



Факультет мировой экономики и международной торговли

Кафедра гуманитарных и социально-экономических дисциплин

ДЕЛОВАЯ КОММУНИКАЦИЯ НА АНГЛИЙСКОМ ЯЗЫКЕ

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, М.: Macmillan, 2009
2. Peter Maggs, Jenny Quintana, Move Coursebook (Pre-intermediate), М.: Macmillan, 2013
3. Jenny Dooley, Virginia Evans, Grammarway 1-2, М.: 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. The concept of marketing

1. What is marketing?
2. What are the four main elements of marketing?
3. What are three pricing options that a company may take?
4. What does placement involve?
5. Do you think restaurants provide food on a wholesale or retail basis?
6. What is the difference between advertising and publicity?
7. Give examples of the 4 Ps of marketing.
8. What is the most common distribution channel?
9. What are the key terms used to develop a marketing strategy?
10. What is the direct marketing concept about?

2. Product and Sales orientation

1. What is sales orientation?
2. What is product orientation?
3. What is the difference between production and marketing orientation?
4. Product oriented performance assessment – what does this term involve?
5. Give examples of process oriented performance based on assessment.
6. What are the best features of a product oriented performance assessment design?
7. Speak about possible long-term effects of product and sales orientation.

3. Product life cycle

1. What do you mean by product life cycle? Explain the major stages of product life cycle.
2. Speak about an international product life cycle.
3. What are the problems with the product life cycle theory?
4. Is there anything we can do at the stage of decline? Give examples.
5. KFC product life cycle.

4. Diversification

1. What advantages of diversification can any company enjoy?
2. Speak about the risks of product diversification?

3. Give examples of corporate diversification strategies.
4. Are there any ways to eliminate the possible risks of diversification? Dwell on them.
5. How can diversification processes be simulated and analysed?
6. Dwell on the binary character's effect of diversification.

5. Small business

1. Speak about the most common ways to set up a small business.
2. Speak about the greatest success of a small business on a domestic market. What are the keys to this success?
3. Speak about the greatest success of a small business on a foreign market? What are the keys to this success?
4. What are the advantages and disadvantages of being a freelancer?
5. What are the ways to go global for a small business?
6. Dwell on the role of governmental support for Russian small businesses.

6. Business ethics

1. What is corporate social responsibility?
2. Is it good business practice to be below customer expectations?
3. Dwell on the term of sustainability.
4. What are the threats to fundamental principles of ethical behavior?
5. Who suffers most when corporations behave unethically? Why?

7. Brands

1. When and how are new brands developed?
2. What ways of market research do you know?
3. What does brand stretching involve? What are its pros and cons?
4. How do companies protect their brands?
5. What is the difference between copyrights and trademark?

8. Cultural awareness in business

1. Why is cultural awareness important for business people?
2. What does a traditional cultural awareness training take? Who are its traditional students?
3. Cultural awareness in the workplace: compare Russia and Japan.
4. How can companies use cultural awareness for international sales? Give examples.
5. What tips would you give to someone intending to enter the Russian market?

9. International trade

1. Define the term international trade: what does it take?
2. Dwell on the WTO, the advantages and disadvantages it offers to countries.
3. What kinds of customs unions do you know? What do they exist for?
4. Speak on the three theories of international trade.

10. Ways of entering a foreign market

1. What ways of entering a foreign market do you know?
2. What are the pros and cons of licensing?
3. How do most companies go global? Why do they prefer this route?
4. What is the purpose of a representative office?
5. What countries create unfavorable market conditions for foreign newcomers? Why do they do it?
6. Why do foreign companies prefer to set up joint ventures in Russia?

11. Franchising

1. What risks do franchisers bear while entering a foreign market?
2. What benefits can a franchisee enjoy?

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Образец задания по презентации кейса

Case Study

Una Sportswear

Una Sportswear is an Italian sportswear manufacturer. It was founded by Franco Rossi in 1978 and has since become a world-famous company. Originally, it specialised in tennis shoes, but later it diversified into football, athletics, tennis and volleyball clothing. The directors of the company are of different nationalities, and the working language of Una Sportswear is English.

