

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДЕРЖАВНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
«УЖГОРОДСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ»
ФАКУЛЬТЕТ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН
КАФЕДРА ПРИКЛАДНОЇ ЛІНГВІСТИКИ**

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ДІЛОВА АНГЛІЙСЬКА МОВА

Методичні рекомендації

до проведення лекційних та практичних занять для здобувачів вищої освіти за першим (бакалаврським) рівнем спеціальності 035 Філологія, спеціалізації 035.10 Прикладна лінгвістика.

Ужгород 2025

Тимчик М. П. Ділова англійська мова: методичні рекомендації до проведення лекційних та практичних занять для здобувачів вищої освіти за першим (бакалаврським) рівнем спеціальності 035 Філологія, спеціалізації 035.10 Прикладна лінгвістика. Ужгород: Вид-во «РІК-У», 2025. 56 с.

Зміст методичних рекомендацій відповідає навчальному плану спеціальності 035.10 Філологія. Прикладна лінгвістика та робочій програмі з дисципліни «Ділова англійська мова». Згідно тем, включених до курсу навчальної дисципліни сформовано тематику лекційного курсу, практичних занять з метою закріплення здобувачами теоретичних знань, одержаних на лекційних заняттях чи в результаті самостійного вивчення необхідного матеріалу і одержання практичних навичок. Завдання до практичних робіт розроблені з метою формування професійних компетентностей і вдосконалення у здобувачів вищої освіти знань, умінь та навичок із дисципліни «Ділова англійська мова».

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ЗМІСТ

ВСТУП.....	4
ТЕМАТИЧНИЙ ПЛАН ЛЕКЦІЙ	5
ПЛАНИ ПРАКТИЧНИХ ЗАНЯТЬ	13
ЗРАЗОК МОДУЛЬНОЇ КОНТРОЛЬНОЇ РОБОТИ №1-2.....	26
ЗРАЗОК МОДУЛЬНОЇ КОНТРОЛЬНОЇ РОБОТИ №3-4	32
COMMON BUSINESS WORDS AND PHRASES	39
SAMPLE OF LETTERS	43
ПИТАННЯ ДО САМОКОНТРОЛЮ	51
РЕКОМЕНДОВАНІ ДЖЕРЕЛА ІНФОРМАЦІЇ	53

ВСТУП

Методичні рекомендації до проведення лекційних та практичних занять із курсу «Ділова англійська мова» призначені для забезпечення викладачів і студентів інструментами, що сприяють ефективному викладанню та засвоєнню матеріалу. У сучасному світі, де англійська мова є основною мовою міжнародного бізнесу, особлива увага приділяється підготовці фахівців, які володіють діловою англійською мовою на високому рівні.

У ході викладання курсу передбачено інтеграцію теоретичних знань та практичних умінь, що включають такі аспекти, як написання ділових листів, проведення переговорів, підготовка та проведення презентацій, поради щодо проходження співбесіди та ін.

Цей посібник включає перелік тем до лекційних і практичних занять, розробку тем практичних завдань для закріплення матеріалу, зразок завдань до модульної контрольної роботи №1-2, №3-4, список популярних виразів у бізнес-сфері, зразок листів, питання для самоконтролю. Метою є створення умов для успішного навчання та викладання курсу «Ділова англійська мова», забезпечення взаємодії між викладачем і студентами на кожному етапі навчального процесу, а також підготовка студентів до реальних викликів у сфері міжнародного бізнесу.

Ці методичні рекомендації допоможуть удосконалити знання, навички і компетенції, що дозволять студентам впевнено використовувати англійську мову в професійному середовищі.

ТЕМАТИЧНИЙ ПЛАН ЛЕКЦІЙ

ЛЕКЦІЯ 1-2.

Теорія ділового листа і його елементи. (Theory of business letter and its elements)

1. Basics of business letter theory.
2. Structure of a business letter.
3. Language and style. Formatting and presentation.
4. Basic punctuation rules in business correspondence.

Література до теми: основна література (далі – ОЛ): 2; 3; 4; 5; 9; допоміжна література (далі – ДЛ): 1; 2; 3; інтернет джерела (далі – ІД): 1; 2; 7; 9

ЛЕКЦІЯ 3.

Неофіційні листи та їх типи, вживання різних фраз. (Informal letters and their types, the use of various phrases)

- 1.Characteristics of informal letters.
2. Opening and closing phrases.
3. Expressive and emotional language.
4. Different types of semi-formal letters.
5. Types of informal letters.

Література до теми: ОЛ: 2; 3; 4; ДЛ: 2; 3; 5; ІД: 1; 2; 3;

ЛЕКЦІЯ 4.

Порівняльний аналіз зразків написання ділових листів англійською та українською мовами. (Comparative analysis of business letter samples in English and Ukrainian)

1. Discussion of key components common to both languages, such as the header, salutation, body, and closing.
2. Comparison of formal language usage and tone in English versus Ukrainian business letters.
3. Analysis of common phrases, polite expressions, and how they reflect cultural differences in professional communication.

4. Examples of how business etiquette and conventions influence letter writing styles in both languages.

Література до теми: ОЛ: 2; 3; 4; ДЛ: 2; 3; 5; ІД: 1; 2; 3; 7

ЛЕКЦІЯ 5.

Бізнес-абревіатури та акроніми. Особливості оформлення листів-замовлень, пропозицій, запитів

(Business abbreviations and acronyms. Peculiarities of ordering letters, letters of proposal and inquiries)

1. Abbreviations and acronyms in business communication.
2. Types of abbreviations and acronyms,
3. Rules for using.
4. Peculiarities of ordering letters, letters of proposal and inquiries.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 2; 3; 4; 7

ЛЕКЦІЯ 6.

Правила написання скарг і претензій.

(Rules for writing letters of complaints and claims)

1. The purpose of complaint and claim letters.
2. Structure and format.
3. Language and tone, special vocabulary.
4. Recommendations for organizing and referencing supporting materials effectively within the letter.

Література до теми: ОЛ: 2; 3; 4; ДЛ: 2; 3; 5; ІД: 1; 2; 3; 4; 7

ЛЕКЦІЯ 7.

Оформлення платежів, спеціальна термінологія. Умови доставки **(Terms of payment, specialized terminology. Terms of delivery)**

1. Types of payments: cash, checks, electronic transfers, and online payments.
2. Payment methods and systems.
3. Security and fraud prevention in payment processing.

4. Discussion of challenges in payment processing, including transaction delays, chargebacks, and currency conversion issues.
5. Terms of delivery and methods.

Література до теми: ОЛ: 3; 4; 5; ДЛ: 1; 2; 4; ІД: 1; 2; 5;

ЛЕКЦІЯ 8.

Рекламна кореспонденція у бізнесі (Commercial business letters)

1. Definition and purpose of commercial business letters.
2. Types of commercial business letters.
3. Key elements of an effective advertising letter.
4. Design and layout of commercial business letters.

Література до теми: ОЛ: 2; 3; 4; ДЛ: 1; 2; 4; ІД: 2; 3; 8;

ЛЕКЦІЯ 9.

Презентації. Типи презентацій: інформативні; мотивуючі (Presentations and their types: Informative presentations; Motivational presentations)

1. Purpose of presentations.
2. Sample of conducting a presentation.
3. The role of informative presentations.
4. Motivational presentations.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 3; ІД: 1; 3; 6; 9

ЛЕКЦІЯ 10.

Підготовка до проведення презентації. Використання наочності, особливості вокабуляру. (Preparation for conducting a presentation: use of visual aids and special vocabulary)

1. Differentiating between various types of presentations.

2. Appropriate visual aids (slides, charts, images) that enhance understanding and retention of the presented material.
3. Selecting vocabulary and phrases that are suitable for the audience and purpose of the presentation.
4. Techniques for managing stage fright and delivering a confident, polished presentation.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 4; ІД: 1; 3; 6; 9

ЛЕКЦІЯ 11.

