the mill questions. After our conversation ended, the interviewer started to walk me out of the conference room, past his Pilates ball-sitting colleagues toward the exit, when one of the part-time pooches decided to greet me. And by greet me, I mean, bite my leg.

As an avid follower of *The Muse*, I was dumbstruck on the best way to react to being chomped at the tail end of an interview. This scenario was nowhere to be found in my interview preparation check list, which is now revised to look like this:

**Do Not:**

- Mention how much your leg stings when asked if you are okay.
- Casually confirm that you are not bleeding.
- Ask if there is an email template readily available to ask for reimbursement of a ripped interview-caliber suit.

**Do:**

- Smile and say you are probably vaccinated.
- Thank the interviewer for his time, shake his hand, and leave.

Fortunately, no damage was done to me or my suit, though Fido's feedback was taken into consideration, so I did not receive an offer.

## **2. Damn You, Auto-Correct**

I had just finished interviewing with a company for a nonprofit job that I really wanted. I decided to be super-proactive and email the executive director a few hours after my interview. I was out and about, so I emailed her from my iPhone.

While I thought I wrote "I can hardly contain my excitement about the possibility of working with your organization," auto-correct changed "excitement" to "excrement." It was far and away the worst auto-correct disaster I have ever had. I immediately called the executive director back to apologize profusely. She was laughing so hard on the other end that I knew my auto-correct nightmare wouldn't hijack all of my chances for getting the job.

While I didn't end up getting the job there, I did remain connected with the executive director. She said she would "never forget me." There's no way I'll ever forget it either!

## **3. Remember Me?**

I got a call back for a job I had applied for at a restaurant. The manager asked me to swing by the next morning, and so I did.

When I got there, he wasn't in. The lady at the front desk called him on his cell and handed the phone to me and walked away. He was a little confused as to why I was calling him. I explained that he had called me and we were supposed to have an interview that morning. He apologized because he did not remember but asked me to join him out at the golf course where he was playing.

I thought it was odd but decided to go. When I got to the golf course I couldn't find him anywhere, so I got the golf pro to drive me around the course. We eventually found the guy on the ninth hole. I got out of the cart and walked the rest of the course (in my heels) while he played and asked me random interview-ish questions. At the very end he said he would get back to me.

When I got home, there was a message waiting for me from his boss saying that I was not to accept any offers until he could speak to me in person. Now, I was totally baffled! A few days went by, and the big boss called again and wanted to speak with me.

Turns out, the manager was a drunk, and they fired him. They then offered me his job. I did take the job and worked for them for a couple of years.

#### **4. No Pain, No Gain**

When I started in the financial services industry and had my first interview at Smith Barney, I felt totally prepared. Super fabulous resume? Check. Snazzy suit for my interview? Check. Prep-work done? Check. I was thrilled to be living in New York at the time and excited to get moving on my career.

What I wasn't prepared for was my foot falling asleep midway through the interview.

You wouldn't think this was such a big deal, but as I had just been sitting for 45 minutes in the same position, I had completely cut off the blood supply to my right foot. Thankfully my interviewer had already offered me the job, but as I stood to shake her hand, I put some weight onto my foot and spectacularly toppled over and crashed into the chair next to me, consequently spraining my ankle. I have never seen anyone look as shocked or at loss for words as my interviewer in that moment as I righted myself and started apologizing profusely.

I limped away with as much dignity as I could muster, saying I would be in touch with my answer. As I hobbled out all I could do was laugh at myself and the absurdity of the situation. Talk about first impressions!

#### **5. Let's Slip Into Something a Little More-Interview-Appropriate?**

During my freshmen year of high school, I interviewed for a summer job. I was in a bit of a hurry before the interview. I threw on a pair of slacks and put on my slippers so I could run out to the car to grab my dress shirt.

After I finished getting dressed, I raced to the interview. It wasn't until I got out of the car that I realized I forgot to switch from my navy blue slippers to loafers.

More than likely the interviewer (and my future boss) didn't notice, because I landed the job. I haven't been confident enough to try this again, but it was undoubtedly the most comfy interview I have had!