During the last three years, Una Sportswear's annual results have been disappointing. Profits have fallen steadily while costs have risen, and competition in its main markets has been fierce. At present, it is reviewing its strategy in order to improve its performance. It also faces the possibility of being taken over. A giant French retailing group has announced that it would like to acquire the company, but only in the event of a 'friendly takeover', with full agreement from the present management.

Franco Rossi is now 58 years old. He would like to become Chairman of the company in the near future and to appoint one of the present directors as CEO to run Una Sportswear. There are three possible candidates for this position. Each candidate will present his/her ideas for the company's future strategy to the board of directors. The director who makes the most persuasive presentation will replace Franco Rossi as CEO of the company.

Problems faced by Una Sportswear

A report by JPS Consultants identified four reasons for Una Sportswear's poor results in recent years. The company had:

- launched too many product lines in a wide range of sports
- invested in too many expensive endorsements with top sports people
- suffered from fierce competition from stronger rivals
- lost its reputation for being innovative.

Strategies for turning round the company

The leadership candidates will present three alternative strategies for the Board to consider.

Strategy 1

Una Sportswear must give up its independence and merge with, or be taken over by, a larger, financially stronger company.

Strategy 2

Una Sportswear should acquire a number of smaller companies and focus more on making sports accessories.

Strategy 3

Una Sportswear should grow organically by revising its organisation, product ranges and marketing strategy.

Task: Consider which of the three business strategies, in your opinion, appears to be the best one for Una Sportswear. Present your ideas for the company's future strategy. You may add any other ideas of your own for improving the company's performance.

Примерный образец презентации:

I would like to present the case about the Una Sportswear company. To start with, I will give you some background information about the company. Then I will consider the problem that the company has recently faced. Next I will focus on my solution to the problem and finally I will give you the conclusion.

So, let me start with some background information. Una Sportswear is an Italian sportswear manufacturer. It was founded by Franco Rossi in 1978 and has since become a world-famous company. Originally, it specialized in tennis shoes, but later it diversified into football, athletics, tennis and volleyball clothing. The directors of the company are of different nationalities and the working language of Una Sportswear is English.

There are some problems, which this company has. During last three years there have been disappointing annual results, decrease in profits, rising costs and fierce competition in its main markets. Also this company lost its reputation of an innovative company and it has invested a lot of money in endorsement. Because of it, there is one big problem. It can be taken over.

There are three directors, who have three strategies but I would like to concentrate on the strategy which the first director has developed. This strategy consists of the following points: the first is to agree to be taken over by the French company. It is a good idea, which can help the company to become financially stronger. But there are some disadvantages such as the company can lose its independence and the staff can lose their jobs, but the people are the main value of the company.

The second point is that the company should focus on other sports, such as golf, rugby and ice-hockey, because the competition in these sports is less fierce. It can be efficient for the company, because now it is losing its position on the market and doesn't have a possibility to resist to the competition in more popular sports. The company should expand into new markets and develop new products.

The third point is that the company should reduce dependence on the football and athletics markets. The company shouldn't focus only on these markets and should develop new products with new designs, which will help the company to gain new customers. For example the company may start to produce life style and fashion sports products, because there are a lot of people, who aren't sportsmen, but wear sports clothes. It is a really big segment of sportswear market and if the company develops it, it will have opportunity to increase profits.

The fourth point is to introduce a more open style of management, giving responsibility for some decision making to lower levels of management. This is a really effective idea, if the company has a good leader. The delegation of duties is a good way to improve staff morale. And there are a lot of people, who have some ideas, so it will encourage innovation.

The specialist says that the take-over is a good idea, because it will help the company to become financially stronger. Also the management of the company should revitalize the company and renovate the brand, but it is possible only if the company has a natural born leader. And the company needs new blood injections, because new people can have innovative ideas. I truly believe that this strategy is effective and will help the Una Sportswear company to increase revenue and remain prosperous on the highly competitive market.

Вариант лексико-грамматического теста

1. Complete the sentences with these words: assemble, recovery, lucrative, prosperity, excel, expenditure, edge, diversify, redundancy

- 1) When a company _____, they increase the variety of the products that they make.
- 2) _____ is a condition in which a person or community is doing well economically and has a good standard of living.
- 3) _____ is an improvement in something such as the value shares or the economy of a country after a period during which it has been in a bad state.
- 4) A business deal that is _____ is one that earns you a lot of money or makes large profits.
- 5) _____ is the using of money for a particular purpose.
- 6) If someone _____ at / in something, they are very good at doing it.
- 7) To _____ something means to fit the parts of it together.
- 8) If someone has an _____ on or over someone else, they have an advantage that makes them stronger or more likely to be successful than the other person.
- 9) _____ is the state of no longer having a job because the company which you worked for has decided that they no longer need or can no longer afford to have someone doing your job.