Переговори: типи, етапи, техніка ведення (Negotiations: types, stages, and techniques)

1. Definition and purpose of negotiations.
2. Types and stages of negotiations.
3. Techniques for conducting business negotiations.
4. Successful strategies and common mistakes.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 2; 3; 4; 7; 10

СЕМЕСТР 2.

ЛЕКЦІЯ 1.

Основні форми спілкування (вербальне, невербальне спілкування (The primary forms of communication : verbal and non-verbal communication forms)

1. What are the main forms of communication, and how are they classified?
2. What are the key characteristics of verbal communication?
3. What are the different types of non-verbal communication?
4. How do verbal and non-verbal communication complement each other in effective interaction?

Література до теми: ОЛ: 2; 3; 4; ДЛ: 1; 2; 4; ІД: 1; 9

ЛЕКЦІЯ 2.

Типові моделі різних видів ділової бесіди (Typical models of different types of business conversations)

1. Definition and purpose of business conversations (e.g., meetings, negotiations, teleconferences).
2. Various types of business conversations.
3. Models of business conversations.
4. Useful tips.

Література до теми: ОЛ: 2; 3; 4; ДЛ: 2; 3; 4; 5; ІД: 1; 2; 3; 4; 7

ЛЕКЦІЯ 3.

Ділова зустріч: поняття, приклади та ролі учасників (Business meetings: concepts, examples, and roles of participants)

1. Definition and purpose of a business meeting.
2. Types of business meetings.
3. How to plan and prepare a successful business meeting.
4. Sample conduct of a business meeting
5. Functions and roles of participants.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 2; 3; 4; 7; 10

ЛЕКЦІЯ 4.

Особливості ділової бесіди по телефону: використання типових зразків мовлення у типових мовленнєвих ситуаціях (Peculiar features of business conversations over the phone: the use of standard speech patterns in typical communication situations)

1. Advantages of telephone communication.
2. Common speech patterns in business phone conversations.
3. Useful tips.

Література до теми: ОЛ: 3; 4; 5; ДЛ: 1; 2; 4; ІД: 1; 5; 6;

ЛЕКЦІЯ 5.

Бізнес етикет. Культура обміну бізнес-візитками (Business etiquette. The culture of exchanging business cards)

1. Definition and significance of business etiquette.
2. Introduction to business cards as a tool for networking and communication.
3. Historical perspective on the use of business cards.
4. Transition to the specific rules and customs related to business card exchange.

Література до теми: ОЛ: 3; 4; 5; ДЛ: 1; 2; 4; ІД: 1; 2; 7;

ЛЕКЦІЯ 6.

Електронні листи. Ведення бізнесу через інтернет (Emails and conducting business online)

1. The role of emails in modern business communication.
2. Types of business emails.
3. Advantages and disadvantages.
4. Writing effective business emails.
5. Conducting business through the internet.
6. Security and ethical considerations.

Література до теми: ОЛ: 2; 3; 4; ДЛ: 1; 2; 4; ІД: 2; 7; 9;

ЛЕКЦІЯ 7.

Особливості контрактів в сучасному світі. Різновиди контрактів. Використання спеціалізованої термінології для оформлення контрактів (Features of contracts in the modern world. Types of contracts. Usage of specialized terminology for contract drafting)

1. Explanation of what contracts are, their significance in various industries/
2. Types of contracts.
3. Key features of modern contracts.
4. Specialized terminology in contract drafting.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 2; 3; 4; 7;

ЛЕКЦІЯ 8-9.

Резюме та CV, їх різниця: види, структура, правила складання.

Лексика до теми

**(Résumé and CV: their differences, types, structure, guidelines for writing.
Vocabulary for the topic)**

1. Differences between a résumé and a CV.
2. Types of résumés: chronological résumé; functional résumé; combination résumé.
3. Structure of a résumé.
4. Guidelines for writing an effective résumé.
5. Vocabulary related to résumés and CVs.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 5; ІД: 2; 3; 7; 8;

ЛЕКЦІЯ 10.

**Супровідний лист
(Cover letter)**

1. Explanation of what a cover letter is and its role in the job application process.
2. Difference between a cover letter and a résumé.
3. When and why to use a cover letter.
4. Structure of a cover letter.
5. Writing an effective cover letter.
6. Common mistakes and how to avoid them.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 5; ІД: 2; 3; 7; 8;

ЛЕКЦІЯ 11.

**Інтерв'ю. Поради до підготовки
(Interviews. Preparation tips)**

1. The interview process.
2. Overviewing different interview formats, such as in-person, phone, video, and panel interviews.
3. Common interview questions.
4. Tips for the interview day.

5. Post-interview actions.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 5; ІД: 2; 3;

ПЛАН ПРАКТИЧНИХ ЗАНЯТЬ

Практичне заняття №1-2.

Theme: Теорія ділового листа і його елементи (Theory of business letters and its elements)

Aim: to provide a comprehensive understanding of the fundamental principles, structure, and best practices involved in crafting effective business letters.

I. Questions to discuss:

1. Definition of a business letter.
2. Key principles of writing business letters: formal tone, conciseness, clarity, and specificity etc.
3. Structure of a business letter: Header. Salutation. Body. Closing and Signature.
4. Formatting and presentation.
5. Types of business letters: informational, inquiry, response, reminder, promotional etc.

II. Practical tasks: In groups: a) write the example of the business letter;
b) prepare a formal response to the received letter.

Література до теми: ОЛ: 1; 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 2; 3; 4; 9; 10

Практичне заняття 3.

Theme: Неофіційні листи та вживання різних фраз. (Informal letters and the use of various phrases.)

Aim: to explore the characteristics and structure of informal letters, their types and peculiarities.

I. Questions to discuss:

1. Definition and purpose of informal letters.
2. Structure of semi-formal and informal letters.
3. Use of colloquial language, slang, and personal expressions etc.
4. Invitation letters, letters of apology, congratulatory letters, thank-you letters etc.

II. Practical tasks: Guess the correct type of the informal letter and find the answer to it.

Література до теми: ОЛ: 1; 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 2; 6; 7;

Практичне заняття 4.

**Theme: Порівняльний аналіз зразків написання ділових листів
англійською та українською мовами
(Comparative analysis of business letter samples in English and Ukrainian)**

Aim: to understand the similarities and differences in business letter writing practices between English and Ukrainian (analyzing format structures, language usage, and cultural nuances to improve cross-cultural communication and ensure effective business correspondence in both languages).

I. Questions to discuss:

1. Overview of the standard formats used for business letters in both English and Ukrainian.
2. Language and tone differences.
3. Differences of structural elements (e.g., date placement, address format) between English and Ukrainian business letters.

II. Practical task: Comment on the similarities and differences in the given example of a letter.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; ІД: 1; 2; 4

Практичне заняття 5.

**Theme. Бізнес-аббревіатури та акроніми. Особливості оформлення листів-
замовлень, пропозицій, запитів
(Business abbreviations and acronyms. Peculiarities of ordering letters, letters of
proposal and inquiries)**

Aim: to provide a thorough understanding of how to use abbreviations, acronyms correctly in business communication and how to create different letters.

I. Questions to discuss:

1. Definition and purpose of abbreviations and acronyms in business correspondence.
2. Usage of abbreviations and acronyms.
3. Structure of order letter, letters of proposal and inquiries: header, salutation, body, closing.

4. Useful tips.

II. Practical tasks: a) Match the correct meaning with the answer;
b) Present and example of the order letter and respond to it.

Література до теми: ОЛ: 1; 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 4; 5; 6; 9

Практичне заняття 6.

Theme. Правила написання скарг і претензій (Rules for writing letters of complaints and claims)

Aim: to provide a comprehensive guide on effectively drafting complaint and claim letters (the correct structure, maintaining a professional tone, presenting issues clearly, and supporting claims with appropriate evidence).

I. Questions to discuss:

1. Definition and purpose of complaint and claim letters, including their role in addressing issues or seeking redress.
2. Key differences between complaints (addressing dissatisfaction) and claims (requesting compensation or specific actions).
3. Structure: Header. Salutation. Body. Closing.
4. Importance of maintaining a professional and respectful tone.

