

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ВІННИЦЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ



Кравець Р. А.

Business English for Agricultural Engineers

Методичні вказівки
до практичних занять і самостійної роботи
з дисципліни «Ділова іноземна мова»
для здобувачів другого (магістерського) рівня вищої освіти
галузі знань 20 Аграрні науки та продовольство 208 Агроінженерія



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Методичні вказівки до практичних занять з дисципліни «Ділова іноземна мова» для здобувачів другого (магістерського) рівня вищої освіти галузі знань 20 Аграрні науки та продовольство 208 Агроінженерія дозволяють формувати іншомовну компетентність майбутніх агроінженерів і перевірити їхній рівень засвоєння лексико-граматичного матеріалу. До кожної теми розроблено письмові й усні завдання, які спрямовані на опанування й закріплення фахових знань, розвиток навичок читання, розуміння та перекладу аутентичних текстів, вивчення термінології та лексичних одиниць у контексті професійної підготовки агроінженерів на заняттях з ділової іноземної мови.

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Передмова

Інтернаціоналізація закладів вищої освіти в Україні є відносно новим феноменом, який сьогодні динамічно розвивається завдяки еволюційним академічним, соціокультурним, економічним і політичним факторам. Ці фактори набувають різних рис залежно від географічного регіону, закладу вищої освіти та конкретної освітньої програми. Єдиної універсальної моделі інтернаціоналізації закладів вищої освіти не існує. Підходи до інтернаціоналізації різняться, що пояснюється відмінностями в методах реалізації стратегії вищої освіти, різною результативністю роботи професорсько-викладацького складу, неоднаковим творчим потенціалом викладачів кафедр і структурних підрозділів, їхнім бажанням запроваджувати інноваційні технології навчання у навчальний процес. Вивчення національних стратегій інтернаціоналізації вищої освіти в Україні й за кордоном дає підстави розглядати її як засіб підвищення якості професійної підготовки.

Сучасні українські ЗВО не залишаються осторонь процесів інтернаціоналізації. Реагуючи на запити викладачів та здобувачів вищої освіти, вони шукають можливості для налагодження міжнародного співробітництва, введення інтернаціоналізації до стратегії освітнього розвитку й залучення нових ресурсів і партнерів. Як наслідок, керівництво університетів прагне розробити системні інституційні інструменти підтримки інтернаціоналізації. Розширювати інтернаціоналізацію спонукає низка факторів, серед яких можна виокремити потребу в отриманні доступу до передових знань, нових можливостей з метою розвитку навичок міжкультурної взаємодії та вибудовування партнерських відносин, потреби у зміцненні громадянського суспільства, підготовці економістів, здатних працювати в умовах глобалізації, підвищенні репутації ЗВО тощо.

Мовний бар'єр не є проблемою лише у випадку співробітництва країн, які використовують одну й ту саму мову. Відтак більшу частину міжнародних програм становлять мовні курси. Нині інтернаціоналізація в економічній вищій освіті набирає обертів завдяки зростанню статусу англійської мови як засобу міжнародного спілкування. Європейські країни взяли курс на інтернаціоналізацію, запроваджуючи курси поглибленого вивчення ділової англійської мови в ЗВО для організації міжнародних обмінів студентами й викладачами.

Навчальне видання розроблено з урахуванням сучасних дидактичних принципів викладання ділової іноземної мови у закладах вищої освіти відповідно до вимог професійної підготовки майбутніх агроінженерів.

The Global Language of Business

Task 1. Read and translate the text.

Nowadays being able to speak a second language is a huge advantage in the multicultural world, with multilingual speakers having more than one way of viewing the world, earning more and even having better mental health.

English is the third most spoken language in the world (beaten only by Chinese and Spanish). Approximately 1.5 billion people speak English: more than 350 million speakers use it as a mother tongue, and the rest study it as a foreign language [1]. It is the language of the web, with html, CSS, PHP and all other computer languages written in English. If you look at the source code of a Chinese website, it is still written in English! Similarly, all air traffic control is done in English.

English is also the global language of many businesses, even outside of the UK, the USA, Canada, Australia, Ireland and New Zealand. English is also the official language of India, the Philippines, many sub-Saharan African countries, various Caribbean and Pacific island nations. If you have an international meeting in France, for example, odds are that you will be asked to speak English. The largest international companies, such as Daimler-Chrysler, Nokia, Renault, Samsung, Technicolor, and Microsoft in Beijing have all said that English is their common corporate language. Many smaller companies have the same policy [19].

Good English skills are like a one-way ticket to business success. If you want a decent job anywhere in the world, you need to be proficient in English.

If you are a non-native speaker of the language or just someone who has difficulties with it, you may be wondering, “Why should I put time and energy into perfecting my English for business? Why must I give it greater significance than any other language I know? Why is it a standard of judging whether someone is fit for a job or not?”

Deciding whether English is important for business not a question of giving the language greater importance in general. It is simply a question of survival and successful communication [14]. In a world with ever-growing levels of globalisation and interconnectivity, the importance of prompt and appropriate forms of communication increases rapidly. With trade relations between companies from all over the world, the need for a common language to communicate in is undeniable. English is the language mostly used between any internationally acting company and agent. This is not only true for companies that do business within the English-speaking world, but also for companies from other countries that use English as their chosen language to communicate in – their lingua franca. Therefore, the knowledge of English that is specifically used within business contexts is very important. Improving your personal skills of business English can have a high impact on your career, whether you are just at the beginning of it and start learning or whether you want to improve your already existing skills.

Business English is considered a special branch within the general studies of English due to the use of specialised vocabulary and jargon. A good grasp of the knowledge of

English in general as well as a deep understanding of special forms are needed to build successfully a career in an international environment. This knowledge is important for both written and oral forms of communication, such as email, letters, phone calls, meetings, presentations and speeches.

There are many scholars and journalists that argue in favour of the approach that there are more similarities between general English and Business English than there are differences. This is probably very true, as you will have to know the basic rules of English grammar, both in written and spoken forms, and you also will have to know a basic amount of vocabulary to hold even the easiest conversation. Certain core skills in general English are required, such as fluency, listening, reading and writing in order to be able to improve your business English.

Most certainly, you are asking yourself the question in how far business English varies from general English if there are more similarities than differences. Even if you have tremendous English skills, you might lack specific knowledge of English that is used in a business and trade environment. Business English focuses on skills that are applicable to the workplace, on special vocabulary that you might encounter during phone calls, negotiations, meetings, proposals, and also on general topics that occur within international trade relations [16].

Thus, Business English is the language for doing international business. As a consequence, companies need those employees who are in relation with foreign clients or suppliers having the skills in English which enable them to do their work efficiently. Even if employees have good knowledge of the English language, they still need to acquire the language to their professional area (logistics, human resources, economics, etc.) [4].

With China's growing economic might, is Mandarin becoming the preferred language of business? Not anytime soon, says a newly released study. Instead, English will maintain and grow its dominance, moving from "a marker of the elite" in years past to "a basic skill needed for the entire workforce, in the same way that literacy has been transformed in the last two centuries from an elite privilege into a basic requirement for informed citizenship". The new study of 1.6 million online test-takers in more than 50 countries was conducted by Education First (EF), a company that – it should be noted – specializes in English language training. The study is somewhat comforting for English speakers, who have struggled to master a foreign language. Indeed, the National Journal reports that only 10% of native-born Americans can speak a second language, compared to 56% of the European Union's citizens.

The ability to speak a second (or third) language is clearly important for becoming a global leader, as I've previously written. But – for better or worse – it seems that English may be the most essential language for global business success at the moment. Indeed, even in powerhouse China, more people are currently studying English than in any other country. An incredible 100 000 native English speakers are currently teaching there.

Here are the most intriguing takeaways from EF's study, which have potential implications for future global development.

Women speak better English than men – in almost every country worldwide. Increasing numbers of women are attending college, and they're often over-represented in humanities classes compared to men. The net result? Women are speaking better English, and may find themselves well positioned to succeed in the global economy.

International sectors use English, and local sectors don't. If someone works in travel and tourism, for an international consulting firm, or in telecom, there's a good chance they speak English. For instance, the Finnish telecom concern Nokia and the German business software company SAP both use English as their official language. In retail, not so much (which is why it's so devilishly hard to communicate with shop clerks while travelling).

European countries speak great English, Asian countries are in the middle, and everyone else lags. English speakers: do you ever get the sense that Scandinavians speak better English than you do? You're probably right (as evinced by my attempt, years ago, to order an ice cream in Norwegian from a teenage streetcart vendor in Oslo, only to have him fire back – in perfect English – that I “probably ought to stick to English”). Scandinavians and the Dutch are the English-as-a-Second-Language superstars; as you move south through Europe, rates of proficiency decline but are still good. Asian countries, led by Singapore and Malaysia, scored solidly in the middle rung. And if you're planning to visit Panama, Saudi Arabia, Thailand, or Libya, which bring up the rear, make sure you have your Google Translate app with you.

The hegemony of English is no excuse for monolingual native speakers to slack off. But at least we'll know, as we struggle to write our “adorable” emails in a foreign tongue, that our global colleagues will be making the same effort in reverse – and hopefully, in the end, we'll all understand each other a bit better [5].

Studying Business English at the university will boost your existing skills or help you build up completely new knowledge. Language classes have the advantage of focusing on your personal needs. The learning outcome will in most cases be much higher than when you try and improve your skills by yourself. However, there are, of course, other tips and tricks that you can follow to improve your knowledge. A combination of these tips and tricks will most likely be the most effective way to master English in a working environment.

First of all, you can read English newspapers either as a print version or online. English language newspapers are widely accessible in most countries, some even as subscriptions. You can also follow news sites online. For example, BBC News has a specific section dedicated to business. You will encounter specialised vocabulary and jargon used in these articles. However, you should notice that reading a newspaper in a foreign language might not an easy task for beginners and requires a certain basic knowledge of the language.