Adapted from <https://www.themuse.com/advice/7-crazy-interview-stories-you-wont-believe-are-true>

### **TEXT C**

**Study how to write CV and Cover Letter and write your own ones.**

#### **WRITING A CV**

*CV* stands for *curriculum vitae* - a Latin expression meaning 'life story'. (In American English it is called a *resume*.) It summarizes your *education, achievements* and *job history* for prospective employers and so it should be carefully prepared. A CV is usually sent with a covering letter.

#### ***What makes a good CV?***

**There is no single "correct" way to write and present a CV but the following general rules apply:**

- It is **targeted on the specific job** or career area for which you are applying and brings out the relevant skills you have to offer
- It is carefully and **clearly laid out**: logically ordered, easy to read and not cramped
- It is **informative but concise**

- It is **accurate in content, spelling and grammar**. If you mention attention to detail as a skill, make sure your spelling and grammar is perfect!

## What information should a CV include?

### Personal details

Normally these would be your **name, address, date of birth** (although with age discrimination laws now in force this isn't essential), **telephone number and email**.

British CVs **don't usually include a photograph** unless you are an actor. In European countries such as France, Belgium and Germany it's common for CVs to include a passport-sized **photograph** in the top right-hand corner whereas in the UK and the USA photographs are frowned upon as this may contravene equal opportunity legislation - a photograph makes it easier to reject a candidate on grounds of ethnicity, sex or age. If you do include a photograph it should be a head and shoulders shot, you should be dressed suitably and smiling: it's not for a passport!

### Education and qualifications

Your degree subject and university.

### Work experience

- Use **action words** such as developed, planned and organised.
- Even **work in a shop, bar or restaurant** will involve working in a team, providing a quality service to customers, and dealing tactfully with complaints. **Don't mention the routine, non-people tasks** (cleaning the tables) unless you are applying for a casual summer job in a restaurant or similar.
- **Try to relate the skills to the job**. A finance job will involve numeracy, analytical and problem solving skills so focus on these whereas for a marketing role you would place a bit more emphasis on persuading and negotiating skills.

### Interests and achievements

- Keep this section **short and to the point**. As you grow older, your employment record will take precedence and interests will typically diminish greatly in length and importance.
- **Bullets** can be used to separate interests into different types: sporting, creative etc.
- **Don't use the old boring cliches** here: "socialising with friends".
- **Don't put many passive, solitary hobbies** (reading, watching TV, stamp collecting) or you may be perceived as lacking people skills. If you do put these, then say what you read or watch: *"I particularly enjoy Dickens, for the vivid insights you get into life in Victorian times"*.
- Show a **range of interests** to avoid coming across as narrow: if everything centres around sport they may wonder if you could hold a conversation with a client who wasn't interested in sport.
- **Hobbies that are a little out of the ordinary** can help you to stand out from the crowd: skydiving or mountaineering can show a sense of wanting to stretch yourself and an ability to rely on yourself in demanding situations
- Any **interests relevant to the job** are worth mentioning: current affairs if you wish to be a journalist; a fantasy share portfolio such as Bullbearings if you want to work in finance.
- Any **evidence of leadership** is important to mention: captain or coach of a sports team, course representative, chair of a student society, scout leader: *"As captain of the school cricket team, I had to set a positive example, motivate and coach players and*

*think on my feet when making bowling and field position changes, often in tense situations"*

- Anything showing evidence of **employability skills** such as team working, organising, planning, persuading, negotiating etc.

### **Skills**

The usual ones to mention are **languages** (good conversational French, basic Spanish), **computing** (e.g. "good working knowledge of MS Access and Excel, plus basic web page design skills" and **driving** ("full current clean driving licence").

### **References**

- Many employers don't check references at the application stage so unless the vacancy specifically requests referees it's fine to omit this section completely if you are running short of space or to say "References are available on request."

- Normally two referees are sufficient: one academic (perhaps your tutor or a project supervisor) and one from an employer (perhaps your last part-time or summer job).

### **Example:**

#### **David Gibbons**

57 Outlands Road, Dingley, LE16 9SJ

Mob: 079 3316 8158

Email: David.gibbons@live.co.uk

### **Profile**

A motivated, adaptable and responsible Computing graduate seeking a position in an IT position which will utilise the professional and technical skills developed through past work experiences in this field. I have a methodical, customer-focused approach to work and a strong drive to see things through to completion.