II. Practical tasks: In groups: a) write a letter of complaint or claim (this letter should clearly outline the issue, provide relevant details and evidence, and state the desired resolution or action);

b) prepare a formal response to the received letter (address the points raised in the complaint or claim, provide a resolution or explanation, and maintain a professional tone).

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; ІД: 1; 2; 4; 6; 8

Практичне заняття 7

Theme. Модульна контрольна робота.

Практичне заняття 8.

Theme. Оформлення платежів, спеціальна термінологія. Умови доставки (Terms of payment, specialized terminology (FOB, FOB airport, CAF (Cost and Freight), CIF (Cost Insurance Freight). Terms of delivery (EXW free on works, FOR. FAS)

Aim: to offer a thorough understanding of the different methods, steps, and challenges associated with processing payments (the security measures required to safeguard transactions) and delivery terms.

I. Questions to discuss:

1. Traditional payment methods like bank transfers, checks, and cash payments and others.
2. Terms of delivery.
3. Common security threats.

II. Practical tasks: Match answers according to the text.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 4; ІД: 3; 5

Практичне заняття 9.

Theme. Специфіка рекламної кореспонденції у бізнесі (The specifics of commercial business letters)

Aim: to learn how to create and distribute effective commercial letters that capture attention, persuade the audience, and drive desired actions.

I. Questions to discuss:

1. The role of commercial business letters.
2. Promotional offers, product announcements, event invitations, and seasonal greetings.
3. Identify the intended recipients of advertising letters, such as customers, potential clients, or business partners.
4. Steps of creation successful advertising.

II. Practical tasks: a) Translate phrases.

b) Create 3 different advertising letters.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 4; 5; ІД: 2; 3;

Практичне заняття 10.

Theme. Особливості презентацій. Види презентацій: інформативні; мотивуючі

(Presentations and their kinds: informative, motivational presentations)

Aim: to learn how to effectively prepare and deliver different types of presentations. This includes learning the structure and techniques necessary for conducting successful presentations.

I. Questions to discuss:

1. Why presentations are an essential tool in business and other professional settings.
2. Informative presentations: objective, content development, audience engagement.
3. Motivational presentations: objective, storytelling.
4. Understanding the audience's needs, interests, and level of knowledge to customize the presentation accordingly.

II. Practical tasks: Analyze the presentation of your partner and give your feedback.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 2; 4; 5; ІД: 2; 3; 7;

Практичне заняття 12.

Theme. Підготовка до проведення презентації. Використання наочності, особливості вокабуляру

(Preparation for conducting a presentation: use of visual aids and special vocabulary)

Aim: to equip individuals with the necessary skills to effectively prepare and deliver presentations. How to plan content, select and use visual aids, and apply appropriate lexical material to communicate ideas clearly and engage the audience. To enhance the overall quality and impact of presentations in various professional settings.

I. Questions to discuss:

1. Key components of a well-organized presentation, including introduction, body, and conclusion.
2. Effective use of visual aids, body language, and vocal delivery to engage the audience.

3. Peculiarities of using lexical material in a presentation.

II. Practical tasks: a) Translate useful vocabulary

b) Prepare and deliver a professional presentation on a chosen topic, using effective content organization, visual aids, and delivery techniques, vocabulary.

Література до теми: ОЛ: 2; 3; 4; 5; ДЛ: 1; 2; 5; ІД: 2; 3; 7; 8;

Практичне заняття 13.

Theme. Техніка ведення переговорів: типи, етапи (Negotiation techniques: types and stages)

Aim: to provide a comprehensive understanding of the negotiation process, including different types and stages of negotiations, effective techniques, and best practices.

I. Questions to discuss:

1. The meaning of negotiations.

2. Types of negotiations: distributive negotiations, integrative negotiations, competitive negotiations, collaborative negotiations.

3. Steps of negotiation.

4. Strategies of effective business negotiations common mistakes.

II. Practical tasks: Find and analyze two real-world examples of business negotiations.

Література до теми: ОЛ: 1; 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 4; 5; 6; 9

Практичне заняття 14.

Theme. Модульна контрольна робота.

СЕМЕСТР 2.

Практичне заняття 1.

Theme. Форми спілкування (вербальне, невербальне спілкування)
(Forms of communication (verbal and non-verbal communication forms))

Aim: To explore the different forms of communication, focusing on verbal and non-verbal aspects, and to develop students' ability to use them effectively in professional and social interactions.

I. Questions to discuss:

1. What are the key differences between verbal and non-verbal communication?
Provide examples of situations where each type is most effective.
2. In what ways can written communication be both formal and informal?
3. How does body language influence face-to-face communication?

II. Practical tasks: Imagine you are in a professional meeting. Demonstrate how you would use verbal, non-verbal, and visual communication effectively during a presentation.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 5; 6;

Практичне заняття 2.

Theme. Ділова бесіда
(Business conversations)

Aim: to develop students' understanding of different types of business conversations, their structure, key phrases, and techniques, enabling them to communicate effectively in professional settings.

I. Questions to discuss:

1. What are the main types of business conversations?
2. What are the functions of participants in a business meeting?
3. How can cultural differences affect business conversations?
4. What are the challenges of conducting business conversations online, and how can they be overcome?

II. Practical tasks: 1) Exercises on the topic.

2) Case study analysis: The task is to analyze a real or hypothetical business conversation scenario, identifying effective and ineffective communication strategies. Suggest your improvements.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 5; 6; 10

Практичне заняття 3-4.

Theme. Структура ділової зустрічі (Structure of business meetings)

Aim: to provide a comprehensive understanding of what constitutes a business meeting, how to effectively plan and conduct one, and the specific roles and responsibilities of each participant.

I. Questions to discuss:

1. Explain what constitutes a business meeting, including its purpose and importance in professional settings.
2. Overview the different types of business meetings (e.g., strategy meetings, client meetings, team meetings) and their specific objectives.
3. Key considerations for creating a clear agenda and selecting necessary resources or materials for the meeting.
4. Sample conduct of a business meeting. Its structure.
5. Role in guiding the meeting, ensuring adherence to the agenda, and facilitating productive discussion.

II. Practical tasks: Write a possible plan for a successful business meeting; give your tips; write some useful techniques.

Література до теми: ОЛ: 1; 2; 3; 4; 5; ДЛ: 1; 2; 3; 4; 5; ІД: 1; 5; 6; 7; 9

Практичне заняття 5.

Theme. Характеристика та роль бесіди по телефону (Characteristics and role of telephone conversations)

Aim: to learn about the telephone's development and its vital role in modern business communication. To equip with the skills necessary for conducting effective and professional business conversations over the phone, including the appropriate use of

standard speech patterns and techniques for handling various communication situations.

I. Questions to discuss:

1. Key developments in telephone technology from its invention to the modern era, including mobile phones.
2. Characteristics of effective business conversations over the phone.
3. Common expressions and phrases for offering assistance, answering questions, and providing information.
4. Dealing with difficult situations over the phone: managing complaints, handling interruptions and distractions, dealing with angry or aggressive callers.
5. Best practices for business telephone etiquette: preparation before the call, effective use of technology, follow-up actions.

II. Practical tasks: a) Translate useful vocabulary;

b) Find the correct answer to the text;

c) Write essay on the topic «Telephone etiquette»; «Telephone conversation».

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 4; ІД: 2; 3;

Практичне заняття 6.

**Theme. Особливості бізнес етикету. Культура обміну бізнес-візитками
(Special features of business etiquette. The culture of exchanging business cards)**

Aim: to understand the fundamental principles of business etiquette, with a focus on the cultural norms, rules, and practices surrounding the exchange of business cards, emphasizing their importance in establishing and maintaining professional relationships.

I. Questions to discuss:

1. The fundamental principles of business etiquette.
2. Specific customs related to business card exchange in different cultures.
3. How to navigate cultural differences in international business settings.