Secondly, you can also watch English language TV programmes and movies. With streaming sites, such a Netflix or others, it is particularly easy to find material in English. Furthermore, programmes or movies that are set in a specific field of work will present you with very particular vocabulary that is used in that field.

Moreover, you can force yourself to speak English by visiting English speaking countries. This will help your general understanding and speaking abilities. You can practise these skills beforehand in group classes or individual classes which might make you a little less nervous when the actual situation occurs [16].

Task 2. Answer the questions.

1. Why do some people consider speaking a second language as a huge advantage?
2. How many people study English as a mother tongue and as a foreign language?
3. Where and when is Business English required?
4. Can you enumerate the nations where the English language is official?
5. What international companies use English as a common corporate language?
6. Why is the importance of prompt and appropriate forms of communication by Business English means is increasing rapidly today?
7. What do linguists mean by core skills of general English necessary for improving your business English?
8. Is Mandarin Chinese becoming the preferred language of business? Why?
9. How many citizens of the European Union and native-born Americans can speak a second language?
10. How many native English speakers are currently teaching in China?
11. Who speak English better: men or women?
12. In which way can we improve mastering Business English in a working environment?

Task 3. Complete the sentences.

1. Approximately 1.5 billion ...
2. English is the language of the web ...
3. English is the official language of ...
4. Daimler-Chrysler, Nokia, Renault, Samsung and Technicolor ...
5. Good English skills are like ...
6. You need to be proficient in English, if you ...
7. Due to the use of specialised vocabulary and jargon ...
8. The National Journal reports that ...
9. The ability to speak a foreign language is clearly important for ...
10. Both the Finnish telecom concern Nokia and the German business software company SAP ...
11. Today American English is particularly influential due to ...
12. English will maintain and grow ...

Task 4. Fill in the gaps.

allocate

colloquial

communication-friendly

decline

efficiently

emerging

employees

improbable

in order to

prevalent

replace

responsibility

1. Due to the fact that Business English is so important, companies require increasing numbers of their _____ to have knowledge of this language. 2. This knowledge is no longer the preserve of people in positions of _____; technicians who have to phone for support in another country and receptionists who receive foreign delegations also need to be able to do certain parts of their jobs in English. 3. Companies therefore _____ a proportion of their training budgets to business English courses. 4. This more diverse demand has led to the development of training courses which specialise in exactly what the delegate needs to know _____ be able to function correctly at work.

5. The primordial objective of the business person using international business English is to communicate _____ and effectively. 6. Native speakers with their fast delivery, _____ expressions and unclear pronunciation are feared in the business place as they have become the most difficult people to understand. 7. The result of this is that native speakers may have to start learning how to speak a more _____ form of their own language – i.e. international English.

8. According to a recent BBC article, US economic, military and political dominance is likely to _____ over the next two decades. This change shows that the situation that made English into the international Business language is going to change in the future. 9. Will this mean that another language will _____ English as the new language of international business communication? 10. It is _____ as Chinese, for example, is such a difficult language to learn and does not have the same world-wide spread as English. 11. Another _____ economy, India, already uses English substantially in everyday life. It is also true to say that International English is easier to learn than other forms of English such as British English or American English. 12. The result is that this standardised international version of English will become more and more _____ in international business.

Task 5. Solve the crossword.

Across:

1. A person employed for wages or salary, especially at non-executive level.
2. A person's condition with regard to their psychological and emotional well-being.
3. The state or fact of continuing to live or exist, typically in spite of an accident, ordeal, or difficult circumstances.
4. Make an effort to achieve or complete a difficult task or action.
5. A person who greets and receives guests, clients, visitors, and deals with their bookings.

6. Special words or expressions used by a profession or group that are difficult for others to understand.

7. Assistance, approval, encouragement, or comfort.

Down:

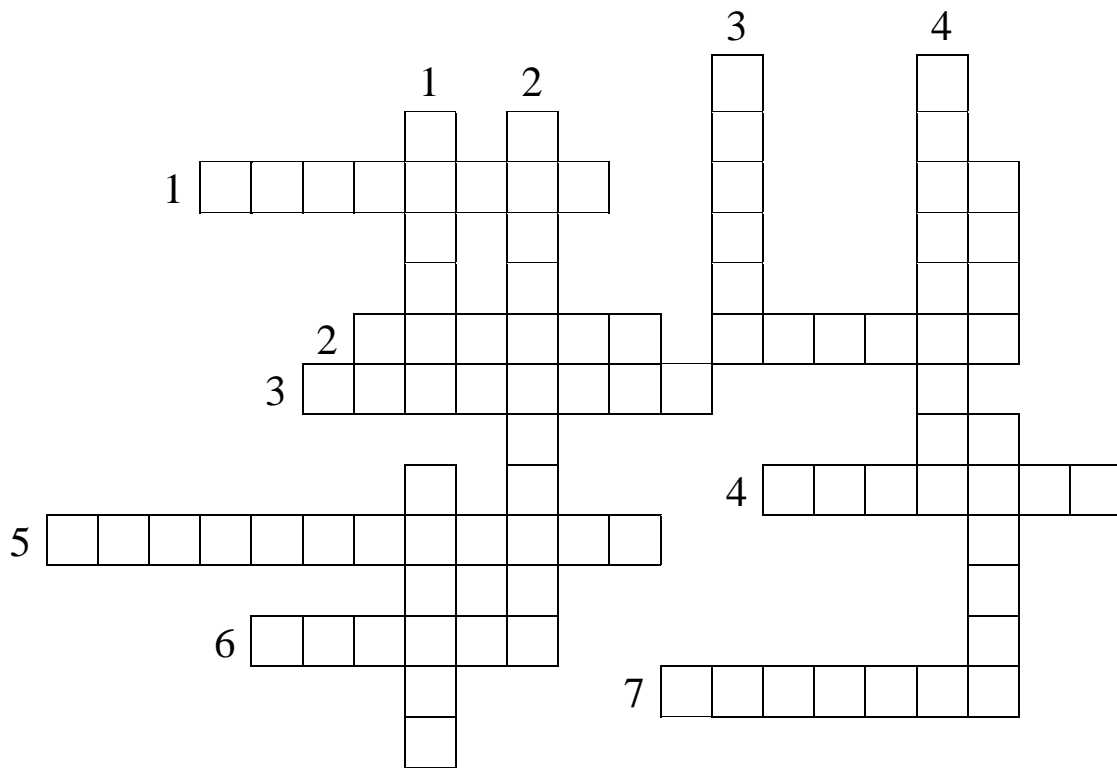
1. The main language that you learn as a child.

2. Formal discussions in which people or groups try to reach an agreement, especially in a business or political situation.

3. The words that someone speaks to an audience.

4. A condition or circumstance that puts one in a favourable or superior position.

5. A powerful effect or a great influence.



Definition of Business and Its Meaning

Task 1. Read and translate the text.

A business is an organization or enterprising entity engaged in commercial, industrial or professional activities. Businesses can be for-profit entities or non-profit organizations that operate to fulfil a charitable mission or further a social cause. Business is also the organized efforts and activities of individuals to produce and sell goods and services for profit.

Generally, a business begins with a business concept (the idea) and a name. Depending on the nature of the business, extensive market research may be necessary to determine whether turning the idea into a business is feasible and if the business can deliver value to consumers. The business name can be one of the most valuable assets of a firm; therefore, careful consideration should be given when choosing it. Businesses operating under fictitious names must be registered with the state.

Businesses mainly form after the development of a business plan, which is a formal document detailing a business's goals and objectives, and its strategies of how it will achieve the goals and objectives. Business plans are almost essential when borrowing capital to begin operations.

It is also important to determine the legal structure of the business. Depending on the type of business, it may need to secure permits, adhere to registration requirements, and obtain licenses to operate legally.

The most common structures are sole proprietorships, partnerships, corporations and limited liability companies, with sole proprietorships being the most prevalent. A sole proprietorship, as its name suggests, is a business owned and operated by a single person. There is no legal separation between the business and the owner; therefore, the tax and legal liabilities of the business are that of the owner. A partnership is a business relationship between two or more people who join to conduct business. Each partner contributes resources and money to the business and shares in the profits and losses of the business. The shared profits and losses are recorded on each partner's tax return. A corporation is a business in which a group of people act together as a single entity; most commonly, owners of a corporation are shareholders who exchange consideration for the corporation's common stock. Incorporating a business releases owners of financial liability of business obligations; however, a corporation has unfavourable taxation rules for the owners of the business. For this reason, a relatively new business structure, a limited liability company (LLC), is available. This structure combines the pass-through taxation benefits of a partnership with the limited-liability benefits of a corporation.

Business sizes range from small owner-operated companies, such as family restaurants, to multinational conglomerates, such as General Electric. Larger businesses may issue corporate stock to finance operations. In this case, the company is publicly traded and has reporting and operating restrictions. Alternatively, smaller businesses may operate more independently of regulators.

A company may describe its business by communicating the industry in which it operates. For example, the real estate business, advertising business or mattress production business are industries in which a business can exist. Because the term “business” can be interchanged with day-to-day operations as well as the overall formation of a company, the term is often used to indicate transactions regarding an underlying product or service. For example, ExxonMobil transacts business by providing oil [3].

Task 2. Answer the questions.

1. How can you define “business”?
2. What is the difference between for-profit and non-profit organizations?
3. When does a business generally begin?
4. Which document contributes to detailing a business’s goals and strategies for achieving them?
5. Why is it important to determine the legal structure of the business?
6. What are the most common business structures?
7. Why are sole proprietorships the most prevalent in some cases?
8. Who exchanges consideration for the corporation’s common stock?
9. Can you enumerate the benefits of a limited liability company?
10. In which case is a company publicly traded?
11. How can you define a business relationship between two or more people who join to conduct business
12. In which way may a company describe its business?