### **Education**

#### **2009 - 2013 BSc Computer Science (Hons) Aston University**

- 1st Class Degree with Professional Placement

#### **Relevant Modules:**

- Professional and Social Aspects of Computing (73%)
- Data Modelling and Database Systems (59%)
- Understanding Information Systems (93%)
- Information Security (67%)
- Human-Computer Interaction (80%)

#### **2007 - 2009 BTEC National Diploma in IT Hall Green College**

- Grade Achieved: Triple Distinction\*

#### **2000 - 2007 Bournville Secondary School**

- 8 GCSEs at grades A\*-C.

### **Professional Experience**

#### **Jun 2008 - Present IT Manager Maplins**

- Mentoring and training new IT staff;
- Researching, installing and configuring new computer systems;
- Ensuring that all relevant licensing laws are adhered to;
- Keeping up to date with the latest technologies.

#### **Oct 2003 - Jun 2008 IT Support Officer Ladypool Warehouse Ltd.**

- Provided extensive IT support to internal and external stakeholders;
- Installed and configured computer hardware operating systems and applications;
- Monitored and maintained computer systems and networks;

- Resolved, diagnosed and solved network problems and relevant software faults.

**Jan 1999 - Sept 2003 IT Admin West London Council**

- Produced Requirements Documentation (diagrams and workflow);
- Maintained the computer network and information systems.

**1996 - 1999 Various jobs Retail (sectors)**

**Interests**

I enjoy reading non-fiction books, solving puzzles and socialising with friends and family.

**Referees**

**Mrs Saima Khan** Sales Manager Flash Electronics Ltd.

**Address:** 24 St Denys Road, Postling, CT21 3QF

**Tel:** 0109 228 2091

**Email:** [khan.s@flashelectronics.co.uk](mailto:khan.s@flashelectronics.co.uk)

**Text D**

**What is a Cover Letter?**

A **cover letter** (also known as a covering letter) is a short introduction letter accompanying your CV. The purpose of a cover letter is to introduce you as a viable candidate for the job position on offer.

**The aim of a cover letter:**

Inform the employer about which job position you are applying for

- Outline some of your key strengths and abilities
- Address the needs of the employer/company
- Encourage the employer to read your CV and arrange an interview for you.

**The length of a Cover Letter**

The length of a cover letter should never - NEVER - go over one side of A4!

**The structure of Cover Letter** Cover letters do not have a specific format but the following shows a cover letter of a standard format:

(Full name)  
 (First line of address)  
 (Second line of address)  
 (Postcode)  
  
 (Telephone number)  
 (Email address)  
  
 (Date)

(Company name)  
 (First line of address)  
 (Second line of address)  
 (Postcode)

(Opening greeting)  
**Re:** (job position applying for)  
 (First paragraph)

*(Second paragraph)*

*(Final paragraph)*

*(Closing greeting)*

*(Full name)*

Most of the details are pretty straight forward:

- Name
- Address
- Contact details
- Date
- Company name
- Company address
- Opening greeting/salutation
- Subject of the cover letter (job position applying for)

### **Cover letter: paragraph by paragraph:**

**Paragraph 1:** This paragraph is the introductory paragraph of your letter. It should state the reason why you are writing this letter. For example, the first paragraph usually starts off with:

*'I was really excited when I saw your IT Admin vacancy on our University's Career website...'*

*'It was a real pleasure to have met you today regarding....'*

*'I was recently made aware by one of your colleagues, Dr. James Clacks, that the position....' etc.*

**Paragraph 2:** This paragraph is the part of the cover letter that should convince the reader that you are a viable candidate for the job. Make mention of your relevant strengths, skills and abilities that can be useful for the job.

**Paragraph 3:** The third paragraph should further state a little bit about yourself and, more importantly, why you are interested in working with this particular company.

**Final paragraph:** The final paragraph is your closing statement and is usually a polite call for action and that you are looking forward meeting the employer.