II. Practical tasks: Prepare a list of common business etiquette rules specific in different countries, and analyze how adhering to these guidelines can positively impact professional relationships and business success.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 4; ІД: 2; 3; 6

Практичне заняття 7.

Theme. Модульна контрольна робота.

Практичне заняття 8.

Theme. Роль електронних листів. Ведення бізнесу через інтернет (The role of emails and conducting business online)

Aim: to explore the opportunities and challenges of conducting business over the internet, to learn how to effectively use email as a key tool in business communication. To gain knowledge of best practices for writing professional emails, managing online transactions, and ensuring security and ethical conduct in the digital business environment.

I. Questions to discuss:

1. Different types of emails used in business, such as inquiries, proposals, follow-ups, and confirmations.
2. Email structure: including subject line, greeting, body, and closing.
3. Common mistakes to avoid.
4. E-commerce and online transactions.
5. Dos and cons associated with using emails in business. Useful vocabulary.

II. Practical tasks: a) Match phrases with an appropriate meaning.

b) Write your essay on the topic «Mastering email communication and online business practices».

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1; 4; 5; ІД: 3; 4

Практичне заняття 9.

Theme. Особливості контрактів. Різновиди. Спеціалізована термінологія (Features of contracts, types, specialized terminology)

Aim: to provide a comprehensive understanding of the various types of contracts used today, the key features that make contracts effective and legally sound, and the importance of using specialized terminology in contract drafting.

I. Questions to discuss:

1. How do you understand the word contract?
2. What types of contracts do you know? Talk about fixed-term contracts, indefinite contracts, service contracts, sales contracts and so on.
3. Style and structure of contracts.
4. Talk about specialized terminology.

II. Practical tasks: a) Translate specialized terminology.

b) Use a specialized vocabulary to write your own contract as in the example.

Література до теми: ОЛ: 1; 2; 3; 4; 5; ДЛ: 1; 2; 4; 5; ІД: 1; 5; 6; 7; 10

Практичне заняття 10-11.

Theme. Резюме та CV, їх різниця. Види резюме. Структура резюме.

Правила складання. Лексика до теми

(Résumé and CV: their differences. Types of résumés. Structure of a résumé.

Guidelines for writing. Special vocabulary)

Aim: to study the differences between a résumé and a CV, the various types of résumés, and how to structure and write an effective résumé. Develop necessary vocabulary and language skills to present qualifications in a professional and impactful manner; showcase one's skills and experience to potential employers.

I. Questions to discuss:

1. Explain of what a résumé and a CV are, and their primary purposes in job applications (content and length; regional and industry preferences).
2. Kinds of résumés: chronological résumé; functional résumé; combination résumé.
3. Key sections and their order.
4. Best practices for formatting a résumé, including font choice, spacing, bullet points, and alignment to enhance readability.
5. Key terms and phrases; professional jargon; synonyms and alternatives.
6. Common mistakes.

II. Practical tasks: a) Do the exercises.

b) Study useful vocabulary.

c) Write tips on «How to write a good resume».

d) Write your own resume.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1;2; 4; 5; ІД: 2; 3; 9

Практичне заняття 12.

Theme. Супровідний лист.

(Cover letter)

Aim: to get deeper understanding of the importance, structure, and content of a cover letter in the job application process. To get skills to write effective, tailored cover letters that enhance their applications by highlighting their most relevant qualifications and expressing genuine interest in the position and company. To learn how to make a strong first impression on potential employers and increasing the chances of securing an interview.

I. Questions to discuss:

1. What is a cover letter?
2. Distinction between a cover letter and a résumé.
3. Components of a cover letter: header and salutation; body paragraphs: conclusion and call to action.
4. Techniques for writing a cover letter.

II. Practical tasks: Write a tailored cover letter for a job position you are interested in.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1;2; 4; 5; ІД: 2; 3.

Практичне заняття 13.

Theme. Інтерв'ю "за і проти"

(Interviews: pros and cons.)

Aim: to teach students the skills and provide the knowledge needed to prepare for and succeed in job interviews: the interview process, preparing and practicing responses, managing the logistics of the interview day, and handling post-interview activities.

I. Questions to discuss:

1. Types of interviews.
2. Talk about frequently asked questions and their purpose in evaluating candidates.

3. How to prepare for the interview: researching the company; practicing answers: highlighting skills and experiences.
4. Common mistakes.
5. Best practices for sending a thank-you email or note to express appreciation and reinforce your interest in the position.

II. Practical tasks: a) Translate useful phrases.

b) Analyze 2 interviews. Write your comments.

c) Prepare for a mock interview by researching a company and the role you are applying for. Develop and practice answers to common interview questions using the STAR method.

d) After the interview, write a follow-up thank-you email and evaluate your performance to identify strengths and areas for improvement.

Література до теми: ОЛ: 1; 2; 3; 5; ДЛ: 1;2; 4; 5; ІД: 2; 3;

Практичне заняття 14.

Theme. Модульна контрольна робота.

ЗРАЗОК МОДУЛЬНОЇ КОНТРОЛЬНОЇ РОБОТИ №1-2

I. Rewrite formal letter. There are mistakes.

To Whom It May Concern,

I hope you are doing great. My name is John Smith, and I am writing to you because I need to ask some questions about your services. I would like to know if you could send me some info on what you provide.

Also, I would like to meet up with someone from your team to discuss more about this. Please let me know when you are free, and I will try my best to make it.

Thanks for your help!

**Best,
John**

II. Arrange parts of a business letter into the correct order:

1. Thank you for your attention to this matter _____
2. [Your Name] _____
[Your Position]
[Your Company]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
3. [Date] _____
4. Dear [Recipient's Name], _____
5. I am writing to inquire about the status of my recent order placed on September 15th. _____
6. I look forward to your prompt response. _____
7. Sincerely, _____
8. [Recipient's Name] _____
[Recipient's Position]
[Recipient's Company]
[Recipient's Address]
[City, State, Zip Code]

III. Arrange parts of two business letters and put them into the correct order.

1) 123 Elm Ave.
Treesville, ON M1N 2P3
November 7, 2016

2) Dear Mr. Leaf:

Let me begin by thanking you for your past contributions on the 24th of October to our Little League baseball team. Your sponsorship aided in the purchase of ten full uniforms and several pieces of baseball equipment for last year's season.

3) Thanking
You.

Best Regards,

4) It would be great if you could share the information about the fees payable and the study materials.

5) Mr. M. Leaf
Chief of Syrup Production
Old Sticky Pancake Company
456 Maple Lane
Forest, ON 7W8 9Y0

6) We would like to place an order with your company for 25 pounds of pancake mix and five gallons of maple syrup. We hope you will be able to provide these products in the bulk quantities we require.

7) Dear Sir,

This is with reference to your advertisement in the 'The Times of India' for GMAT Coaching classes. I have cleared my engineering with Computer Science as the main subject. I am interested in joining your institute for the coaching classes.

8) Ajmer Road, Jaipur - 26
November 12, 20XX
The Director ABC Classes
Ajmer - 25
Subject: Enquiry about GMAT
Coaching Classes

9)Next month, our company is planning an employee appreciation pancake breakfast honoring retired employees for their past years of service and present employees for their loyalty and dedication in spite of the current difficult economic conditions.

10)Kindly let me know about the procedure of applying for the qualifying criteria and exam date (if any). I would also like to enquire about the duration of the concerned coaching program, the duration, and the number of classes per week along with the available mode of classes.

11)I would like to enroll as soon as possible. An early response will be highly appreciated.

12)As you are a committed corporate sponsor and long-time associate, we hope that you will be able to join us for breakfast on December 12, 2016.

