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«Сибирский федеральный университет»

Английский язык

Методические указания и контрольные задания 5,6 для студентов 3 курса
отделения заочного обучения.

Красноярск –2018

ЗАДАНИЯ ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ ЗАОЧНОЙ ФОРМЫ ОБУЧЕНИЯ

III курс

V семестр

1. Используя данные методические указания выполнить **письменно** контрольную работу №5. Для изучения грамматического материала получить в библиотеке учебник по английскому языку автора Ю. Голицынский.

2. Подготовить грамматический материал по контрольным работам для **устной** защиты.

3. Подготовить **устные** сообщения по темам «Types of proprietorship» и «Marketing». (**10 предложений** по каждой теме).

4. **Прочитать тексты и диалоги**, подготовиться к их **устному переводу** (с. 69–79 (LESSON 13-14)). **Выучить слова** (лексический минимум) после текстов и диалогов. Выполнить упражнения и подготовиться к **устному** ответу по ним. Задания выполняются по учебному электронному пособию «English for business».

III курс

VI семестр

1. Используя данные методические указания выполнить **письменно** контрольную работу №6. Для изучения грамматического материала получить в библиотеке учебник по английскому языку автора Ю. Голицынский.

2. Подготовить грамматический материал по контрольным работам для **устной** защиты.

3. Подготовить **устные** сообщения по темам «International business» и «Banks in the USA». (**10 предложений** по каждой теме).

4. **Прочитать тексты и диалоги**, подготовиться к их **устному переводу** (с. 80–90 (LESSON 15-16)). **Выучить слова** (лексический минимум) после текстов и диалогов. Выполнить упражнения и подготовиться к **устному** ответу по ним. Задания выполняются по учебному электронному пособию «English for business».

Требования к зачету / экзамену

1. Зачтенные контрольные работы.
2. Успешная устная защита контрольной работы.
3. Сдача устных разговорных тем.
4. Чтение и перевод текстов из учебного электронного пособия «English for business».
5. Сдача лексического минимума.

ТРЕБОВАНИЯ К ОФОРМЛЕНИЮ КОНТРОЛЬНОЙ РАБОТЫ

Письменные контрольные работы следует выполнять в отдельной рабочей тетради, указав на обложке свою фамилию, номер контрольной работы, свой шифр и адрес.

Контрольные работы необходимо писать ручкой аккуратно и разборчивым подчерком.

При выполнении контрольных работ нужно оставлять в тетради слева и справа широкие поля для замечаний преподавателя.

Материалы следует располагать по указанному образцу:

	Левая страница	Правая страница	
Поля	Английский текст	Русский текст	Поля

Если контрольная работа выполнена без соблюдения перечисленных указаний или не в полном объеме, она возвращается без проверки.

КОНТРОЛЬНАЯ РАБОТА № 5

I. Find the mistakes in the following sentences and correct them.

1. The system was expensive to buy but it is very mass-produced.
2. Our branding name is recognized throughout Europe.
3. Fast-moving client goods, such as fresh food, have to be sold quickly.
4. Our competitors don't like the fact that we overprice them.
5. We have placed a full-page display advertising in every national magazine.
6. He is a selling manager in a multinational company.
7. Retailers buy from wholesalers and then sell on to the middlemen.
8. We will be launching a new product brand next year.

II. Among the following word find the synonyms.

to be from	power	profit	fast	to lose a job	
to go bankrupt	by trade	to start	outstanding	necessary	
to make fortunes	emigrate	wealthy	surplus	to be fired	
fail	value	to have money	salary	run a business	worth
authority	by profession	to organize	useful	rich	
quick wages	to come from	carry on	brilliant		

III. Fill in the gaps using the words below.

Confident	initiative	accountable	leadership	stamina
organisation	judgment	integrity	communicate	

The qualities of a successful manager

What makes a good manager? First of all the ability to ____, to take you ideas across and to listen to other people. Secondly, a good sense of ____ so that working practices are efficient and problems can be anticipated and avoided. Thirdly, managers work long hours and therefore a great deal of ____ is required to avoid stress.

A good manager must also be ____ in his/her own ability to deal with difficult situations and show qualities of ____ so that others will want to follow. Managers have to take the ____ and bring fresh, creative ideas to old problems. But sound ____ is necessary when a choice of possible courses of action is difficult or risky.

Once decisions are taken, a manager has to make sure they are implemented and obeyed. For this, he or she must demonstrate ____ this includes a sense of honesty, trust and loyalty to the organization and the personnel under his or her

control. Managers should also be _____ to their own boss and be able to explain the reasons for making any decision.

IV. Complete the sentences with an appropriate word.

Management is the process of designing and maintaining _____ for effective accomplishing group goals.

Managers _____ planning, organising, staffing, leading and controlling.

Management _____ to any kind of organisation and managers at all organisational levels.

Managers are charged with _____ of taking actions that will make it possible for individuals to make their _____ to group objectives.

Managers can obtain good results by establishing an environment for effective group _____.

Top-level managers and lower-level managers hold different _____ .

The logical and most desirable aim of all managers should be _____ .