*'Please find attached my CV. Should you have any questions please do not hesitate to contact me. I'm looking forward to meeting you!'*

### **Sample**

Mark Gilbert  
16 St. Geogre Street  
Yorkshire  
DL9 7FC  
0797 790 1609  
[gilbert.m1@live.com](mailto:gilbert.m1@live.com)  
10.10.2018

Somerset Exclusions  
Manninghan Lane  
West Yorkshire  
BD8 4CZ

Dear MS Silvia Wilson,

**Re: Senior Interior Decorator**

I was absolutely thrilled when I saw the Senior Interior Decorator vacancy on your website.

As an Interior Decorator and Management graduate with a keen passion for interior decoration, I believe that modern interior decoration is the next 'big thing' and I want to be a part of this rapidly growing sector. I have exceptionally strong design, writing and interpersonal skills. I have also worked for three consecutive years as a Senior Interior Designer at Interiors Ltd.

I am particularly interested working at Somerset Exclusions because I know it has an excellent local and national reputation for quality products and customer services. I am entirely convinced that, with my extensive background in interior design, I can be valuable in moving forward the business, products and services of Somerset Exclusions.

Thank you for taking the time to review my attached CV; I hope you will find my skills and qualifications suitable for your further consideration. Should you have any questions, please contact me at your convenience. I look forward meeting you soon.

Yours sincerely,

Mark Gilbert.



## Unit 5

### Text A

#### **8 jobs every company will be hiring for by 2025**

The labor market is changing faster than you might realize.

Demographic changes and technological advancements may lead to the net loss of 5 million jobs by 2025, according to a report published by the World Economic Forum. In total, the report estimates that a total of 7.1 million jobs could be lost, the majority of which will be white-collar office and administrative jobs.

The report, called “The Future of Jobs,” surveyed executives from more than 350 employers across nine industries in 15 of the world’s largest economies to come up with its predictions about how the labor markets will evolve.

While the job landscape is expected to undergo radical changes over the next few years, the report predicts that there will also be certain occupations that are more in demand.

Here’s a look at some of the job categories that are expected to see growth.

1. Data analysts will be in demand.

According to the report, data analysts will become increasingly more important in all industries by 2025.

Survey respondents said they expect to have a greater demand for data analysts because they will need help making sense of all of the data generated by technological disruptions.

2. In fact, computer and mathematical jobs as a whole will also continue to get a boost.

Jobs that fall under the computer and mathematical occupations will grow.

These occupations include computer programmers, software developers, information security analysts, and more.

3. Architects and engineering jobs will remain stable.

During the next four years, the demand for those skilled in architecture and engineering will continue to increase.

Specifically, the report states there will be growth for engineers focused on biochemicals, nanotechnology, robotics, and materials.

By 2025, 2 million jobs will be created worldwide that fall under computer and mathematical and architecture and engineering related fields, according to the report.

4. More specialized sales people will also be needed.

As technological advancements continue to disrupt industries, there will be a growing need for specialized sales people who can explain the company's offerings to a wide range of clients, including businesses, governments, consumers, as well as to new clients that the company has never worked with before.

For example, as content is increasingly consumed on mobile, a digital media company would want to hire sales people who are knowledgeable with the ins and outs of mobile advertising.

5. Senior managers will be needed in industries across the board to lead companies through periods of transformations.

Industries ripe for disruption will also need a new type of senior manager to help companies navigate the rough waters of change, the report states.

Industries that will need these new type of senior managers include media, entertainment, and information, according to the report.

6. Product designers aren't going anywhere.

One of the top skills that will be in demand by 2025 is creativity. This will occur because while a lot of monotonous jobs can be automated, creative jobs still require a human.

One occupation survey respondents said will be increasingly needed with this skillset will be designers, specifically commercial and industrial designers.

These are the people that design and develop products like cars, appliances, gadgets, and other manufactured goods.

7. Human resources and organizational development specialists will also be needed to help reskill workers.

While technological and socio-economic changes will cause some jobs to disappear completely, there will also be a new jobs created and people needed to fill them.

In fact, according to the report, 65% of respondents said that they are investing in reskilling current employees.

So development specialists and human resource professionals will be needed not only for hiring in a competitive market, but they will also be needed to help employees develop new skill sets.

8. Demand for regulatory and government relations experts will continue to increase as companies embrace new technologies.

As companies adopt and develop emerging technologies, they will also be looking to hire those familiar with how to navigate the legal side of things.

For example, as traditional automakers and tech companies both develop driverless cars, they are also hiring people to understand the relevant laws and to work with government regulators in figuring out the best way to implement the technology.