Task 3. Complete the sentences.

1. A business is an organization or enterprising ...
2. Extensive market research may be necessary to ...
3. One of the most valuable assets of a firm ...
4. The legal structure of the business determines ...
5. A business owned and operated by a single person is known as ...
6. Each partner contributes ...
7. Unfavourable taxation rules are typical for the owners of ...
8. shared profits and losses are recorded ...
9. People act together as a single entity ...
10. The pass-through taxation benefits are given to ...
11. The term “business” can be interchanged with ...
12. Smaller businesses may operate more independently of regulators than ...

Task 4. Read the sentences. The italicized words are probably familiar to you in general English. But can you think of a different meaning for each word in business English? Change the form if necessary.

1. Wellington is the *capital* of New Zealand.
2. People who *consume* too much food become overweight.
3. After her *return* from vocation, she feels much better.
4. The magnum has been *fired* four times.
5. It will do you *good* to take some activities.
6. We can buy fresh fish in the *market* on Tuesdays.
7. They went to see an admirable *production* of Romeo and Julia at the theatre last weekend.
8. He is hoping to get *promotion* in his job next year.
9. I'm afraid I won't eat *raw* oysters.
10. Is there a bus *service* on Saturdays?

Task 5. Read the extract of a magazine interview with Dave Ortiz, the owner of Sport Way. Fill in the gaps using the italicized words from the previous exercise and changing the form where necessary.

1. I am the director of Sport Way, a company which sells sports _____. 2. In my opinion, businesses must understand the wants of _____. 3. I believe that workers who are idlers should be _____. 4. Leisure and sports are hastily growing _____ industries. 5. As a consequence, the _____ for sports equipment is increasing. 6. Many sports shops are conducting a rather effective _____ campaign for our running shoes these days. 7. In order to produce more sports shoes, my factory requires more _____ materials. 8. Moreover, the _____ department needs to raise the number of shoes which are made. 9. I am also seeking businessmen to invest more _____ in my company. 10. Surely, they will be able to receive good _____ on their investments.

Launching and Managing a Business

Task 1. Read and translate the text.

A business can be organized in one of several ways, and the form its owners choose will affect the company's and owners' legal liability and income tax treatment. Here are the most common options and their major defining characteristics.

The default option is to be a sole proprietor. With this option there are fewer forms to file than with other business organizations. The business is structured in such a manner that legal documents are not required to determine how profit-sharing from business operations will be allocated.

This structure is acceptable if you are the business's sole owner and you do not need to distinguish the business from yourself. Being a sole proprietor does not preclude you from using a business name that is different from your own name, however. In a sole proprietorship all profits, losses, assets and liabilities are the direct and sole responsibility of the owner. Also, the sole proprietor will pay self-employment tax on his or her income.

Sole proprietorships are not ideal for high-risk businesses because they put your personal assets at risk. Nolo, a company whose educational books make legal information accessible to the average person, gives several examples of risky businesses, including businesses that involve child care, animal care, manufacturing or selling edible goods, repairing items of value and providing alcohol.

If the risks in your line of work are not very high, a good business insurance policy can provide protection and peace of mind while allowing you to remain a sole proprietor. One of the biggest advantages of a sole proprietorship is the ease with which business decisions can be made.

An LLC is a limited liability company. This business structure protects the owner's personal assets from financial liability and provides some protection against personal liability. There are situations where an LLC owner can still be held personally responsible, such as if he intentionally does something fraudulent, reckless or illegal, or if she fails to adequately separate the activities of the LLC from her personal affairs.

This structure is established under state law, so the rules governing LLCs vary depending on where your business is located. According to the IRS, most states do not allow banks, insurance companies or nonprofit organizations to be LLCs.

Because an LLC is a state structure, there are no special federal tax forms for LLCs. An LLC must elect to be taxed as an individual, partnership or corporation. You will need to file paperwork with the state if you want to adopt this business structure, and you will need to pay fees that usually range from \$100 to \$800. In some states, there is an additional annual fee for being an LLC.

You will also need to name your LLC and file some simple documents, called articles of organization, with your state. Depending on your state's laws and your business's needs, you may also need to create an LLC operating agreement that spells out each owner's percentage interest in the business, responsibilities and voting power, as well as how profits and losses will be shared and what happens if an owner wants to sell her interest in the business. You may also have to publish a notice in your local newspaper stating that you are forming an LLC.

Like the LLC, the corporate structure distinguishes the business entity from its owner and can reduce liability. However, it is considered more complicated to run a corporation because of tax, accounting, record keeping and paperwork requirements. Unless you want to have shareholders or your potential clients will only do business with a corporation, it may not be logical to establish your business as a corporation from the start – an LLC may be a better choice.

The steps for establishing a corporation are very similar to the steps for establishing an LLC. You will need to choose a business name, appoint directors, file articles of incorporation, pay filing fees and follow any other specific state/national requirements.

There are two types of corporations: C corporations (C corps) and S corporations (S corps). C corporations are considered separate tax-paying entities. C corps file their own income tax returns, and income earned remains in the corporation until it is paid as a salary

or wages to the corporation's officers and employees. Corporate income is often taxed at lower rates than personal income, so you can save money on taxes by leaving money in the corporation.

If the corporation has shareholders, corporate earnings become subject to double taxation in the sense that income earned by the corporation is taxed and dividends distributed to shareholders are also taxed. However, if you are a one-person corporation, you don't have to worry about double taxation.

S corporations are pass-through entities, meaning that their income, losses, deductions and credits pass through the company and become the direct responsibility of the company's shareholders. The shareholders report these items on their personal income tax returns, thus S corps avoid the income double taxation that is associated with C corps.

All shareholders must sign a special IRS form to make the business an S corp for tax purposes. The IRS also requires S corps to meet the following requirements: be a domestic corporation; have only allowable shareholders, including individuals, certain trusts and estates; not include partnerships, corporations or non-resident alien shareholders; have no more than 100 shareholders; have one class of stock; not be an ineligible corporation (i.e., certain financial institutions, insurance companies and domestic international sales corporations) [11].

As for a general partnership is the most informal partnership structure. In many states, a general partnership is formed whenever two or more people start doing business together, and no formal registration is required. In a general partnership, the owners are personally liable for the debts of the business. Profits, liability and management responsibilities are shared equally among the partners unless otherwise specified in a partnership agreement.

A limited partnership, or LP, is a more complex business structure. An LP is composed of general partners and limited partners. Limited partners are passive investors who may provide startup capital and receive profits from the business, but they do not have a say in how the partnership is managed. The general partners are responsible for making management decisions. An LP must have at least one general partner and one limited partner, and some states may limit how many limited partners an LP may have. General partners in an LP remain personally liable for the debts of the partnership, but limited partners are not liable. As a result, limited partners must be careful to not involve themselves in management decisions or they may be treated as general partners and will be liable for the debts of the business.

In a limited liability partnership, or LLP, every partner may act as a general partner and a limited partner. All partners in an LLC are allowed to participate in the management of the business, and no partner is liable for its debts. LPs can be formed by anyone, but in many states, LLPs can only be formed by professionals, such as lawyers and doctors, to help limit malpractice liability.

All partnerships are considered "pass through" entities by the Internal Revenue Service. This means that the partnership does not pay business taxes on its income;

instead, the partners report the business income on their personal taxes. Depending on the type of partnership, the income may be treated differently by the Internal Revenue Service. General partners report partnership profits as earned income, while limited partners generally report profits as dividend income. Another important difference is that limited partnership interests are considered securities, which is not the case with a general partnership or LLP. As a result, different tax consequences may arise when selling an ownership interest as a limited or general partner [13].

Task 2. Answer the questions.

1. How does the choice of the business form affect the company and its owners?
2. What is necessary to do to set up a limited company in the USA?
3. Why are sole proprietorships not ideal?
4. When are businesses considered as the risky ones?
5. What are main advantages of a limited liability company and a sole proprietorship?
6. How can you characterize an ideal form of business organization?
7. How much do you need to pay if you adopt the LLC structure?
8. What is the difference between a corporation and a partnership?
9. How many types of corporations do you know?
10. Who usually uses LLPs and why?
11. In which case do businessmen share their profits, liability and management responsibilities equally?
12. When is corporate income taxed at lower rates than personal income?

Task 3. Complete the sentences.

1. The form of business organization will ...
2. A sole proprietor structures the business in such a manner ...
3. All profits, losses, assets and liabilities ...
4. A good business insurance policy can provide ...
5. The ease with which business decisions can be made ...
6. The limited liability company' business structure protects ...
7. The there are no special ...
8. For establishing a corporation or an LLC you need to take such steps as ...
9. General partners in an LP remain ...
10. If the corporation has shareholders ...
11. S corps avoid ...
12. The abbreviation "IRS" stands for ...

Task 4. Fill in the gaps.

<i>creditors</i>	<i>liability</i>	<i>liquidation</i>	<i>private</i>	<i>public</i>
<i>dividends</i>	<i>trading</i>	<i>price</i>	<i>property</i>	<i>shareholders</i>

1. When a limited company has started _____, people do not invest in shares by giving more capital to the company. 2. People buy them from one of the _____. 3. If it is a _____ limited company, a shareholder can only sell shares if all the other shareholders agree. 4. If it is a _____ limited company, shares can be bought and sold freely, usually at a Stock Exchange. 5. If the company is doing well and paying high _____, then you might pay more than the nominal value of the shares. If it is doing badly, you might pay less than the nominal value of the shares. 6. The _____ you pay at the Stock Exchange (or to a shareholder) for your shares is their market value. 7. If the company fails, it will stop trading and go into _____. 8. This means that all the company's _____ and equipment (its assets) must be sold and the money from the sale will be used to pay its debts to its creditors. The shareholders may lose the money they paid for the shares. 9. If the company still does not have enough money to pay all its debts, the shareholders do not have to pay any more money. In other words, the shareholders' _____ for debts is limited to the value of their shares. 10. On the other hand, if you are an owner of a business which is not limited, for example a sole proprietorship (owned by one person) or a partnership (owned by between 2 and 20 people) and your business fails, you will go bankrupt. In this case you might have to sell your own private possessions (your house, car, furniture, etc.) to pay all your _____. In other words, sole proprietors and partners have unlimited liability for their firm's debts.

