



ИНСТИТУТ МЕЖДУНАРОДНЫХ ЭКОНОМИЧЕСКИХ СВЯЗЕЙ
INSTITUTE OF INTERNATIONAL ECONOMIC RELATIONS

Факультет мировой экономики и международной торговли

Кафедра гуманитарных и социально-экономических дисциплин

АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ПРОФЕССИОНАЛЬНОГО ОБЩЕНИЯ

Примерные вопросы для оценки качества освоения дисциплины:

1. The marketing strategy of a company (the 4P's)
2. The promotional strategy of a company (promotional tools)
3. The greatest success of entering a foreign market
4. The greatest success on a domestic market
5. The greatest flop on a domestic market
6. The greatest flop on a foreign market
7. Keys to successful management (based on an example of a certain company)
8. Ways to win customers
9. Internet advertising and buzz marketing
10. Peculiarities of Public Relations
11. Ethics in Business
12. Entrepreneurial Skills
13. Headhunting: what does it take?
14. Tips to be successful at job interviews
15. What makes a great manager
16. Cultural stereotypes in business: Russia (any country)
17. Efficient ways to motivate staff
18. Effective methods of market research
19. Product life cycle
20. Your own idea

**Перечень основной и дополнительной учебной литературы,
необходимой для освоения дисциплины (модуля)**

Основная литература:

1. Sue Kay, Vaughan Jones, New Inside out Intermediate Coursebook, M.: Macmillan, 2009
2. Peter Maggs, Jenny Quintana, Move Coursebook (Pre-intermediate), M.: Macmillan, 2013
3. Jenny Dooley, Virginia Evans, Grammarway 1-2, M.: Express Publishing, 2012

Дополнительная литература:

1. Маклакова Е. А., Литвинова Ю. А., Илунина А. А. The Basics of Business Intercultural Communication (Основы деловой межкультурной коммуникации). Учебное пособие В.: Воронежская государственная лесотехническая академия, 2011
<http://biblioclub.ru/index.php?page=book&id=142471&sr=1>
2. Поползина Л.П. Английский язык. Справочно-энциклопедическая литература К.:КемГУКИ, 2012
<http://biblioclub.ru/index.php?page=book&id=227889&sr=1>
3. Кардович И. К., Дубова О. Б., Коробова Е. В., Шрамкова Н. Б., Английский язык для студентов экономических специальностей. Учебник М.: Книжный мир, 2012
<http://biblioclub.ru/index.php?page=book&id=89692&sr=1>

Вопросы для подготовки к экзамену

1. What is the difference between a sole proprietorship and a partnership? (analyze the formation, control, liability for debts, advantages and disadvantages).

1. What are most people's main personal assets?
2. How can a sole trader get the capital to set up a business?
3. Why do we say that proprietorship is the simplest form of business organization?
4. Do you agree that a proprietorship can go out of business as easily as it goes in?
5. Is forming a partnership as easy as forming a sole proprietorship? Why (not)?
6. Are these two forms of business organization subject to public report? What authorities must have access to the books of a partnership?
7. What are the advantages of a sole proprietorship in comparison with a partnership?
8. What are the advantages of a partnership in comparison with a sole proprietorship?
9. What are common disadvantages of these two forms of business organization? How was the problem of unlimited liability solved in a partnership in 1907?
10. What are the advantages and disadvantages of being a sleeping(silent) partner?
11. If you were to choose between a sole proprietorship and a partnership, which form would you choose and why?

2. What is the difference between a private and public limited company? (analyze the formation, control, liability for debts, advantages and disadvantages).

1. What is a corporation? What two forms of a corporation are there?
2. What papers must the promoters of limited companies present to the Registrar of Companies?
3. What kind of shares do you know? Are all shareholders guaranteed dividends at the end of the year?
4. What are the main advantages of a limited company (be it private or public)?
5. Why do most writers on small business advise getting professional help from lawyers and accountants when a person starts a private limited company?
6. What can you say about transfer of ownership in a private limited company and in a public limited company?
7. Do the shareholders lose their personal assets if a private limited company goes bankrupt?
8. What are the advantages of a public limited company in comparison with a private limited company?
9. What are the advantages of a private limited company in comparison with a public limited company?
10. Dwell on the process of going public. Why is IPO an expensive thing to do??
11. What can make a business operating as a public limited company exit the stock market?

3. What kinds of organizational structure can a modern company choose as its basis? Speak about the pros and cons of the functional and geographic structure.

1. What is the role of the structure? In what way is the structure connected with the strategy?
2. What organizational structures do you know?
3. What area was the functional structure borrowed from? Why does it still top the list of all organizational structures?
4. What is the main drawback of the functional system and what was done in the 1980s to do away with it?
5. When does restructuring occur? What three conditions does successful restructuring depend on?
6. Why is the functional structure unsuitable for multinational companies?
7. How can local managers capitalize on the geographic structure?
8. How are area managers encouraged to work better?
9. What are the main disadvantages of the geographic structure?