Managers must establish an environment in which people can _____ group goals.

endeavour

scope of authority

applies

available resources

carry out

responsibility

an environment

a surplus

contribution

accomplish

V. Put the sentences into Active Voice.

1. The house will be built by workers in 3 months.
2. The magazine has been read by all of us.
3. She was shown the shortest way.
4. They went home after the work had been finished.
5. The papers are kept in order.

VI. Translate into English.

a) Моя будущая профессия требует дисциплины и высокого качества работы.

- b) Я хочу посвятить свою жизнь экономике, поэтому я должен иметь хорошие специальные знания и получить квалификацию экономиста.
- c) Студенты нашего факультета постоянно обогащают свои теоретические знания практикой.
- d) Если ты хочешь стать высококвалифицированным экономистом, тебе следует успешно учиться и получить глубокие знания в планировании экономики, денежных затрат и методов управления.
- e) Знания иностранного языка и информатики смогут дать мне возможность найти высоко оплачиваемую работу.

VII. Read and translate the article about an American entrepreneur.

A young entrepreneur

Jayson Meyer was sixteen when he and his younger brother Matthew started their technology company. Jayson lives in Daytona Beach, Florida, in the USA. He looks like any typical university student, but Jayson doesn't go to the university. He doesn't need to. He is already a successful businessman. Jayson is a co-founder and CEO (Chief Executive Officer) of Meyer Technologies, Inc.

At high school, Jayson spent a lot of time working on computers for the school and local businesses. He didn't have time for school work, but he could fix almost any computer problem. So when he was fifteen, Jayson left school went into business full time. With his brother, he set up a shop at the local weekend market. The business was successful and quickly went from making \$4,000 in the first year to \$100,000 per year. The company builds special computers and creates software programmes for its clients. Many small businesses in Florida can't afford in-house computer support. They rely on service companies like Meyer Technologies to maintain their computers, and the company has plenty of customers.

Today Jayson is helping to grow another company called WorkSmart MD, which makes special software for doctor's offices. Jayson now employs a number of technical staff and most of them are older than their boss. Jayson works hard and often sleeps at the office. He doesn't have a lot of free time to do the things that most young people do, but he doesn't mind. He says, 'I'd rather be building an international business. I think about my business most of the time – it's my blood.'

КОНТРОЛЬНАЯ РАБОТА № 6

I. Translate into English.

1. Товары были приготовлены и погружены.
2. Работа была выполнена очень хорошо.
3. Договор должен быть подписан к пяти часам.
4. Отчет будет закончен вовремя.
5. Перед тем как начать свое дело необходимо изучить спрос и предложение.
6. Резюме должно быть составлено и выслано работодателю.

II. Make the following adjectives negative.

considerate	motivating	inspiring
decisive	tactful	logical
efficient	rational	flexible
formal	supportive	interested

III. Among the words below find the antonyms.

thoughtful	approachable	tactful	demotivating	impulsive
interested	adventurous	ruthless	distant	considerate
indifferent	responsible	rational	inspiring	careless

IV. Make sentences negative and interrogative.

1. Your answer is expected today.
2. Our work will be finished tomorrow.
3. Those engineers will be given some interesting work to do next month.
4. Nick's work is much spoken about.
5. This report will be made by a well-known specialist.

V. Read this text and translate the 4th, 5th, 6th parts.

The richest man in the world.

Everyone has heard of Bill Gates, the idol of American business and the richest man in the world.

Microsoft, the business he started with a friend in 1975, has become the world's largest computer software company.

Bill Gates was born on the 28th of October 1955 in Seattle, USA. Seattle was once famous for producing Boeing aircraft, but is now better known as the home of

Microsoft. From his parents Bill got a good business sense and a quick mind. His father is a lawyer and his mother was a teacher and then a company director.

At school Bill soon showed that he was very intelligent. His favourite subjects were Maths and Science. At 13 he got interested in computers. Bill Gates and his friend Paul Allen were soon spending all their time writing programmes and learning about computers instead of doing their homework.

After finishing school in 1973, Bill went to Harvard, America's most famous university. Most of the time, he worked on the computer in the university laboratory. The next year, he and Paul Allen wrote an operation programme for the Altair, one of the world's first microcomputers. Bill knew, even then, that he would revolutionize the world of computing and he left Harvard before finishing his studies.

The two friends started Microsoft in 1975 and very soon it became a business success. In 1980, Gates bought a small company which produced an operating system called DOS. He made some changes to it and renamed it MSDOS. He sold the right to use this system to IBM. Since 1980 MSDOS has been the standard operating system for all PCs. Microsoft has also developed such well-known programs as Windows, Excel and Internet Explorer. Bill's dream is to computerize everything – TVs, telephones, lights, even the way you cook dinner.

One reason for his success is that Bill has always been very ambitious and hard-working. This hasn't left much time for a normal personal life, but in 1994 he married Melinda French, a Microsoft employee. The couple has two children: a daughter and a son. Bill Gates wrote two books, *The Road Ahead* and *Business and the Speed of Thought*. Both books are best-sellers. Bill hasn't got much free time but when he has a chance he likes to play golf and bridge. He is also fond of reading about science.