Exercise 5. Complete the sentences. All the necessary clues you may find in the texts above.

1. The money shareholders put into a business to buy equipment and property so that it can start is called _____.
2. One of the owners in a partnership is _____.
3. The price paid for the shares when the enterprise starts trading is their _____ value.
4. To put money into a bank account or a business in the way it will make a profit is to _____.
5. The sole owner of a business is _____.
6. To sell and buy goods is _____.
7. Something belonging to a business or a person which they can sell _____.
8. The owners of a limited company are _____.
9. _____ is your legal duty to your creditors.
10. The owner will go _____, if a sole proprietorship fails,
11. In a _____ company a shareholder can sell or buy shares only if the other shareholders approve _____.
12. In a _____ limited company people buy and sell the shares freely.
13. People usually buy and sell shares of public limited companies at a _____ exchange.

Obvious Ways of Business Differentiation

Task 1. Read and translate the text.

One of the most obvious ways in which businesses differ is their size. Most of us know some businesses that are very small – one-person businesses or micro-businesses of fewer than five people. Examples may include a single person running, for example, a web design company, a hairdresser's or a small catering business, or a small retailer, such as a craft shop or a florist, employing just one or two other people. Small and medium-sized enterprises actually make up over 90% of the number of businesses in most countries (although they do not employ over 90% of all employees or make over 90% of all business deals). At the other end of the scale are businesses that are very large – multinational corporations employing thousands of people and operating in many different countries. We are familiar with at least the names of some, such as Microsoft, Samsung, Siemens, Renault, and many more both well-known and less well-known large corporations.

It is less obvious how we should measure the size of a business. There are several different measurements available, not all of which are suitable for measuring the size of all types of business. For example, measuring a business's size on the basis of how much profit it makes assumes that it is a for-profit enterprise. Measuring the stock market value of a business assumes that its shares are traded on the stock market, which is by no means true for all businesses.

Two measures that are applicable to nearly all businesses are number of employees and annual turnover, that is the total value of sales made over the period of a year. These two measurements are not always in accord with each other: there are some businesses with very few employees that nonetheless produce quite a large annual turnover. For example, a single person trading shares on the stock market could make a very large turnover in a year if they were very successful. The European Commission uses a combination of numbers of employees and turnover to define the size of a business:

- Large enterprises employ 250 people or more and have an annual turnover of more than €50 million.
- Medium-sized enterprises employ fewer than 250 people and have an annual turnover of no more than €50 million.
- Small enterprises employ fewer than 50 people and have an annual turnover of no more than €10 million.
- Microenterprises employ fewer than 10 people and have an annual turnover of no more than €2 million.

Businesses with fewer than 250 employees are often collectively classified as small and medium-sized enterprises (SMEs).

In some ways the challenges for small and for large businesses are not so different. All businesses need to make sure they offer goods or services that people want to buy, that they have enough income to cover their costs and something left over, and that people working for them are motivated, well qualified and work well together. In other ways, however, small businesses operate very differently from large businesses.

- Small businesses are often owned and managed by the same person. This “owner-manager” may be the founder of the business, or sometimes a relative, perhaps a son or daughter of the founder. Owner-managers are often more emotionally involved in their business than the managers of large enterprises owned by anonymous shareholders.

- Because of the small size, managers are often very closely involved in the day-to-day running of the business. They also tend to know many – often all – employees personally. This is different in a large business, where top managers cannot possibly know all their employees personally. It also often makes for a different, more personal management style.

- Small businesses have flatter hierarchies. In a small organisation there is no need for many layers of management. In a very small business, it may be just the “boss” and a number of employees. Again, this tends to make for more informal management styles. It can also be useful in terms of innovation, as people across the business can find it easier to work with each other and new ideas can be developed and implemented more quickly than in larger organisations, which are often more bureaucratic. This is one reason why many innovations come out of small businesses (often new ones) rather than larger ones, although this is of course not always so.

- Smaller businesses often have more limited financial resources. They need to be very careful how they spend their money and that they have enough money coming in each month to pay staff and all their bills. This also means that they sometimes do not have the money to make further investments, even if these investments would repay themselves in a relatively short period of time by saving costs (e.g. investment in new, energy-efficient machinery) or bringing in more money (e.g. investment in product development to attract more customers).

- Smaller businesses also usually have limited management resources. A single manager, or a very small management team, only has so much time to attend to all the business and the same will be true of a small number of employees. This can be a problem as it can limit a business’s ability to seek out new opportunities – for example developing new product ideas – or address new challenges – for example dealing with new competition or new business legislation – simply because nobody has time to do so.

There is much more that could be said about the differences between large and small businesses and also about the differences between businesses of a similar size. For the moment, it is enough to be aware that size does matter in business and management, not because bigger or smaller is better but because they pose different challenges and different opportunities.

Businesses also differ obviously by what they do. It is very common to distinguish businesses by industry or sector. An industry is a group of businesses that are related in terms of their main activity, for example manufacturing cars or selling groceries. Smaller industries (for example, the car manufacturing industry) can be grouped into larger industry sectors (for example, the manufacturing sector in general). An individual business is classified as belonging to a certain industry on the basis of its main activity.

So, for example, a car manufacturing business may also have a small financial services arm (to provide finance to customers to help them buy a new car) but that financial services arm would probably only be about 10% of the business's overall activity, whereas car manufacturing might be 80%. Therefore, this business would be classified as belonging to the car manufacturing industry, and not financial services.

Economists often distinguish three broad sectors of the economy:

- The primary sector involves extracting and harvesting natural products from the earth (for example, agriculture, fishing and mining).
- The secondary sector consists of processing (for example, the processing of food stuffs produced by agriculture), manufacturing and construction. That is to say, the secondary sector takes the products from the primary sector and does something more with them.
- The tertiary sector provides services, such as retail services, entertainment or financial services.

Some people also distinguish a fourth sector, which is made up of intellectual activities, such as education.

It is useful to distinguish these broad economic sectors as we can see that there will be important differences between a business operating in the primary sector and one that provides a service. Nonetheless, it would also seem obvious that there may be big differences between businesses within the same broad economic sector. A farm and a coal mine will be very different although they are both in the primary sector; and a business that makes, say, potato chips and one that builds railway tunnels will also differ along many lines. There are quite a number of different classifications of industries and some of them go into very fine detail. Some of these coding systems have been developed to help government agencies to classify industry groups; others have been developed by financial ratings agencies to help financial investment companies make investment decisions. There is no need to go into detail on any of these classification systems here. What is important, however, is to be aware that the industry a business is in will have an important influence on how that business operates. For example, the operations of a fisheries business, a manufacturing plant or a service provider such as a telesales company, will be very different in terms of complexity, the kind of technology used and the level of investment required to set it up. There are also big differences in marketing a primary agricultural product to food manufacturers and marketing a service such as, say, carpet cleaning to consumers. While a variety of businesses in different industries face similar issues in some respects, many of the particular opportunities and challenges are strongly shaped by their industry context [1].

Task 2. Fill in the gaps.

<i>shares</i>	<i>divided</i>	<i>called</i>	<i>profit</i>	<i>limited</i>
<i>received</i>	<i>announces</i>	<i>contribution</i>	<i>shareholders</i>	<i>interest</i>

1. Four pals, Adrian, Robert, Dave and Steve, have started a _____ company in the USA. 2. They perform as _____ and investors. Robert invested 40 000 dollars. Steve put in 20 000 dollars. 3. Adrian's _____ was 110 000 dollars, the capital of Dave being 30 000 dollars. 4. The company is _____



5. Adrian owns 55% of the _____. 6. He is the majority shareholder and has a controlling _____. The company's capital (the money it uses for buying goods and equipment) is 200 000 dollars.

7. The company's capital is _____ into 200 000 shares of 1 dollar each.

8. 1 dollar is the nominal value of each share. Dave owns 30 000 shares. The nominal value of his shares is 30 000 dollars. After a year, the company makes 30 000 dollars _____. This is divided between the shareholders. 9. The company _____ a dividend of 20 cents per share (40 000 dollar profit – 200 000 shares).

10. Dave _____ 6 000 dollars (30 000 shares x 20 c.).

Task 3. Answer the questions.

1. Can you give examples of a single person running business?
2. What is the percentage of small and medium-sized enterprises?
3. How many people do multinational corporations employ?
4. What names of multinational corporations are you familiar with?
5. How can you define the size of a business? Speak about two measures that are applicable to nearly all businesses.
6. What similar challenges do small and large businesses face?
7. Why do small businesses operate very differently from large businesses?
8. How many sectors of the economy can we distinguish?
9. What capitals did Adrian, Robert, Dave and Steve invest in the limited company?
10. Who was the majority shareholder among the founders of the company?
11. Why did Adrian have a controlling interest in the company?
12. What dividend did the company announce after a year of activities?

Task 4. Look through the "Obvious Ways of Business Differentiation" (pages 18–20) one more time. Read and say whether the statements are true or false.

1. A small retailer, a web design company, a hairdresser's, a small catering business, a vegetable stand and a drugstore are examples of micro-businesses.

2. An annual turnover can be defined as the total value of sales made over the period of a year.

3. The size of annual turnovers is one of two measurements, which makes a company multinational.

4. Large organisations feel a real need for many layers of management.

5. Economists distinguish only three sectors of the economy as a generally accepted classification.

6. Activities associated with primary economic activity include forestry, grazing, hunting and gathering, fishing, and quarrying.