4. Outline the pros and cons of the matrix structure and organization along product lines.

1. Do all multinational companies organize themselves geographically? How is Microsoft organized? Why?
2. What is the structure along product lines characterized by?
3. What are the most notable advantages of matrix structure? What companies can benefit most from them?
4. With a matrix structure people have to report to two people – their boss in the functional structure and their project manager/team leader in the matrix one. What problems can you imagine in this connection?
5. Can matrix structure be described as a simple one? How can difficulties be avoided?
6. What companies usually organize their business by product?
7. What advantage of the structure along product lines may improve the overall performance of the organization and why?
8. There is a method which is similar to organizing a business by product. It involves grouping together employees who deal with a specific customer or group. How is it called? When is this method particularly useful?
9. There are two main approaches to business: centralization and decentralization. What is implied by these approaches? What are their main advantages?
10. Do you think people from certain cultures would favour one kind of structure over another? Can you give any examples and reasons for that?
11. Why do companies opt for a hybrid of organizational structures?
12. What kind of organizational structure would you prefer to work in and why?

5. What are the recruitment forms a company can use to find new employees? What selection methods are the most effective?

1. What are the main methods of recruitment? What forms of internal recruitment can you think of?
2. What are the main advantages of internal recruitment?
3. Why is it necessary to recruit from outside the organization? What is the commonly used technique for recruiting people from outside?
4. What is the difference between a recruitment agency and a firm of headhunters?
5. Why is it difficult for a graduate to find a job? What methods of looking for a job can you advise him to choose? What specific methods are used by recruiters to attract graduates to fill in the vacancies?
6. What techniques are traditionally used in recruitment? How long is usually a typical interview? How fast do decision-makers make their choice?
7. Why have some companies shifted from interviewing to testing? What is the purpose of psychometric tests?

8. In what way do approaches to selection differ across cultures?
9. What management skills and qualities are emphasized in different cultures?
10. Decipher the SWAN criteria. Do they have international validity?
11. What two qualities have international validity and why?

6. What is the difference between a manager and a leader? Which leadership qualities can be acquired and which must you be born with? What are the three modern management styles?

1. Why is leadership needed at all levels of organization?
2. What qualities of a leader were needed in the past? What qualities of a leader are needed now? What factors have influenced change of priorities?
3. What leaders do modern businesses require? What should be done to instill these qualities?
4. Leadership is traditionally considered to be an inborn quality. Is it possible to teach those skills? Are you a leader or a follower by nature?
5. What types of leaders do you know? What management style is typical of a task-motivated leader/ a relationship-motivated leader?
6. What does it mean “to delegate authority”? Does it have any benefits for the boss/ the employees? What management style is empowerment typical of?
7. Should a leader be good at team-building? What kind of people should be included in a team and why? What role would you prefer and why?
8. Which of the three management styles would you prefer to use as a manager/ experience as an employee? Why?

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Вопросы для собеседования по резюме:

Career knowledge/ motivation

1. What are your career goals?
2. Where do you see yourself in five years' time?
3. What qualities/skills do you have which you consider make you suitable for this position?
4. What work experience do you have of that kind of business?

5. What excites you about the job you are doing now?
6. How well do you get on with your boss?
7. Why do you want to leave your present job?
8. Which other jobs/companies have you applied for?
9. We have a lot of applicants for this job, why should we give the job to you?
10. What do you expect to get from our company?
11. What salary do you expect?
12. What things about this job do you think would be difficult for you?

Self Knowledge

1. Tell about yourself.
2. What are your strengths?
3. What are your weaknesses?
4. What do you consider to be your greatest achievement?
5. What are you most proud of having done recently?
6. How would you describe yourself?
7. Are you a team player? (Do you prefer to work with others or by yourself?)
8. Do you consider yourself to be a leader or a follower?
9. Do you have trouble delegating?

Personality

1. How tough are you? If the going gets rough will you stick it out?
2. Are you prepared to take decisions, especially hard ones? And not blame others if you get it wrong?
3. Are you good at organizing yourself or other people?
4. Do you believe in yourself, and have confidence in your own abilities and decisions?
5. Are you experienced in managing your own time and money, or that of other people?
6. What hours are you available for work?
7. Would you do overtime work if necessary?
8. Can you survive without holidays, and losing your weekends, if the business needs your time?
9. How do you handle mistakes?

Dealing with other people

1. How well do you get on with other people socially? Do you have many friends and contacts?
2. How well do you get on with others at work? Are you a good leader at work, on the sports field, at the local youth club, anywhere?
3. Are you good at taking advice from others?
4. Are you the sort of person people rely on, or do you tend to rely on others?

Knowledge of Company

1. What do you know about our business?
2. Why did you decide to apply to us?
3. Who do you see as our major competitors?

Educational History

1. Why did you choose your degree course? What aspects of the course did you find most challenging (and why)?
2. What made you study foreign languages?

Interests/Activities

1. How do you spend your vacation?
2. What do you do to relax?
3. What are your hobbies?