<https://www.weforum.org>

## **Text B**

### **The Future of the Office: Innovative Ways Companies Are Changing the Workplace**

You are a product of your environment. So choose the environment that will best develop you toward your objective. Are the things around you helping you toward success or are they holding you back?

That's what facilities managers and office managers around the world are asking themselves about the office spaces they're responsible for organizing. How can they set up a space that's not just a place to shelter all your employees, but one that's a strategic tool for productivity, collaboration, and growth?

What makes an office environment great is different for every company. A lot of it has to do with a company's culture and how employees there like to work. And the right office environment can set employees up with the right situation and motivation to tackle big, important projects.

Want to get inspired by examples of what your workplace could look like? Check out the post below.

## 7 Innovative Ways Companies Are Changing the Workplace "Hot-Desking" (i.e. No Assigned Seating)

Thanks to wireless internet, laptops, and tablets, employees are finding they don't necessarily need to be chained to a single desk. Instead, they can move around their space more. And some companies have taken this to the next level by eliminating personal desks and opting for a configuration called "hot desking."

Hot desking simply means no one in the office has an assigned desk or seating area. Instead, when you come in to work in the morning, you can sit anywhere you please - from open tables or desks set up with cables and monitors, to more public spaces like couches and chairs. For this to work, a company should take special care to create spaces in the office that can easily be reconfigured for different tasks and evolving teams.

The financial services and mobile payment company Square has done some experimentation with hot-desking. In an interview, Maja Henderson, Square's global facilities manager explains why hot-desking has worked for them:

*We don't want our employees sitting in one chair all day, because that's not good for them and it's not good for collaboration. We just get these really great intersections of people and ideas ... Suddenly and randomly, we'll have these conversations with people from finance, legal, design, and you get these collaborations that wouldn't otherwise occur. I love how flexible it is, and that there are always different people sitting at my desk. It makes me feel more in touch with my co-workers and what's going on in the company."*

But be aware that hot-desking may not be an effective way to create movement in the office. One study found that when people didn't have an assigned desk, they didn't move around more; instead, they would find a place to work and then stay there for the rest of the day. So, while interaction among employees did increase by 17% in the study, the number of individuals' encounters during the day actually dropped by an average of 14%. As a result, team communication actually dropped by 45%.

If you like the idea of creating movement in your office but don't want to eliminate assigned seating altogether, you might try playing "musical chairs" every few months, where you keep teams together but change their assigned seating area every few months.

### **Movable Desks**

... You could do what Skullcandy did at their international office in Zurich, Switzerland, and use desks that can be reconfigured to work individually or collaboratively. Desks there fit together like puzzle pieces and can be moved, reworked, and reattached as employees see fit -- a nod to the values of modern office design, which include mobility, flexibility, and collaboration.

### **A "Superdesk"**

Designing an office space around the "open office" concept is one thing. But what about creating a shared desk for your company's entire staff?

To represent their collaborative approach to work, the folks at the Barbarian Group built a 4,400-square-foot desk that weaves through their 20,000-square-foot office headquarters in New York City, which can sit up to 170 people at once. For employees who want to work in a quieter space or have more private discussions, the desk lifts into large arches that have seats built underneath them.

Not only did the desk's design help CWA win an award for interior design, but it also became a symbol of collaboration and innovation for the Barbarian Group itself.

## **Plants & Greenery**

It isn't too hard to believe that spending time around nature and sunlight and fragrant greenery is good for the soul. But now, there's scientific research to back that claim.

Researchers have found that adding plants and greenery in an office can help increase employee productivity by 15%. “A green office communicates to employees that their employer cares about them and their welfare,” said Psychology Professor Alex Haslam, who co-authored the study. “Office landscaping helps the workplace become a more enjoyable, comfortable and profitable place to be.”

Some companies have even started investing in installing plants and greenery around the office help make their employees happier and healthier (and boosting productivity at the same time). For example, Google's office in Tel Aviv, Israel has an indoor orange grove that turns an otherwise normal, collaborative space into a relaxing area that makes you feel like you're sitting outside on a park bench.

<https://blog.hubspot.com/marketing/innovative-companies-changing-workplace>

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