7. The secondary sector of the economy is also known as the service industry, which sells the goods produced by the primary sector and provides commercial services to the population and to businesses.

8. Sole proprietorships can raise their capital by offering shares to the general public and trading their shares on the stock exchange companies, but they cannot offer shares to the general public.

9. We call a sole trader an individual, who runs and owns the whole business on his/her own.

10. Because limited liability companies have separate finances and are legally distinct from their owners, shareholders have limited liability – meaning that shareholders and owners are not personally liable for any debits or losses incurred by their business.

Task 5. Solve the crossword.

Across:

1. The work of buying or selling products or services for money.

2. An important piece of work that a person or group of people has to do for a government or large organization to help people who are poor or ill, or who need advice and support.

3. Items of property owned by a person or company, regarded as having value and available to meet debts, commitments, or legacies.

Down:

1. A person who purchases goods and services for personal use.

2. A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.

3. An official document giving someone authorization to do something.

4. Wealth in the form of money or other assets owned by a person or organization or available for a purpose such as starting a company or investing.

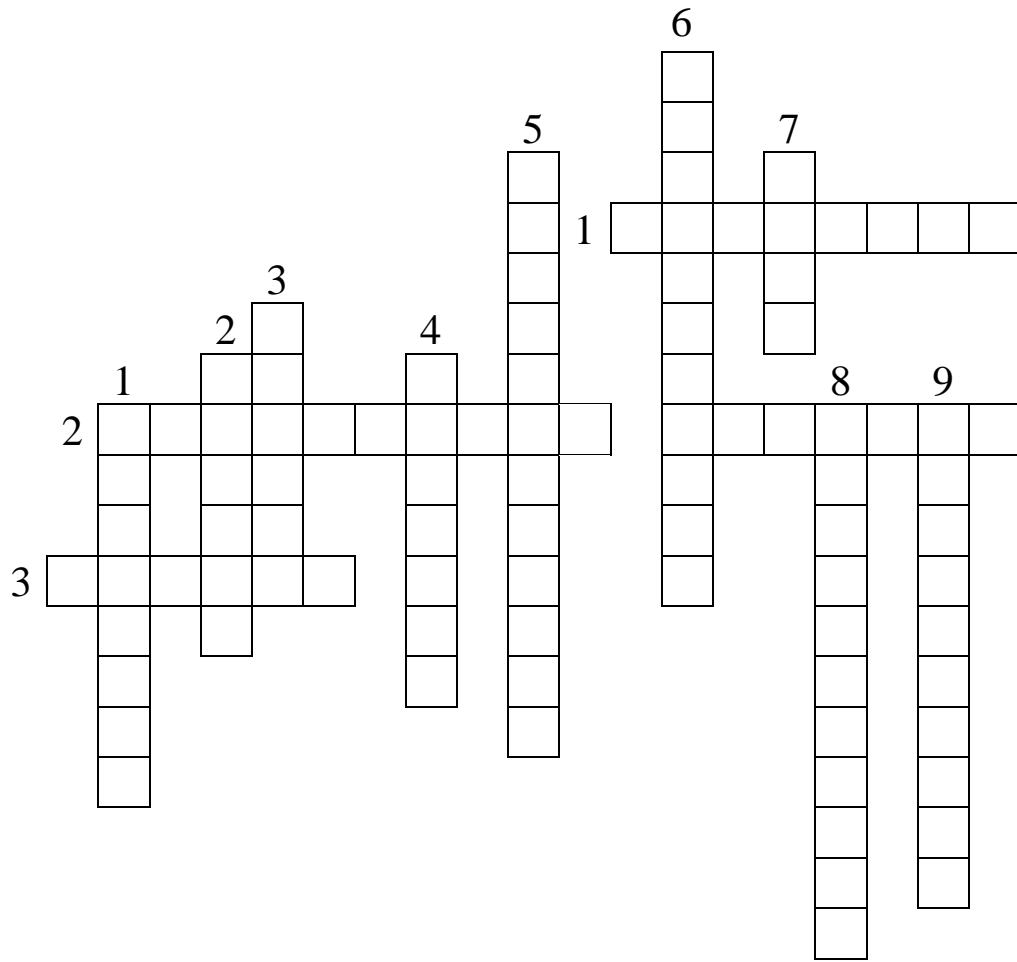
5. A situation in which some people do not have work and do not have an income.

6. A thing that is compulsory; a necessary condition.

7. Dismiss an employee from a job.

8. Someone who owns shares in a company.

9. An act or course of action to which a person is morally or legally bound; a duty or commitment.



The World of Careers

Task 1. Read and translate the text.

Business is a very comprehensive term. It covers the activity which helps small and large organisations to generate money and stay profitable. Most jobs comprise some of business aspects despite whether you work as an accountant, a lawyer, a scientist or an engineer.

The main specialist business functions are human resources (HR), management consultancy, marketing, sales and public relations (PR). All these roles enable organisations to stay in profit.

People working in the human resources department deal with recruitment and contracts, pay and benefits, coaching and development. They find the right person for a vacancy and agree the terms of the employment; make certain maternity and paternity pay, sickness pay, holidays, pensions; tell the staff about changes in industry practices, help the staff gain new skills. Another name for the human resources department is the personnel department.

Management consultancy aims at solving problems for clients. In this case a “problem” does not mean something negative: it can be the desire to make more profit or expand into a new business area. Consultants tend to spend their time: researching – collating information and carrying out research; conducting analysis – working out solutions; team-working – participating in brainstorming; advising – presenting findings to colleagues and clients; implementing changes – mentoring the employees, monitoring the progress and writing up results and solutions for a further reference.

Marketing tries to explain why customers choose certain services or products and what they want to receive from those choices, then find the ways to engage the clients’ interest to ensure that your company’s service or product is chosen above others. According to the Chartered Institute of Marketing (CIM) “Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably”. Thus, people working in marketing are involved in the following activities: monitoring and market research, branding and identity, design and packaging, advertising and copywriting, promotion of goods, services and relationships, social media.

Sales teams make money for an enterprise by selling its goods or services to consumers (B2C) and businesses (B2B). A sales department brings the costs (from the rent of the premises to staff salaries) into business funds. Not all sales jobs are considered with working in a call centre or a shop. People working in sales meet existing and new customers, give presentations, communicate with clients to secure a sale, search new customers for the business, create marketing teams to examine and monitor competitors’ products in the marketplace. Sales teams should have a good understanding of the business and products to ensure they are offering the right solution, service or product to their clients in the right place and at the right time. Sales executives may work via the phone, face-to-face or email. They can operate at local, national and international levels.

Public relations are usually associated with maintaining and improving the reputation of an enterprise by influencing how other people perceive it. By communicating with the public, promoting and building a positive image PR managers determine the enterprise's response to a possible crisis. PR people are involved in research and copywriting, drafting newsletters and press releases, meetings with journalists to persuade them to cover new public events and opportunities, writing social media content and blogging, online advertising.

A junior PR executive starts his/her career researching materials for press conferences, liaising with journalists and monitoring the success of a PR campaign by keeping track of any subsequent coverage in the media. A senior PR executive may be in charge of several members of a team and has responsibility for managing budgets, getting new customers to use the enterprise's services and for successfully maintaining and enhancing the enterprise's reputation [18].

The people who work for an enterprise are workers, personnel, staff, employees or workforce. All these terms mean people carrying out the work in an enterprise, rather than those organizing and leading it.

An enterprise's activity may be spread over various sites. As a rule, an enterprise's most senior managers work in its headquarters or head office. Some managers may even have their own offices, but in most enterprises, the personnel works in open-plan offices – large areas, where many employees work together with their counterparts. The everyday work supporting an enterprise's activities – administration – is usually conducted in these offices by the support staff or administrative staff. For instance, in technical support there are the people giving a technical help to buyers of the enterprise's products. When workers are not satisfied with conditions or pay, they may take industrial action: a strike, walk-out or stoppage (they stop working for a time); go-slow (employees continue to work, but more slowly than usual); an overtime ban (they refuse to work more than the normal number of hours). Labour unions in the USA are known as organizations defending the interests of workers, the British call them trade unions.

In case you have decided to develop your own business plan, the first thing you need to do is to pull together a “management team” with serious thought given to the chief positions which need to be filled and who have to fill them.

The path of least resistance should be avoided – that is, placing relatives and close friends in key positions simply because of who they are. To justify placing someone in a certain position of your management team there are two criteria: *Does the person have the necessary training and skills to do the job? Does the person have the track record to prove his/her talents?*

A management team evolves over time. Members of the management team may wear several hats until the business grows and can afford the additional team members [60]. A business plan actually defines the management structure. The management structure outlined in your business plan will also convince your investors that you have the needed skill sets to succeed. Investors always want to make sure you have the necessary resources

to plan, organize, control and lead your business in a proper way.

Then assuming that you have already gained all the technical staff in place, set up a management team with good experience and track records in finance, operations and marketing. It affects your business plan's work. In fact, 98% of small businesses fail because of weaknesses in their management staff.

The staff you will need to run your own business will depend much on the size and type of your business, and the scope of what you can offer. As a general guideline you will need technical staff to create and develop your product or service, staff to manage your finances, staff to market your product and service, staff to oversee your operations and administrative staff [12].

Large businesses usually have the following top management positions: Chief Executive Officer (CEO) or President (this person is the driving force behind the company; he / she makes things happen, puts together the resources to support the company and take the product to the market place); Chief Operating Officer (COO) / Vice President of Operations / General Manager (an inside manager / organizer / operations person, who will make sure the company operations flow smoothly and economically; is responsible for making certain that necessary work is done properly and on time); Vice President of Marketing / Marketing Manager (markets the products to the customer); Chief Financial Officer (CFO) / Controller (seeks money; looks for investors and deals with banks and lenders; this function can also be assigned to another team member – the General Manager). The role the Controller performs is to manage money and watch over the company's assets; Vice President of Production / Production Manager (ensures that manufacturing processes run reliably and efficiently).