13)Respectfully yours,
Derek Jeter

IV. Match the terms with their correct meanings.

Terms:	Meanings:
Retail Price Index (RPI)	It is the total value of all the final products and services in a given period in terms of production by a country's residents.
Cash On Delivery (COD)	Used to talk or ask about things that need to be discussed but are not on the agenda
Secure Electronic Transaction (SET)	is a production strategy that produces goods based on customer orders. This strategy is used to minimize inventory and increase efficiency within a company's supply chain
Gross National Product (GNP)	is a measure of inflation, which in turn is the rate at which prices for goods and services are rising.
Just in time manufacturing	a method of doing business in which a company will transport goods to a customer and

(JIT)	take payment for the goods at the time they are given to the customer
Any other business (AOB)	is a security protocol designed to ensure the security and integrity of electronic transactions conducted using credit cards.

V. Match the terms with their correct meanings.

Terms:	Meanings:
1. FOB 2. FOB Airport 3. C and F (CAF) 4. CIF	A) – the seller pays for the cost of goods, insurance, and freight to the destination port. B) - the seller covers costs until the goods are loaded onto the transport at a specified port. C) - the seller pays for the cost and freight of goods to the destination port, but not insurance. D) – the seller's responsibility ends once the goods are loaded onto the plane.

VI. Choose the correct answer for each question:

- Which payment method involves immediate payment at the time of the transaction, often using cash or a credit card?**
 - a) Letter of Credit
 - b) Cash on Delivery (COD)
 - c) Open Account
 - d) Telegraphic Transfer
- Which payment method is typically used in international trade and provides security to both the buyer and the seller by involving a bank?**
 - a) Open Account
 - b) Consignment
 - c) Letter of Credit
 - d) Cash in Advance
- In which payment method does the seller ship goods and receive payment only after the buyer has received and inspected them?**
 - a) Cash in Advance
 - b) Open Account
 - c) Letter of Credit
 - d) Cash on Delivery (COD)

4. Which payment method is often used in high-trust relationships, where the seller delivers goods before receiving payment?

- a) Cash in Advance
- b) Open Account
- c) Telegraphic Transfer
- d) Letter of Credit

VII. Choose the correct answer for each question:

1. In the initial stage of a negotiation, which of the following is the primary objective?

- a) Closing the deal quickly
- b) Building rapport and understanding each party's needs
- c) Discussing terms in detail
- d) Making final decisions

2. What is a "BATNA" in negotiation terms?

- a) A type of agreement that benefits both parties
- b) The least acceptable offer for both parties
- c) The best alternative to a negotiated agreement
- d) The final offer presented in a negotiation

3. Which negotiation style focuses on achieving a "win-win" outcome?

- a) Competitive
- b) Avoidance
- c) Compromising
- d) Collaborative

4. In negotiations, "anchoring" refers to:

- a) Starting with a high or low offer to influence the final outcome
- b) Avoiding conflict by maintaining neutral ground
- c) Seeking a third-party mediator
- d) Rejecting the other party's initial offer

VIII. Write the correct meanings of words.

Negotiations-

Disputes-

Agenda-

Memo-

IX. Questions.

1. What are some advantages of using a Letter of credit in international transactions?
2. What is the purpose of agenda?
3. What are reasons to hold a meeting?

ЗРАЗОК МОДУЛЬНОЇ КОНТРОЛЬНОЇ РОБОТИ №3-4

I. Match the terms with their correct meanings.

Terms:	Meanings:
1. Kinesics	A) The study of eye movements and eye behavior in communication.
2. Proxemics	B) The study of time in communication, including punctuality and the speed of speech.
3. Chronemics	C) The study of physical space in communication, including personal and social distance.
4. Haptics	D) The study of touch in communication, such as handshakes or pats on the back.
5. Oculesics	E) The study of body movements, gestures, and posture in communication.

II. Put correct words into the text below.

**accepted agreement breach consideration contractual liability damages
express implied intention obligations offer under seal reward signed
stated sue terms verbally voided writing**

A contract can be defined as 'an _____ between two or more parties to create legal _____ between them'. Some contracts are made '_____': in other words, they are _____ and sealed (stamped) by the parties involved. Most contracts are made _____ or in _____. The essential elements of a contract are: (a) that an _____ made by one party should be _____ by the other; (b) _____ (the price in money, goods or some other _____, paid by one party in exchange for another party agreeing to do something); (c) the _____ to create legal relations. The _____ of a contract may be _____ (clearly stated) or _____ (not clearly _____ in the contract, but generally understood). A _____ of contract by one party of their _____ entitles the other party to _____ for _____ or, in some cases, to seek specific performance. In such circumstances, the contract may be _____ (in other words, it becomes invalid).

III. Put parts of the contract into the correct order.

1. Legal addresses of the Parties _____

2. Subject of Contract _____
3. CONTRACT № _____
4. Prices and Total Sum of Contract _____
5. Insurance _____
6. Terms of Delivery _____
7. Terms of Payment _____
8. Arbitration _____
9. Guarantees _____
10. Packing and Marking _____
11. Other conditions _____

IV. Match names of contract to their parts. One phrase is extra.

agreements for the sale of goods, security agreements, purchase orders, warranties, bills of sale, limited warranties

1) This _____ is made and entered into on this [Date], by and between [Seller's Name], hereinafter referred to as 'Seller,' and [Buyer's Name], hereinafter referred to as 'Buyer.' The Seller hereby transfers, assigns, and conveys to the Buyer all rights, title, and interest in the following described property: [Description of Goods].

2) This _____ serves as an agreement between [Company Name] ('Buyer') and [Supplier Name] ('Seller') for the purchase of [Product/Service], as per the specifications outlined below. The total order amount is [Amount], and delivery is expected on or before [Date].

3) This _____ is entered into on this [Date] by and between [Seller's Name] ('Seller') and [Buyer's Name] ('Buyer'). The Seller agrees to sell and the Buyer agrees to purchase the following goods: [Description of Goods], in accordance with the terms specified herein.

4) _____. The Seller warrants that the goods sold under this Agreement shall be free from defects in material and workmanship under normal use for a period of [Timeframe] from the date of purchase.

5) This _____ covers only defects in materials and workmanship and does not apply to damages resulting from misuse, negligence, or unauthorized modifications. The Seller's liability under this warranty is limited to repair or replacement of the defective product.

V. Below are six phrases from a business meeting. Arrange them in the most logical order for a natural and professional conversation.

_____ I'd like to start by thanking you all for coming today. We really appreciate the opportunity to discuss this potential partnership.

_____ Let me introduce my team: This is Julia Carter, our sales director, and Mark Robinson, head of operations.

_____ Would you like some coffee or tea before we begin? How was your trip?

_____ Based on our initial discussions, we believe there is great potential for collaboration between our two companies in the European market.

_____ We have reviewed your proposal, and we are particularly interested in the distribution plan you outlined.

_____ Shall we move to the main agenda and go through the key points?

VI. Put 7 common elements of the resume into the correct order:

references_____

your objective_____

a heading_____

skills and experience_____

interests _____

certifications and awards_____

education_____

VII. Find the correct meaning.

Term	Meaning
A combination resume.	Is the most popular resume format. It lists your professional experience in reverse order, beginning with your most recent position and continuing in descending order. It is the perfect choice for job-seekers who have plenty of experience and achievements to list on their resume.
A functional	The mix of both resumes allows you to showcase your

resume	relevant skills and your work history in a balanced way. This format typically starts with a clear professional summary, then highlights your hard skills, followed by a reverse-chronological listing of your work experience.
The chronological resume	Is a resume format that primarily showcases a candidate's skills, accomplishments and experiences even with a limited work history.

VIII. Read the following functional resume sample and give names to the different parts of the resume. Put them in the correct order.

A)_____

Soon-to-graduate honors college student, fluent in Spanish and with several years of teaching and tutoring the language to adults and students, seeks a position as a translator at a top East Coast firm.