For such a rich person his life is simple, and he spends very little on himself. When it comes to helping others, Gates is very generous.

VI. Find out Bill Gates' traits of character, which helped him to put policies into effect.

УСТНЫЕ РАЗГОВОРНЫЕ ТЕМЫ

Conversational topics

Marketing

Marketing includes all the business activities connected with the movement of goods and services from producers to consumers. Sometimes it is called distribution. On the one hand, marketing is made up of such activities as transporting, storing and selling goods and, on the other hand, a series of decisions you make during the process of moving goods from producer to user. Marketing operations include product planning, buying, promotion, selling, credit, traffic and marketing research.

The ability to recognize early trends is very important. Producers must know why, where, for what purpose the consumers buy. Market research helps the producer to predict what the people will want. And through advertising he attempts to influence the customer to buy. Marketing operations are very expensive. They up more than half of consumer's dollar. The trend in the USA has been to high mass consumption. The construction of good shopping centers has made goods available to consumers. It provided a wide range of merchandise and plenty of parking facilities.

Пояснение к теме

Producer - производитель, consumer - потребитель, user - потребитель, distributor - сбыт, transporting - транспортировка, storing - хранение, product planning – разработка новых продуктов, pricing – калькуляция цен, promotion - содействие, traffic - торговля, marketing research – изучение рыночного сбыта, trend - направление.

INTERNATIONAL BUSINESS

The international corporation or global company has its origin. Usually it is the outgrowth of the great trading companies of the 17th and 18th centuries. In 1811 a New York statute said corporations could be created by the filing of documents. After that it became a matter of bureaucratic operations to become a corporation. By 1850 it was a very common thing in the United States and was under general statute in European countries as well. Since that time the corporate movement began. As the jet plane, satellite communications and computers began, it became possible for a company to control business all over the world.

The growth of international corporate operations is faster than the economic growth of the industrialized nations. There are some projects which predict that within a generation almost a half of the free world production will be internationalized.

This trend for internationalism presupposes some benefits such as new jobs, higher living standards and the closing of the gaps between people - economic, educational and technological. At the same time serious questions can be asked. Is it the most efficient way to use world resources? Can the international corporation be the best force for a better world? Is it politically stronger than government? Can it take care of the self interest and competitiveness on behalf of the greatest good? And in what way can the global company work toward easing the world's crises - monetary, political, energy and food?

BANKS AND BUSINESS

Banks are different in different countries. Let's speak about the banks in the United States of America. Their commercial banks are classified into two main groups. First, there are national banks. They are chartered and supervised by the Federal Government. Secondly, there are state banks. They are chartered and supervised by the state in which they are operated. All commercial banks can make loans to borrowers.

Major commercial banks in such cities as Tokyo, Paris, Rio cooperate with each other. In this way they finance imports and exports between countries.

An importer buys merchandise from another country using the currency of that country. For that purpose he buys this currency from the foreign exchange department of his bank. And in the same way if an exporter receives foreign money from sales to other countries, he sells this currency to his bank. By this method the currency of any country can usually be exchanged.

TYPES OF PROPRIETORSHIP

A business may be privately owned in three different forms. These forms are the sole proprietorship, the partnership, the corporation. The sole proprietorship is the most common in many western countries. For example, more than 80 per cent of all businesses in the United States are sole proprietorships.

But it is evident that sole proprietorships do not do the greatest volume of business. They account for only 16 percent of all business receipts, for example, in America.

A partnership is an association of two or more persons to carry on a business for profit. When the owners of the partnership have unlimited liability they are called general partners. If partners have limited liability they are «limited partners». There may be a silent partner as well - a person who is known to the

public as a member of the firm but without authority in management. The reverse of the silent partner is the secret partner - a person who takes part in management but who is not known to the public.

Any business may have the form of the partnership, for example, in such professional fields as medicine, law, accounting, insurance and stockbrokerage. Limited partnerships are a common form of ownership in real estate, oil prospecting, quarrying industries, etc.

Partnerships have more advantages than sole proprietorships if one needs a big capital or diversified management. Like sole proprietorship they are easy to form and often get tax benefits from the government.

Partnerships have certain disadvantages too. One is unlimited liability. It means that each partner is responsible for all debts and is legally responsible for the whole business. Another disadvantage is that partners may disagree with each other.

A business corporation is an institution established for the purpose of making profit. It is operated by individuals. The shares of ownership are represented by stock certificates. A person who owns a stock certificate is called a stock-holder.

There are several advantages of the corporate form of ownership. The first is the ability to attract financial resources. The next advantage is the corporation attracts a large amount of capital it can invest it in plants, equipment and research. And the third advantage is that a corporation can offer higher salaries and thus attract talented managers and specialists.

The privately owned business corporation is one type of corporation. There are some other types too. Educational, religious, charitable institutions can also incorporate. Usually such corporation does not issue stock and is nonprofit. If there is a profit it is reinvested in the institution rather than distributed to private stockholders.