In a small business staff people wear "several hats". They have many duties. Below there is an example outline of the key personnel in a small business.

Operations manager has overall responsibility for the operation and financial success of the business. This leader handles external relations with vendors, lenders and community leaders. Frequently, this person is also in charge of either production or marketing for the business. This individual sets in motion the strategic plan, vision and goals for the business.

Quality control, safety, environmental manager performs a key function in any industry. This person has the responsibility for monitoring product, water and air quality, training of workers and filing all necessary weekly, monthly, quarterly and yearly reports.

Accountant / bookkeeper / controller plays another key role. He/she individual filling this role is generally responsible for monthly income statements, balance sheets, collection of receivables, payroll and managing the cash.

Office manager may serve as purchasing agent, human resource director and "traffic cop" with salespeople and vendors. This employee may also handle some marketing duties and oversee everything not involved in production.

Receptionist handles phone calls, greets visitors, answers the mail, does the billing and performs many other duties required by the office manager.

Supervisor / foreperson / lead person is the second-in-command, who in case of the owner's absence usually oversees production. This position requires an overall understanding of all aspects of the business and dealing with new employees, setting up schedules and training.

Marketing manager handles all aspects related to selling and promoting the product.

Duties of *purchasing manager* may be filled by the general manager and the office manager. Very often the lead person / supervisor is also involved.

Shipping and receiving manager is assigned to the task of packaging, ordering transportation for delivery, receiving incoming material and warehousing of finished goods and stock. Several people may be involved in this, including the foreperson, office manager or accounting clerk.

Each company has the professional staff resources such as a lawyer, an accountant, a computer consultant, and, possibly, a local doctor or access to a medical facility [17].

Task 2. Answer the questions.

1. Why is "business" considered as a very comprehensive term?
2. How many business functions do you know?
3. What activities is the human resources department engaged in?
4. What is another name for the human resources department?
5. When does a problem mean nothing negative?
6. Why does marketing try to explain the customers' choices?
7. How can you determine the notion "marketing"?
8. Where are the people working in marketing involved by enterprises?
9. For whom do sales teams make money?
10. What do PR managers do?
11. How do we call people carrying out the work in an enterprise?
12. Where do most senior managers work?

Task 3. Complete the sentences.

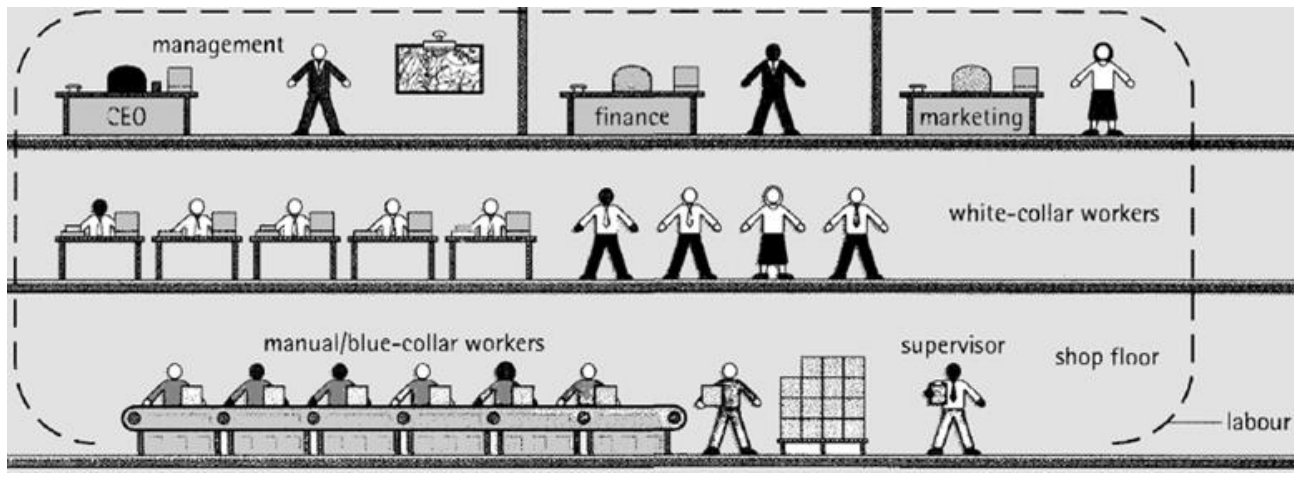
1. Business organization will cover the activity which helps ...
2. The human resources department finds the right person for ...
3. Management consultants spend most time ...
4. Marketing is the management process ...
5. Sales people meet existing and new ...
6. Sales executives usually work via ...
7. Sales teams can operate at ...
8. PR managers are generally associated with ...
9. Workers, personnel, staff, employees or workforce are ...
10. If you have decided to develop your own business plan ...
11. The Chief Executive Officer makes ...
12. People wear "several hats" ...

Task 4. Fill in the gaps.

*adaptable ambitious attentive to details creative energetic
good with figures outgoing patient persuasive sensitive*

1. Mr. Evans often gets annoyed with his assistant. He is not very _____. 2. We just refuse to install new software programmes. We are not at all _____. 3. He is always tired, even in the morning when he wakes up. He is not very _____. 4. Our promotion manager is not good at coming up with original ideas. Frankly speaking, he is not a _____ person. 5. At the moment I am not interested in getting a better job. As you may see, I am not _____ at all. 6. Tommy cannot even work out 2+2 without a calculator! He is not _____. 7. Jennie always says wrong things and gets people irritated. She is not a _____ person. 8. The partnerships manager and the head of human resources never win arguments in meetings with the general director. They are not enough _____. 9. She never corrects her spelling mistakes. She seems not _____. 10. Howard seldom talks to his colleagues. Most of the time he just sits silently at his desk. He is not _____.

Task 5. Choose the right description for each notion.



- | | |
|---|-----------------------------------|
| 1. Office workers may wear this. | a) blue collar
b) white collar |
| 2. Various forms of protest at work. | a) industrial action
b) strike |
| 3. When people stop working to protest. | a) strike
b) overtime ban |

4. Occasions when workers stop working to protest. a) go slow
b) walk-outs
5. One of the people working for an organization. a) employee
b) person
6. All the people working for a company. a) labour
b) staff
7. Workers who use their hands. a) manual workers
b) employees
8. The place in a factory where the production lines are. a) human resource department
b) shop floor
9. When workers intentionally produce less. a) stoppage
b) go slow
10. When people stop work to complain about something. a) stoppage
b) go slow
11. Another name for the human resources department. a) shop floor
b) personnel department
12. Manual workers may wear this. a) blue collar
b) white collar
13. Everyone working for a company is on this. a) payroll
b) union
14. These are trade _____ in the UK and labour _____ in the US. a) unions
b) workforce
15. Everyone except top managers. a) workforce
b) labour
16. Workers seen as a group. a) labour
b) union

Job Hunting

Task 1. Read and translate the text.

The process of job hunting is a complicated process. It has several stages. The first stage is writing an application letter and a resume. The purpose of an application letter is to get a job, position or grant. Letters of application may be of different types: solicited (invited) and unsolicited (prospecting letters). A solicited letter of application is one that responds to a company advertisement offering a job. An unsolicited letter of application is written when the company has not announced any vacancies and in this case it is important to catch the reader's interest from the first lines of the letter. In the letters you should write about your qualifications, job experiences.

A resume is a one or two pages summary of your education, skills, accomplishments, experience. To prepare a successful resume you need to know how to review, summarize and present your experience and achievements on one page. A resume is a ticket to an interview where you can "sell yourself". If you are looking for a job, then it is very important to offer yourself in the best way to an employer. This is done by writing curriculum vitae (called in some countries "a resume") A CV (resume) is quite simply an "advert" to "sell yourself" to an employer. You should send a CV to employers when they ask for one. So, the purpose of your CV is to make you attractive, interesting, worth considering to the company. Your CV should include the following information: personal details, education, work experience, interests, skills, references. The length of a CV may differ. There are 2 main types of CV: chronological where information is presented under general headings: education, work experience, with the most recent events first and skills based, where you reveal all the necessary skills needed for the job you are applying for. Then you list all your personal details under these skill headings. This is called "targeting your CV".

It is better to start your CV with a personal profile / objective statement. This is a 3 sentence overview of your skills, qualities, hopes, plans. It should encourage the employer to read the rest. You could add a photo of yourself, but make sure it is a good one.

There is also another very significant stage in the process of job hunting – an interview. Getting invited to an interview means your application must have made a good impression. You need to prepare yourself for the interview to make sure you do not waste the opportunity. Beforehand one should think about the interview itself, then prepare for questions one might be asked. It is important to think about the clothes to wear for an interview. During the interview you will make an impression in the first few minutes. It really takes just a few minutes for people to assess someone and store this information. So, it is important to make the first impression work for you. A candidate has to realize that a humanities degree is a qualification for a very wide variety of jobs in industry and business, the Civil Service and local government and elsewhere. Many employers are looking for people who, in addition to good educational achievements, are articulate, capable of thinking for themselves and able to tackle problems intelligently.

Thus, job hunting is definitely hard work and everyone's job hunting begins differently. Some people choose to make a career change; the others find themselves looking for a job through no choice of their own. It is deeply personal and only you can know when job hunting feels right.

In a recent survey of the "Indeed Career Guide", 91% of employed adults said they look for jobs at least a few times a year, so for many people, job hunting is a regular activity. Like any activity, you will get better with practice. But still there are some steps following which you will hone your search skills and land the job you want.