B)_____

ABC UNIVERSITY, New York, NY

Bachelor of Arts in Education, May 2021 (Expected Graduation Date)

Double Majors: English and Latin American Studies; Minor: Spanish; Overall GPA: 3.875

C)_____

- Honors and dean's list every semester.
- Studied abroad in Bogota, Columbia, January-May 2019.
- Served as president of the school Spanish club; tutored nearly two dozen students in Spanish.
- Received three "Best Student Awards."
- Swim Team Assistant Coach, YMCA, Brooklyn, NY
- Editor-in-Chief, ABC University Student Newspaper

D)_____

Susan Quigley

35 White Street, New York 10001

123-555-8910 Cell: 555-555-1234

susan.quigley@abcu.edu

E)_____

-CALLES Y SUEÑOS CULTURAL SPACE,

Bogota, Columbia Intern, Spring 2019

Helped design and implement programs in which community-based artists traveled to schools to work with children, teaching them about expression through art.

Assisted teaching complimentary English lessons to community members of all ages.

-CERVANTES LIBRARY, New York, NY

Library Assistant, September 2018-Present

Perform general administrative duties to support professional staff and assist students with research.

Designed a presentation, published to the university website, outlining how to most effectively use all of ABC University's facilities when undertaking a research project.

Received award for "Outstanding Student Employee of the Year" due to excellent customer service and research skills.

-QUEENS COMMUNITY LIBRARY, Queens, NY

English Tutor/Volunteer, Jan. 2017-May 2017

Assisted students in writing and proofreading essays, utilizing rhetorical devices.

- Cataloged thousands of donated books, CDs, and DVDs in Excel database.
- Started a weekly book club group to help elementary students learn basic Spanish.

IX. Match the words with their definitions.

1 personnel	to dismiss from the job
2 sick leave	advancement in rank or position in the compan
3 to fire	people who work for a firm or company
4 to strike	to look for and hire personnel
5 tedious	absence because of illness
6 seasonal	to stop working in protest against something
7 onboarding	a review of a person's criminal, commercial, and financial records typically conducted by an employer before making a job offer.

8 to recruit	the process of bringing a new employee into a company or getting a new customer or client used to your goods or services.
9 background check	a person who is employed on a temporary basis, typically for certain times of the year when demand for a certain product or service is high.
10 promotion	busy and full of activity
11 hectic	boring and repetitive, often causing frustration or weariness due to a lack of variety or interest

X. Complete the dialogues with words and expressions from the box.

put...through, connect, voicemail, automated services, on hold, cut off, get...back, camping on the line, engaged, hold the line, convenient, zeroing out, tone, call...back, message, dead

1. Caller: Could I speak to Jennifer Thompson in Accounts, please? Receptionist: I'm afraid her line is _____ at the moment. Shall I get her to _____ you _____ (you need one expression for these two gaps)?

2. Caller: Oh, hello, could you _____ me _____ (you need one expression for these two gaps) to Ron Stiwenon, please? Receptionist: Certainly. _____ please.

3. Caller: Hello. Adam Harrison, please. Receptionist: He's out of the office, I'm afraid, but I can _____ you and you can leave a _____ on his _____, if you like. Caller: No, that's OK. I'll try again later. When would be a _____ time?

4. Speaker 1: Oh no, not again! Speaker 2: What's up? Speaker 1: I'm trying to call my credit card company, and I've got one of those stupid _____. Speaker 2: Well, try _____. You might get through to a real human being. Speaker 1: OK. Oh, the line's gone _____. I've been _____.

5. Answering machine: Hello. This is Anthony Roberts. I'm not in the office at the moment, but if you leave your name and number after the _____, I'll _____ to you 6.

6. Speaker 1: Bob's been on the phone for ages. Speaker 2: I know. He's calling our supplier, but they've put him _____. He's been _____ for over ten minutes!

XI. Give explanations to the terms.

CURRICULUM VITAE-

Interview-

Soft skills-

Contract-

Win-win negotiations-

Advertising-

Business etiquette-

COMMON BUSINESS WORDS AND PHRASES

Acquisition: refers to purchasing another company, asset, or resource—in part or in full. The goal is to expand the company’s market share, add new products or services to its offering, or achieve business goals.

Action plan: it’s a detailed plan that specifies what needs to be done. It outlines the tasks and the timeline to achieve set goals.

Advertising: refers to promoting a brand, product, or service to attract new customers and increase revenue.

Agenda: is a list or schedule of conversation themes and topics that will be discussed during a meeting, event, or conference. It helps everyone prepare and gives the meeting structure so that all important topics are addressed.

B2B (Business-to-Business): stands for “business-to-business,” referring to transactions, interactions, or relationships that occur between two businesses rather than between a business and individual consumers.

B2C (Business-to-Consumer): stands for “business-to-consumer,” representing transactions, interactions, or relationships that occur between a business and individual consumers, rather than between two businesses.

Back to the drawing board: to go back to the drawing board, they feel the need to start over. Mainly because something didn’t go as planned or they want to reevaluate the plan.

Bandwidth: is a person’s capacity or availability to take on additional tasks or projects.

Bankruptcy: is a legal process where an individual or business declares that they are unable to repay their debts, and their assets may be liquidated to settle outstanding obligations, or a restructuring plan may be implemented to help them regain financial stability.

Boil the ocean: if we “boiled the ocean,” we just took on an overly ambitious task that’s unlikely to succeed.

Brain dump: putting lots of ideas on paper.

Break the ice: means starting a conversation and can be used during a meeting to kick things off.

Brick-and-Mortar: refers to traditional physical stores or businesses that have a physical presence in a particular location, as opposed to online-only or e-commerce businesses.

Budget: is a financial plan that outlines expected income and expenses over a specific period, typically used for managing finances and allocating resources.

Business model: is a model is a framework that outlines how a company creates, delivers, and captures value, including its revenue streams and cost structure.

Call it a day: means the meeting is over.

Circle back: to discuss something again, or later.

Closing remarks: are the comments or statements made at the end of a meeting, usually to summarize what was discussed.

Contract: is a legally binding agreement between two or more parties that outlines the terms and conditions of their relationship, including rights, responsibilities, and obligations.

Corporate: refers to activities, structures, or attributes associated with large companies or corporations, including organizational hierarchy, governance, and decision-making processes.

Cut corners: means taking shortcuts. It's usually done to save resources (like money or time), but it's not always the best way.

Deadline: is a specified date or time by which a task, project, or goal must be completed or achieved.

Deep dive: to explore the topic in detail.

Deliverables: the tangible results or outputs that are expected from a project or task.

Drill down into: means to examine or analyze it in detail.

Ducks in a row: to start getting organized to handle a task.

E-commerce: short for electronic commerce, refers to the buying and selling of goods and services over the internet, typically conducted through websites or online platforms.

Entrepreneur: is an individual who starts and manages a business venture, taking on financial risks in the pursuit of opportunities.

Follow-up questions: additional questions you or your teammates might have after discussing something. They aim to clarify things or gather more information.

Forward planning: is the process of anticipating future needs or events and preparing accordingly.

Game changer: means something that has the potential to impact or transform a situation significantly.

Get the ball rolling: it means starting meeting.

Going forward: to move from one topic to another during a team meeting.

Good to go: it's ready.

Herding cats: when you're trying to manage people or tasks that are difficult to manage.

HR (Human resources): is the department within an organization responsible for managing employee-related matters, including recruitment, training, compensation, and employee relations.

Invoice: is a document sent by a seller to a buyer that itemizes the products or services provided, their quantities, prices, and payment terms, serving as a request for payment.

IPO (Initial Public Offering): which is the process by which a private company becomes a publicly traded company by offering its shares to the public for the first time on a stock exchange.

Keep me in the loop: to keep sm. informed and included in the conversation.

KPI (Key Performance Indicator): stands for Key Performance Indicator, which is a measurable value used to evaluate the performance of a business or specific activities, typically aligned with organizational goals and objectives.

Market share: refers to the portion of total sales within a market that a company or product captures, often expressed as a percentage.

Micromanage: the practice of excessive or unnecessary control over small details of tasks or projects.

Move the needle: to make significant progress or achieved something that positively impacted the situation.

Negotiation: is a process of discussion and compromise between parties to reach an agreement or resolve differences, often involving terms, conditions, or terms of a deal.