2. Complete the sentences using the words in appropriate forms from the box below.

1. advertising	5. contain	9. profitability	13. static
2. enter	6. fail	10. expand	14. quality
3. diversify	7. decline	11. market research	15. launch
4. market share	8. grow	12. promotional expenditure	16. retail

1. A new corporate recovery plan will proposals for increasing the company's profitability.
2. Write a short report on the ways in which the of your department and the company as a whole could be increased.
3. Chocolate bar sectors are We are therefore reducing our in this sector to a minimum.
4. The boxed chocolate sector is and we cannot expect future growth. We will continue advertising at the current level, stressing the of the products.
5. We have to into other product areas.
6. shows that the chocolate biscuit bar sector is replacing the chocolate bar sector.
7. The sector is very fast and the research suggests that it will continue for the next few years.
8. The problem of would have to be taken into

account.

9. Two-thirds of all biscuit bars in the last three years have
10. A 10 per cent would be worth £40 million per annum at prices.
11. We are to this sector before it is too late.

3. Put the adjectives in brackets into appropriate comparative forms.

1. That's quite a bit (low) than last year too, isn't it?
2. It's mainly because of the increased cost of cocoa and our (high) wages bill.
3. Our competitors have (modern), (efficient) plants which require..... (small) workforce.
4. Our return on capital is..... (little) than half that [the return on capital] of the rest of the industry.
5. In this case we'd make..... (much) profit.
6. Again our figures per employee are (bad) than everyone else's.
7. So we'll have to think of how to make..... (good) use of it.

4. Use the proper form of the verbs in brackets.

1. We all (know) that the chocolate market (decline).
2. As contracts with other European agents (expire) they (not be renewed).
3. If we (make) them redundant we (lose) skills that have taken years (acquire).
4. If there (be) subsequently an increase in demand for our products, we..... (have) (hire) new staff and (provide) a very expensive training programme.
5. Deutsche Einfuhr (agree) (pay) for market research.
6. We..... (continue) (export) to other countries while they.....(remain) profitable.
7. Deutsche Einfuhr (ring) (say) that they (approach) by an American company which they (refuse).....(name).
8. I (create) a team of super sales personnel who can (negotiate) at a high level with supermarket buyers.
9. These super sales personnel (choose) from the very best of our present staff and they (work) exclusively in supermarkets and multiples.

5. Put in appropriate prepositions where necessary.

1. We are therefore reducing our advertising this sector a minimum.
2. We will continue advertising ... the current level, stressing the quality our products.
3. Faced an overall decline demand our products we have two choices.
4. present this sector is dominated highly-advertised low-cost products.
5. We must Investigate the possibility entering the chocolate biscuit bar sector as soon as possible.
6. Look this year's profit margin example.
7. Our return capital looks a bit unhealthy too. It's less than half that of the rest

- the industry. For every hundred pounds invested Darlings, we make a profit £6.60. The rest the industry the other hand makes a profit £14.90.
8. We will not look ... replacement agents Brazil and India for the time being.
9. They want to involve him selling chocolate biscuit bars.

6. WORD FORMATION

Complete the table writing appropriate words after numbers 1 to 19.

Verb	Noun	Adjective
1.	reduction	
2.	advertisement	
grow	3.	
excel		4.
	profit	5.
produce	6. (two words)	
operate	7. (two words)	
solve	8.	
diversify	9.	
10.	expansion	
11.	suggestion	
12.	investigation	
	possibility	13.
develop	14.	
fail	15.	
	16.	strong
17.	assembly	
18.	19.	prosperous

Образец контрольной работы

1. *Open the brackets using the correct verb form (Tenses, Infinitive, Gerund, Participle, Conditionals, I wish ..., Modal Verbs)*

- _____ (know) that I was in a hurry Steven offered _____ (give) me a lift to the office, but I refused _____ (say) that I'd rather _____ (go) by tube so as _____ (not / waste) time in the heavy morning traffic.
- If you _____ (not / eat) so much Thai food yesterday, you _____ (not / have) a stomachache now.
- She appears _____ (finish) the repairs. Isn't it time she _____ (give) a housewarming party?
- I demand that Jake _____ (apologize) to Mrs. Jackson. It was so tactless (*for / of?*) him _____ (talk) to her in such a manner.
- I noticed a young man _____ (put) the watch into his pocket without _____ (pay) for it.
- The doctor advised _____ (take) a course of antibiotics _____ (avoid / develop) pneumonia.