No matter how your job hunting has begun, an important first step is considering what you really want to do at work. You may want to progress in the same career, change career paths, or you may not be sure of the course you are on. In any of these cases, you will need to get specific about the job you are looking for next: both to decide where to focus your search and so you can confidently answer interview questions about why you are attracted to a particular role. As useful tips can be used the following:

1) take stock of what you have accomplished in your career so far, your personal aspirations, and where you want to be next;

2) think about the skills you feel most confident in and those attributes that make you unique;

3) if you do not have much work experience, consider any roles you have had in your community or school, volunteer work you have done, and other experiences where you applied your skills and interests.

4) before you begin your job hunting, review your social media profiles and check your privacy settings. Potential employers may look at these pages.

As you begin your job hunting, you will want to find out about all kinds of available jobs or how much you can expect to be paid in different jobs or locations. Indeed, there are many web sites providing several resources to help you do this. Among them www.monster.com and www.indeed.com are currently enjoying the great popularity. Surfing these web sites, you will see the salary trends for specific jobs. You may also enter the job title you are interested in learning more about and you will see the job's salary range and the average salary at popular companies. You can get the national trend or select individual states and cities.

At the same time, you can begin researching companies which capture your interest. There are a plenty of ways to research companies. Some of them are:

1) Create a target list of employers you would like to work with. Visit their careers page and their Indeed Company Pages / Monster Find Jobs Pages to get a wealth of information like reviews, videos, and current job openings. From a Company Page, you can choose to "follow" that employer to get email updates when they post new jobs.

2) Visit a company's social media pages to learn more about the day-to-day of their business.

3) Use a search engine to search for recent news articles about the company so you are up-to-date on the latest developments.

4) Reach out to people you know who work at the companies on your target list. In these conversations, come prepared with specific questions. For example: How did you find your job at this company? How would you recommend I learn more about what jobs are available here and whether I'm a good fit? What is your favourite thing about working here? What are the downsides? What advancement opportunities exist at the company? What is your relationship with your supervisor or manager like? I have seen a job that interests me, what is your referral process like? Would you be open to referring me?

5) Never expect that a contact at a company can guarantee you a job. Put the responsibility on yourself to learn as much as you can from them and to turn the information they give you into actions. Thank them for their time. If you are meeting them in person for coffee or lunch, you should offer to pay.

You may start your job hunting by creating a free Indeed or Monster account. With this account, you can save jobs that you want to apply to later. These jobs will appear on your My Jobs page so you can return to them when you are ready to apply. And once you have applied, you will be able to track your status from the same page. It is the easiest way to keep track of all the opportunities that catch your eye.

Next, it is needed to set up job alerts as you explore. Job alerts are regular email updates about new jobs that fit the criteria you are interested in. It is a convenient way to see new job postings as soon as employers post them.

The next step in job hunting is to create or update your resume. The purpose of a resume is to present your most relevant experiences and qualifications in an easy-to-digest format.

An inevitable part of any job hunting is waiting for employers to get back to you. Some employers may send you an email confirming that they received your application and will be in touch if they want to move forward. Others may not get back to you at all. How long should you wait to hear back before moving on? There is no standard answer to this question. The amount of time it takes to review a job application varies for each job and company.

While you are waiting to hear back, it is important to continue your job hunting. Keep researching new opportunities and applying to jobs. And do not forget the power of face-to-face interactions: Take a friend, mentor or family member to coffee and ask them about their career path – you might be surprised by what you learn and how it inspires you. Stay active in your community to make new connections. For many people keeping an eye on new job opportunities is a part of continuous career development, even once you have found a new job. In fact, 92% of top performers say they search for jobs at least a few times each year [15].

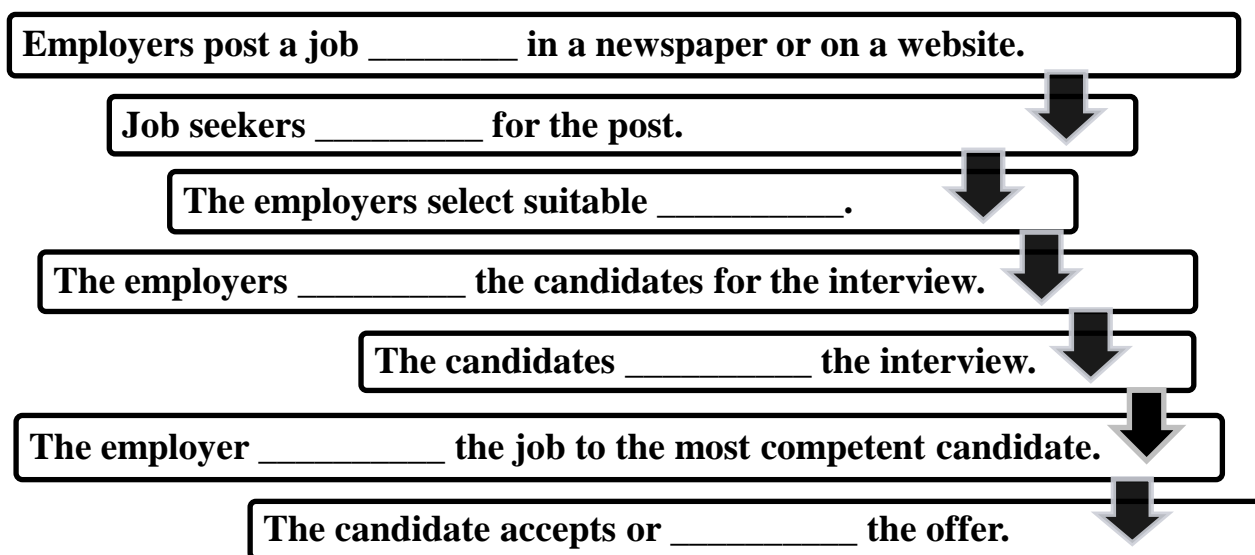
Task 2. Answer the questions.

1. Why is job hunting considered as a complicated process?
2. What is the difference between solicited and prospecting letters?
3. How many pages does a resume usually include?

4. What does a candidate need to know to prepare a successful resume?
5. When should a person send curriculum vitae to employer?
6. Which main types of CV are there?
7. What does “targeting the CV” mean?
8. How is it better to start your CV?
9. When does job hunting begin?
10. Where can we find out all information about available jobs and the salary?
11. Are there any ways of researching companies? Speak in detail.
12. How long should a person wait to hear back the news from employers?

Task 3. Complete the diagram of the job hunting process.

offers, invite, candidates, advertisement, apply, attend, rejects



Task 4. Fill in the gaps.

accept interview offered resume
applications job ads recruit selected

In 2018 Margaret Pesch graduated from the university and gained a degree in telecommunications. But her first job hunting was very difficult. She searched all _____ on the internet and in the newspapers. Margaret made lots of _____ to various companies. She sent her _____ to the largest telecommunications companies. But most companies did not even invite Margaret for _____. It seemed they all wanted to _____ candidates with job experience. After several months of job hunting, an investment company in New Castle _____ Margaret a place on a four-month graduate training. At the end of the four months trainee scheme, Margaret was the only person out of the twelve trainees to be _____ for a permanent job. Margaret was obviously very happy to _____.

Task 5. Match the notions with their descriptions.

<i>Casual</i> work atmosphere	a) informal b) without serious interest
Candidates must be <i>deadline-oriented</i>	a) ready to die for a company b) able to complete work on time
Candidates must be <i>flexible</i>	a) able to change to suit a new situation b) able to bend easily
Some <i>overtime</i> required	a) additional time that you spend working in your job b) opportunity to stay after work for your personal purposes
<i>Apply in person</i>	a) find a person who can recommend you b) come to the company to apply for a job
Seeking employees with a wide <i>variety of experience</i>	a) a lot of different skills and special knowledge b) absence of practical skills and special knowledge
Candidate must have good <i>problem-solving skills</i>	a) ability to create problems b) ability to find ways of doing things

Match the humorous interpretations with the appropriate extracts from the job advertisements.

1. If you are old, ugly or fat, you will be told that the vacancy has been filled.
2. You will be working for the company in chaos.
3. To dress nicely the salary is not enough.
4. You will need it to replace the four people who just left.
5. You will be asked to bend over and grab your ankles because there is so little space in the office.
6. You will be seven months behind the schedule on your first working day.
7. Forget about weekends and your private life.

Writing CV and Letter of Application

Task 1. Read and translate the text.

Curriculum vitae and letters of application alone will not get you a job, but they will help you to win an interview. You should keep in mind that the more specifically you can tailor your curriculum vitae (resume) and letter of application to address the requirements of the position, the better your chances of earning an interview [8]. Both an application letter and a resume share the common purpose of proving that you have the right skills to

excel at the job for which you are applying. However, there are clear distinctions between the structure and intent of these two documents. Job seekers should view their application letter and resume as a complementary but unique pair of documents. Your application letter should be more than just bullet points regurgitated from the resume.

Many employers also require that a resume is submitted with a job application [10]. This way the employer will have consistent data on file for all applicants. A signed (paper or electronic) application for employment also serves as your verification that the information you have listed on the application is true.

Job application forms (also called “employment forms”) are a part of the formal hiring process companies sometimes use in order to ensure that they have gathered comprehensive, accurate data from all applicants. These forms often request certain information that is not always included on CVs, such as professional or personal references, the names of former supervisors, and a complete educational background. If you decide to submit your resume as a supplement to the job application form, cross-check it with your application to ensure there are no discrepancies.

Personal information required for an employment application consists of name; address, city, state, zip code; phone number; email address; social security number; education and experience needed for a job application implies school(s) attended, degrees, graduation date; certifications; skills and qualifications; Grade Point Average (G.P.A.), if this was above 3.50; extracurricular activities where you held a leadership role, honour societies.

Employment history refers to employer; address, phone, email; supervisor; job title and responsibilities; salary; starting and ending dates of employment (month, day, and year); reason for leaving; permission to contact the previous employer.