Networking: involves building and maintaining relationships with other professionals, organizations, or individuals for mutual benefit, such as exchanging information, opportunities, or support.

On the same page: to know whether someone is thinking alike.

Outsourcing: is the practice of contracting tasks, functions, or processes to external vendors or service providers, often to reduce costs, improve efficiency, or access specialized expertise.

Park it: to hold off on a project or milestone until someone get approval from whoever is in charge.

Product launch: is the introduction of a new product or service to the market, involving marketing, promotion, and distribution activities to generate awareness and attract customers.

Profit: refers to the financial gain or surplus earned by a business or individual after deducting expenses from total revenue, indicating the success or profitability of an enterprise.

Push the envelope: to give your best.

Recruitment: is the process of actively seeking, attracting, and selecting qualified candidates to fill job vacancies within an organization, ensuring that the right individuals with the necessary skills and qualifications are hired to meet organizational needs and objectives.

Revenue: refers to the total income generated by a business through its primary activities, such as sales of goods or services, before deducting expenses.

Risk management: involves identifying, assessing, prioritizing, and mitigating risks that could potentially impact the achievement of organizational objectives, ensuring that appropriate measures are in place to manage uncertainty and potential adverse events.

ROI (Return on Investment): is a measure used to evaluate the profitability or efficiency of an investment relative to its cost, calculated as the ratio of net profit or benefits to the initial investment.

Run up the flagpole: Running something up the flagpole means presenting an idea, proposal, or plan to gather feedback.

Silver bullet: is a simple or quick solution that solves a complex problem or achieves significant results.

Stakeholder: is any individual, group, or entity that has an interest, involvement, or influence in a company or project and may be affected by its actions, decisions, or outcomes.

Strategic planning: is the process of setting long-term goals and objectives for an organization and developing strategies and action plans to achieve them, often involving analysis of internal capabilities and external market factors.

Take it offline: means to discuss something outside the current meeting so as not to go over the planned meeting time.

Think outside the box: means coming up with innovative ideas.

Throw under the bus: means to unfairly blame or sacrifice someone for your own benefit or to avoid responsibility.

Too much on my plate: When you feel overwhelmed or have too many tasks or responsibilities, you have «too much on your plate».

Touch base: to discuss something.

Trim the fat: means removing unnecessary elements to make something more streamlined or efficient.

Win-win situation: it's an outcome or solution that benefits everyone involved. Everybody wins!

Workflow: refers to the sequence of steps or tasks involved in completing a specific process or project.

Wrap up: When you're wrapping things up, you're finishing something - a task, a project, or a meeting.

SAMPLE OF LETTERS

Type of Letter	Characteristics	Opening	Ending
Formal	<ul style="list-style-type: none"> Someone you have not met Name you do not know Example – applying for a job or a course 	Dear Sir/Madam	Yours faithfully,
Semi-formal	<ul style="list-style-type: none"> Someone you may or may not have met Last name is known Example – requesting for information about room/apartment rent 	Dear Mr. Smith,	Yours sincerely,
Informal	<ul style="list-style-type: none"> Someone you know well First name is known Example – inviting a friend to your birthday 	Dear John,	Best regards, Regards, Best wishes, Warm wishes,

Formal Letter

ABC Corporation
 2345 West Elm Street
 Small Town, USA 11223
 888-987-6543

Heading

May 31st 2020

Date

James Smith
 XYZ Corporation
 Big Town, USA 212121

Recipient's full address

Dear Mr. James

Salutation

I'm writing today to further explore a vendor relationship with XYZ Corporation.

Introduction

We understand that XYZ Corporation can provide tools for 10% less than other competitors. And, that the focus on service after the sale is amongst the best in the industry.

Body

Please tell me at your earliest convenience to discuss a vendor relationship and to explore if we can come to a mutually beneficial relationship.

Conclusion

I look forward to speaking with you soon.

Sign off

Sincerely,

Signature

Andrew Wayne

Sender's name

Andrew Wayne

Informal letter

INFORMAL LETTER

An informal letter is used when writing to a friend or family member. As a result, it can be relaxed, familiar and friendly.

There is no need to include the address of the person to whom you are writing.

Greeting: You can use the person's first name in an informal letter.

Opening paragraph: Include a greeting and explain why you are writing. Use relaxed and friendly language as you know the person to whom you are writing.

Main paragraphs: Continue to use friendly, informal language.

Asking the recipient questions will encourage a response.

Using connectives will help your letter flow.

How you sign off depends on how you feel about the person to whom you are writing. Examples include Love, Yours truly and Best wishes.

Salutation

Dear Sam,

Your address

6 Cherry Lane,
West Park,
Town,
AB1 2CD

Date

21 July 2015

How are you? I hope you are feeling better after being ill. I've never had chicken pox but I bet it was horrible! My mum has a scar on her chin where she scratched one of her spots so I hope you are careful!

I'm sorry that I haven't written for so long but I've been very busy practising for my piano exam. I'm worried that I'm not going to pass because level 3 is very difficult. The exam is on the 3rd July. I'll let you know how it goes. How are your trumpet lessons going? Are you still enjoying them?

I went to the beach last week because the weather was so nice. My two best friends came too, and we had a brilliant time – playing football and cricket on the sand and splashing around in the sea! The water was a bit cold to start with but we soon warmed up. What have you been doing to make the most of the good weather?

My mum told me yesterday that we are going to visit you in the summer holidays. I can't wait as we always have so much fun playing in the park by your house.

Anyway, I've got to go now and practise on the piano again! I'm looking forward to seeing you soon. Keep in touch!

Love,

Sarah

To finish, sign your name or nickname.

Concluding paragraph: Sign off and invite the recipient to respond. Do not end the letter suddenly.

Semi-formal letter

Top right: your address but NOT your name (note the punctuation).	Ondo Boys' High School, P.O. Box 41, Ondo, Ondo State.
The date goes here.	17th January, 2010
Salutation.	Dear Uncle Charles,
The body of the letter arranged in paragraphs. Usually paragraph 1 is NOT indented: the others are indented in semi-formal letters.	<p>This is to say how sorry I was to hear of your dreadful accident. I have only just heard the news, and was deeply shocked. How can such things happen? But of course, some of the roads are death traps these days, especially the way people drive on them.</p> <p>I do hope that you are not in too much pain, and that you are in good hands. Auntie Efe told me that you are likely to be in hospital for at least two weeks – and she says the hospital in Abeokuta is extremely well-equipped. That is some consolation, I suppose.</p> <p>Anyway, this is just to send you love and best wishes for a speedy recovery. I shall certainly come and visit you as soon as term ends.</p> <p>Please give my love to Aunt Efe and all the family. I very much look forward to seeing you all soon.</p>
Complimentary close (sign off or subscript).	Much love
Your normal signature.	Your affectionate nephew Ade

Complaint letter

5/652, SNV Street
VKL Colony
Hyderabad – 500025
November 26, 2021

The Manager
Customer Service Department
Taurus Shop
New Delhi – 110023

Subject: Complaint about a damaged product received

Sir/Ma'am,

I had purchased a black top from your online store. I received the product today, and I tried filing a return request as the size is smaller than the one I had ordered, and the cloth is torn on the left side. For some reason, the return request is not being filed. The page is either getting redirected or stuck. I have tried multiple times, and I could not go through with it. Can you please check and let me know if the return request has been filed for the order no. 3049. If not, kindly let me know what I should do to return the product.

I am attaching herewith photographs of the damaged portion of the top and the opening video for your reference.

Thank you

Yours sincerely,

Signature

SINDHU SHANKAR

Business Enquiry Letter

89 B, Shamma Cottage
Devakottai
Karaikudi
Tamil Nadu – 630201
2nd January, 2022

The Manager
Fabloe Cloth Company
Katargam
Surat – 395003

Subject: Business enquiry for bulk purchase of fabrics

Sir/Ma'am,

I am writing in regard to our intention to buy cloth materials in bulk. I came across your store, and we had a talk with your supply manager in this regard.