7. If I _____ (be) in your shoes, I _____ (not/risk) _____ (ask) him about a pay rise now.
8. If we _____ (take) the other road we _____ (arrive) much earlier. – Yes, we _____ (m.v./ take) a shortcut (criticism about the past).
9. This book is optional. My professor says we _____ (m.v./read) it if we _____ (need) extra credit. But we _____ (m.v./ not/ read) it if we don't want to.
10. I think that if Janet _____ (be) more ambitious she _____ (ask) for a pay rise long ago.
11. – Did he at least call a baby-sitter? – Of course, he did. He _____ (m.v. / not /leave) a three-year-old child on her own. (не может быть, чтобы)
12. I looked hard and _____ (m.v. / see) a man in the distance. He seemed _____ (look) for something in his bag.
13. I wonder if they _____ (smell) it if I _____ (smoke) out of the window. I'm dying for a fag!
14. Sally isn't answering the phone. She _____ (m.v./go) away for the weekend, or she _____ (m.v./go) to the shops.
15. If only I _____ (enter) politics earlier, I _____ (m.v./become) Prime Minister by now.
16. The car _____ (break) down again. I _____ (begin/wish) I _____ (not/ buy) it.
17. Are you joking! David _____ (m.v./ not/ go) to Paris last week! He doesn't have enough money.
18. When the party was over I realized that I _____ (m.v/not/cook) so much food as most of it was untouched.
19. The situation demanded that drastic measures _____ (take) to prevent the epidemic _____ (spread) all over the district.
20. Where is Sandra? She was supposed to be here 20 minutes ago. She _____ (m.v./ miss) her train.

II. Translate into English using your active vocabulary:

1. ИП не является **юридическим лицом**, и не имеет **преимущества ограниченной ответственности**. Это означает, что в **случае финансовой несостоятельности (банкротства)**, ИП отвечает за долги **своим личным имуществом**.

2. Многие компании **выбирают** гибридные (hybrid) структуры. Это может быть функциональная структура, совмещенная с дивизиональной с **ориентацией на покупателя**, или построенной (built on...) по географическому признаку. Это дает компании возможность быть **более гибкой, реагировать быстрее на любые изменения и сохранять конкурентное преимущество в постоянно меняющейся деловой среде**.

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3. До сих пор самым распространенным (the most common) является директивный стиль управления. Менеджеры, придерживающиеся (пользующиеся) этого стиля, **разрабатывают стратегию, ставят цели и задачи, доводят цели и задачи до сведения подчиненных, распределяют роли,** контролируют рабочий процесс, отслеживают и оценивают работу подчиненных, **распределяют ресурсы.** Менеджер полностью **берет на себя ответственность** за принятие решений.

Translate into English using your active vocabulary:

1. Sole proprietor/trader is not an **a legal entity** and doesn't **enjoy the advantage of limited liability**. It means that in case of /in the event of **bankruptcy / insolvency** a sole proprietor / a sole trader is **liable for the debts to the full extent of his private assets / wealth**.
2. Many companies **opt for** a hybrid structure(s). It can be (either) a combination of/ a functional structure combined with a divisional structure with a **customercentric approach** or a geographic structure/built on a regional basis. It enables a company to be more **flexible / enjoy more flexibility, react (respond) faster to possible changes** and **maintain its competitive edge in the constantly evolving business environment.** (It provides flexibility and makes a company react)
3. Directing management style is still the most common one. Managers, using this style, **develop a strategy, set objectives and communicate them to the workforce, assign roles/responsibilities,** supervise the working process (the work), measure employees' performance and **allocate resources.** A manager **takes ownership of/ is fully responsible / accountable for** decision -making .