References includes Name; Job title; Company; Address, phone, email [9].

Before delving into writing a resume, ask yourself some basic questions that will shape your direction. Are you seeking an entry-level job? Changing careers? Are you re-entering the workforce after a lengthy time off? The first step to writing an eye catching resume is determining what you are trying to accomplish. While you might not include an “Objective” section on your resume, write one for yourself to serve as a guiding principle for your overall resume.

A *resume* includes information on your education, work history, and skills. Get started writing your resume by creating a list of your accomplishments in each job that you have held. From there, you can decide which details are most important to highlight and work on phrasing information in a way that will get the attention of both hiring managers and searchable databases.

Your resume needs to be professional and polished because, if not, your application materials probably will not get a second glance from any hiring manager. An unprofessional resume is difficult to read, confusing, covered in errors, or unrelated to the job the person is applying for, as a result it will get tossed in the trash right away. Hiring managers often get dozens, even hundreds, of applicants for each job. An unprofessional

resume makes you look unprofessional as a job seeker and will cost you a possible interview. So, your resume, to be effective, needs to be consistent, concise, and clear and easy to read. Avoid tiny fonts, dense blocks of text, vague language or excessive jargon, and inconsistent formatting.

Sloppy resumes that are riddled with typos will be ignored and resumes that are inconsistent – bullets in some places, dashes in others, bold in some headings, plain text in others – may not get a second look either.

You may give your resume a professional boost using such tips:

Select the Best Resume Type. There are several basic types of resumes used to apply for job openings. Depending on your personal circumstances, choose a chronological or functional resume. Taking the time to choose the best type of resume for your situation is well worth the effort [7]. Your resume should be as concise as possible; two pages is the maximum length, but one page is preferable [6].

Make It Legible. Your resume should be easy to read. You want the hiring manager to read it easily and absorb your work history and accomplishments. Therefore, use a legible font (such as Times New Roman, Arial, or Calibri). Make sure the font is not too big or too small (choose a size between 12 and 14). While examples, templates, and guidelines are a great starting point for your email, you should always tailor the email to fit the company and your situation. Avoid dense blocks of text and use standard margins. Use white- or cream-colored paper if you are sending a resume; coloured paper can be very distracting.

Be Consistent. Professional resumes need to have consistent formatting. For instance, if you use bullet points to describe your responsibilities and achievements at one position, be sure to use bullet points in all other positions as well. Also, make certain that the bullet points are formatted the same way throughout. For example, do not use circle bullet points in one section, and diamond bullet points in another section. Be consistent with font, font size, and style (such as the use of bold and italics).

Keep It Focused. It is important not to include extraneous information. More is not necessarily better. Your resume should focus on the skills and attributes that qualify you for the job. It will be helpful to leave out anything that will not help you get the job you want. A resume should not be several pages long for the average job seeker, a one-page resume is probably enough, or two pages at most.

Use Resume Examples and Templates to help you write your resume. An example can help you decide what information to include. Templates can help you format your resume. However, whenever you use a resume example or template, be sure to customize your resume, so it reflects your skills and abilities, and the jobs you are applying for. A simple copy/paste is not enough. The resume examples and templates you may find on the website <https://templates.office.com> [7].

Layout. If you decide to organize the sections of your resume, be sure to keep each section uniform. For example, if you put the name of one company in italics, every company name must be in italics. If you bold one job title, bold them all.

Information to Avoid. Do not include personal information such as birthday, height, weight, marital status, children, etc., unless the position requires it [6].

Carefully Edit Your Resume. Spelling and grammar errors can make an applicant seem inattentive to details. Review proofing guidelines to ensure that your resume is consistent and error-free. Then check it again. And, if you can, find someone else to look at it too, because it's so easy to miss your own typos.

Check Your Resume. Use a resume checklist to make sure you have included all relevant information in your resume. Avoid common mistakes on your resume and use writing strategies that lead to success in resume reviews [7].

The resume is supposed to cover the following information: identification, objective, profile, education, experience, skills, volunteer work, hobbies and personal interests.

Identification:

1) Include your name, address, telephone number, and email address in the identification section at the top of your resume.

2) Use a professional email address (i. e., steveroberts@gmail.com rather than baseballlover@hotmail.com).

Objective:

This section is optional. If you decide to include a resume objective, keep it concise and specific; state your desired job or field, and what you hope to accomplish in that field.

Profile:

Another optional section is a resume profile which includes a summary of your skills, experiences, and goals written specifically for a job posting.

Education:

1) Include the degrees you have received in a reverse chronological order (with the most recent degree listed first).

2) Be sure to include the name of each institution, its location, and your date of graduation (or expected date of graduation).

3) When applicable, include your major/minor fields, as well as your GPA (grade point average) and any honours, publications, and projects.

Experience:

1) Include your work experience in reverse chronological order (with the most recent degree listed first).

2) This section can include jobs, internships, and volunteer work. High school students might also include clubs and sports teams when applicable.

3) Include the name of the company, the position, and dates of employment.

4) List roughly three important tasks, accomplishments or skills gained at each job. Use action verbs to describe your achievements; avoid passive phrases such as responsible for and duties include.

Skills:

1) Include any computer systems with which you are proficient, particularly if they are related to the position for which you are applying.

2) Mention foreign languages with which you are familiar; state both the language

and your level of familiarity (beginning, intermediate, proficient, fluent).

3) List any other skills you have that relate to the job but are not included elsewhere in your resume.

Volunteer Work:

You can include a volunteer experience section to convey your leadership, communication skills, etc. List the name of the organization, the dates of your volunteer work, and your achievements.

Hobbies and Personal Interests:

Write about your hobbies and interests if they relate to the position. For example, if you are applying to work at a sporting goods store, you can include your passion for baseball.

An application letter typically accompanies each resume you send out. Your application letter may make the difference between obtaining a job interview and having your resume ignored. Where a resume focuses on your work experience and accomplishments, a strong application letter will make a connection between what the company needs and what you can offer.

The body of your application letter tells the employer what position you are applying for, why the company should select you for an interview, and how you will follow-up. Grab the reader in your first paragraph with some specific information about the job you are seeking and a few core strengths that demonstrate your suitability for the position. The delve into what you have to offer the employer by highlighting examples of the work performed and achieved results. Detail your knowledge of the company based on your research and the ways in which you can contribute to their goals, and finally, close the letter by suggesting a meeting or next steps.

It surely makes sense to devote the necessary time and effort to write an effective, targeted application letter. Your letter should convey how your skills and accomplishments will benefit the company [8].

Task 2. Answer the questions.

1. How can you win an interview and get the job you are applying for?
2. What is the common purpose of an application letter and a resume?
3. What basic questions will you ask yourself to shape your direction before delving into writing a resume?
4. Why do many employers require a resume to be submitted with a job application?
5. How many types of resumes can we distinguish?
6. What serves as your verification that the information you have listed on the application is true?
7. In which way can you characterise a job application form?
8. How many sections do a job application form usually include? Speak in detail.
9. Why is it important to submit a professional and polished resume to your possible future employer?
10. Where can applicants find examples, layouts, templates and guidelines for writing

their curriculum vitae and resumes?

11. What is the difference between a chronological and functional resume?

12. When does it makes sense to devote the necessary time and effort to write an effective, targeted application letter?

Task 3. Complete the sentences.

In my opinion, lawyer should be _____ because they are determined to succeed in careers and perform more successfully than other people. I think they should be ready to risk but only after considering carefully what might happen, in other words show readiness _____. Lawyers need to be _____ because in some cases it is important to keep on working even when it is challenging, and other counterparts may tell you not to do it. Thus, a lawyer must also be _____ to encourage the personal in their work. Moreover, lawyers should be able _____ working with people might be sometimes stressful and difficult.

Job	Personal qualities	Education / Knowledge	Skills / Abilities
lawyer	<i>persistent; competitive; inspirational;</i>		<i>to take calculated risks; to cope with stress;</i>

Complete the table from the previous exercise with other characteristics you think a lawyer should possess and explain your choices. While explaining and expressing ideas you may use the phrases from the language support box.

Characteristics and Attributes of a Good Lawyer	Language Support Box
<i>responsible, computer literate, creative, enthusiastic, telephone skills, basic business etiquette, decision-making skills, competent, listening skills, initiative, negotiation skills, interpersonal skills, to conduct research, teamwork skills, problem-solving skills, professional jargon</i>	<i>I think a ... should be / possess ... I think a ... needs ... If you want to succeed as a ... you should be / possess ... To have a successful career as a ... you need to be / have ...</i>

Task 4. Fill in the gaps.

*advertise
advertisement
applicant*

*applications
applied
employer*

*employment
interview
resignation*

*resigned
shortlisted*

1. Our company has received _____ for this job from 2 000 people.

2. Mary saw the _____ for this post in the Guardian.
3. All right, I suppose we have said enough about Mr. Taylor. Could you, please, call the next _____?
4. When Vincent was offered a more decent job, he sent a _____ letter to his old _____.
5. Have you been _____ for the job? No, I haven't even got a first _____.
6. Nobody _____ for the job in the company, so they had to _____ the post in magazines and newspapers.
7. Her recent history of _____ is rather strange. Jennie had seven jobs between 1998 and 2010, and she _____ from all of them.

Task 5. Look through the following questions. Which of them do you consider inappropriate to be asked during the interview? Why?

1. Where have you worked before?
2. What duties have you performed in your past jobs?
3. Are you married?
4. How many children do you have?
5. What do you consider as your short and long-term career goals?
6. Why are you interested in this company?
7. Tell me, please, about yourself.
8. How old are you?
9. Where do your parents work?
10. Were your grandparents born in this country?
11. How have you found out about this job?
12. What special qualifications do you possess for this job?
13. What are your strengths and weaknesses?
14. Do you belong to any religious or subcultural group?

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