I own a boutique that sells customised clothing, and I am in need of materials that would be suitable for sarees, salwar suits and lehengas. I am looking for crepe, georgette, double georgette, linen, cotton, silk cotton, jute, brasso silk, and chiffon materials. It would be a great help if you could send me the colours and patterns available in these categories and also the pricing details for each. I would also like to know if it is possible for you to customise colours and patterns for me.

Once I have a look at the different patterns and colours you have, I will let you know the ones for which you can send me samples. I will meet you in person to discuss the final pricing and the quantity of different fabrics I need. Feel free to contact me in case of any questions.

Thank you.

Yours sincerely,

Signature

ALWIN ROY

Formal Apology Letter

45 C, The Throttlers
Big Bazaar Street
Vytilla
Kochi – 682019

10/01/2022

Siddarth
10/227, Jagathala Road
Aruvankadu
Ooty – 643002

Subject: Apology for delivery of damaged goods

Respected Sir,

I have been informed that the LED indicators you bought were not working properly. You had mentioned that there was a problem with the wiring connection. We regret the inconvenience caused. We can replace it for you at the earliest once you return it to us (to the above-mentioned address).

Thank you

Yours sincerely,
Signature
FIROZ SHAH

Invitation Letter

The Vice Principal
Karpagam College of Arts and Science
Sundarapuram
Coimbatore – 641054

07/01/2022

Dr. Shankar Devan
21/56, E C Layout
East Tambaram
Chennai – 600089

Subject: Formal Invitation to be the Chief Guest for the Graduation Ceremony
Dear Sir,

We are pleased to invite you to be the Chief Guest for the Graduation Ceremony that is to be held on the 24th of January, 2022 at Karpagam College of Arts and Science. We would be honoured to have you present our students with their degree certificates. It would be a great chance for the students also to interact with you about the different career opportunities they have.

We genuinely hope that you would accept our invitation. It would be highly appreciated if you could reply to us by the 13th of January, 2022, so that we can make the necessary arrangements for your travel and accommodation.

Looking forward to hearing from you.

Yours sincerely,

Signature

ILAMARAN VISWA

The Vice Principal

Job Application Letter

589/22, Srilakshmi Nagar Block 3
Subbanna Palya Extension
Banawadi, Bangalore North
560023

January 7, 2022

The HR Manager
Anton Technologies
Electronic City
Bangalore – 560012

Subject: Job application letter for the position of Cryptographer

Respected Sir,

This is with reference to the job posting on LinkedIn for the position of Cryptographer in your esteemed organisation. I have carefully read the job description. I have also browsed through your official website to understand the kind of work you do, and I am interested in working with you.

I am an MSc Electronics graduate, and I have completed multiple diploma courses in Cyber Security. I have hands-on experience of working in the field of cyber security for five years. Planning and executing various security means, analysing and documenting security systems, rebuilding and making arrangements for the safety of the security system, writing and developing security codes are some of the areas I have good experience with. I believe that I will be a good fit for the role in your company and that I can do justice to the responsibilities I will have to take up.

I have enclosed my resume and work samples for your kind review.

Thank you for your time and consideration. Hoping to hear from you.

Yours sincerely,

Signature

BIPIN DAS

Refund Application Letter

Abhisa Mishra
#55, Airport Wall Side Road
Ghaziabad

February 16, 2022

IUT Textiles
Main Building, Airport Road
Ghaziabad

Subject: Requesting a refund for purchased products

Dear Sir/Madam,

I am writing this letter to request a full refund for the clothes I ordered from your store. I had received a lot of reviews which is why I ordered a few cloth materials worth Rs. 20,000 for my painting business. I regret to inform you that I am not satisfied with the materials. The quality of clothes seem to be lower than what was expected for the price I had invested.

I have attached the copy of the payment receipt with this letter. You can either make the payment to my account number (mention your account number) or send a signed cheque to the same address.

I hope you understand the concern and make the refund at the earliest. Waiting

for your response.

Thank you.

Regards,
Abhisa Mishra
Attachment

Payment receipt

Order Letter

25, Poonamallie High Road,
Chennai – 600 056.

10th August 2020.

M/S Bhava Sales Corporation,
60, Rajaji Road,
Mumbai – 400 001.

Dear Sir,

We thank you for your quotation and the price list. We shall be glad to place an order with you for the following items listed in your catalogues.

No.18 six dozen set of knives and forks with ebony handles Rs. 500 per dozen.

No. 25 twelve dozen set of knives and forks with horn handles Rs.600 per dozen.

Since the above items are needed urgently, we request you to send them through 'Economic Transport Organisation' to Chennai on or before 15th August 2020.

On receipt of the consignment, we shall cover you for the amount of the invoice.

Yours Faithfully,
For Bharath Stores,
V.Mohan
Manager.

Structure of a Cover Letter

Company details

Gary Graham
Hiring Manager
Dayjob.com
120 Vyse Street
Birmingham

Salutation

22nd October 2021

Dear Mr Graham,

Your suitability

Your recent advert on the Dayjob.com website for a Security Officer caught my eye as it appeared to be a perfect match for my experience, skills and future potential.

I can maintain your company's reputation for service, professionalism and legal compliance.

In your job description you say that applicants should be alert, strong communicators and physically fit. I am all of these things and more. I come to you as someone who can secure any premises, investigate suspicious behavior and deal with violations.

On a personal level, I am someone who will always stay level headed and respond quickly in stressful situations.

Greater details of my accomplishments and achievements can be found in the CV that came attached with this letter.

If you feel I have the potential that you are looking for in a candidate, then please do not hesitate to contact me to arrange an interview.

Sign off

Thank you very much for taking the time to review my application.

Yours sincerely,

Your details

(Your name)
Address 1
Tel: 0044 123 456 7890
Email: info@dayjob.com

Reason for writing

Grab their attention

Attached CV

Call to action

Thank them

ПИТАННЯ ДО САМОКОНТРОЛЮ

1. What is the difference between a formal and informal business email?
2. Can you list the main parts of a business letter and explain the purpose of each?
3. How do you tailor a résumé for a specific job application?
4. What key information should always be included in a cover letter?
5. How do you effectively start a business meeting?
6. What are the essential components of a successful business presentation?
7. Can you identify three strategies for effective negotiation in a business context?
8. How do you handle cultural differences in international business communication?
9. What are some common mistakes to avoid in business writing?
10. How should you respond to a customer complaint in writing?
11. What is the importance of the subject line in a business email?
12. How can you ensure your business reports are clear and concise?
13. What strategies can you use to make a persuasive business argument?
14. How do you close a business letter effectively?
15. Can you list three techniques to improve your business presentation skills?
16. What is the role of active listening in business communication?
17. How do you prepare for a video conference with international colleagues?
18. What are the key points to include in a follow-up email after a meeting?
19. How do you adjust your communication style for different business audiences?
20. Talk about different types of interviews.
21. What do you know about frequently asked questions and their purpose in evaluating candidates?
22. Can you identify three effective ways to conclude a business presentation?
23. What is the structure of order letters?
24. How do you structure a business report to make it more readable?
25. What are the benefits of using visual aids in a business presentation?
26. How do you handle a difficult question during a job interview?

27. What is the difference between a cover letter and a résumé?
28. When and why to use a cover letter?
29. Types of résumés: chronological résumé; functional résumé; combination résumé.
30. What is the purpose of complaint and claim letters?
31. What payment methods do you know?
32. What techniques can you use to build rapport in a business negotiation?
33. What do you know about contracts?

РЕКОМЕНДОВАНІ ДЖЕРЕЛА ІНФОРМАЦІЇ

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Навчальне видання

ТИМЧИК Марина

ДІЛОВА АНГЛІЙСЬКА МОВА

Методичні рекомендації

до проведення лекційних та практичних занять
для здобувачів вищої освіти за першим (бакалаврським)
рівнем спеціальності 035 Філологія,
спеціалізації 035.10 Прикладна лінгвістика.

У авторській редакції

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