

**BUSINESS ENGLISH.
SELF-STUDY GUIDE FOR MASTER'S
DEGREE STUDENTS**

МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
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BUSINESS ENGLISH.
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DEGREE STUDENTS

ЗАВДАННЯ
З ДИСЦИПЛІНИ «ДІЛОВА АНГЛІЙСЬКА МОВА»
ДЛЯ САМОСТІЙНОЇ РОБОТИ МАГІСТРАНТІВ

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ПЕРЕДМОВА

Завдання для самостійної роботи з дисципліни «Ділова англійська мова» розроблені для магістрантів з метою забезпечити відпрацювання навичок англомовного ділового спілкування та ознайомлення з мовою фаху.

Особливе місце в курсі ділової англійської мови посідає самостійна робота магістрантів, для якої створені дані методичні вказівки. Рекомендоване опрацювання матеріалу з рівномірним розподілом виконання завдань протягом усього періоду вивчення дисципліни.

Метою вивчення дисципліни «Ділова англійська мова» є формування навичок англомовного ділового спілкування в межах програми. Вивчення ділової англійської мови передбачає опрацювання англомовних текстів з фаху, що вивчається, засвоєння мінімуму термінологічної, а також нетермінологічної лексики, характерної для фахових текстів.

Велику увагу приділено завданням, робота з якими сприятиме поглибленню знань щодо основ термінотворення у галузі медицини й основних терміноелементів, необхідних для розуміння термінологічної лексики фахових текстів.

Основи письма для бізнесових потреб включають засвоєння матеріалу зі складання листів, повідомлень, презентацій, ведення ділових перемовин. Певну увагу приділяють роботі з діловим процедурним вокабуляром в англійській мові. Також розглядаються мовні особливості поширених комунікативних жанрів у діловій англійській мові, визначених на основі аналізу потреб фахівців.

Завдання, вміщені в даних методичних вказівках, спрямовані на розвиток умінь інтерпретувати зміст літератури з фаху іноземною мовою, навичок аналітичного, пошукового, ознайомлювального читання оригінальних текстів (ділові листи, презентації, довідники, лекції, підручники та ін.) для професійних потреб.

За умови постійної регулярної роботи з виконання запропонованих завдань з англійської мови, самостійна робота стане ефективним складником у засвоєнні ділової мови, володіння якою є дуже важливим для магістрантів, до програм навчання яких входить дисципліна «Ділова англійська мова».

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Unit 1. Greetings and Introductions

1. Quickly read the text and give it a title:

People around the world say hello and goodbye in different ways. In Asia, many people bow when they greet each other. This might seem strange to someone in the Middle East. There, men sometimes greet each other with a kiss on the cheek. In most countries, people shake hands. But in America and Europe the handshake is firm, while in Asia it is often soft. So what do you do when you meet people from other countries? Don't let these customs confuse you. Just be polite. When you meet, say 'Pleased to meet you' and ask 'How are you?'. When it is time to leave, say 'It was nice meeting you' and 'I hope we meet again'.

(From: John Taylor, Jeff Zeter. Career Paths. Business English)

2. Mark the sentences T (true) or F (false):

1. In the Middle East, people mostly bow when they greet each other.
2. In America and Europe, the greeting handshake is often soft.
3. People all over the world greet each other in various manners.
4. In the Middle East, men sometimes greet each other with a kiss on the cheek.
5. When you meet, say 'It was nice meeting you'
6. The best way is to get confused about the greeting and farewell customs of other countries.

3. Read the text and complete the sentences:

An Easy Way to Introduce Yourself

The stress associated with introducing yourself is common: everyone's eyes and ears are on you. It's easy to mess up. On the other hand, self-introductions are the most direct way to reinforce your desired personal brand. And they can be easy to do. The secret is using a simple framework: Present, past, and future.

Present. Start with a present-tense statement to introduce yourself:

Hi, I'm Ashley and I'm a software engineer. My current focus is optimizing the customer experience.

Past. Consider your education and other credentials, past projects, employers, and accomplishments.

My background is in computer science. Before joining this team, I worked with big data to identify insights for our clients in the healthcare industry.

Future. This is your opportunity to demonstrate enthusiasm for what's ahead. If you're in a job interview, you could share your eagerness about opportunities at the firm.

I'm excited to work with you all to solve our clients' biggest challenges!

That's it for the self-introduction framework. Present, past, future. ...

The next time you're in a meeting and someone says, "Let's go around the table and introduce ourselves", you know what to do. Take a slow, deep breath, and think, "Present, past, future".

(From: Harvard Business Review . A Simple Way to Introduce Yourself)

1. The easiest way to start self-introduction is to begin with _____ statement.
2. _____ is a direct opportunity to promote the personal brand.
3. Information on education and accomplishments is an option to use _____ tense in introduction.
4. A job interview should demonstrate your enthusiasm for what's _____.
5. Breathe deeply, and think, _____, _____, _____.

4. Answer the questions:

1. What difficulties can you face during self-presentation in front of an unfamiliar audience?
2. What method do these guidelines offer to help organize information for self-presentation?
3. What can be said in a past tense statement?
4. What idea is given for a future tense statement?

Unit 2. CV, Skills, and Qualifications

1. Complete the sentences (1-6) with the words and phrases (A-F):

1. Colleagues advise Anna _____ the requirements specified in the job description when writing her CV.
 2. You should prepare better for the interview to increase your chances of _____.
 3. Tom is constantly looking for _____ because he is about to graduate.
 4. When _____ a product, they must change the packaging to suit the specific needs of the user.
 5. He was lucky enough _____ for the position of assistant.
 6. By _____ your CV you show the employer that you are motivated by the offered job.
- A. being hired
 B. tailoring
 C. to be shortlisted
 D. customizing
 E. job postings
 F. to take into account

2. Read the text and mark T (true) or F (false):

The purpose of customizing a CV (a curriculum vitae - *Latin for "course of (one's) life"*) taking into account the requirements of a job posting is to increase the probability of being selected for a job. By tailoring your CV to the exact qualifications and criteria listed in the job advertisement, you demonstrate to the employer that you have carefully read and understood the requirements and that you have the necessary skills and experience to be hired.

By emphasizing your qualifications, skills, and experience that match the job description, you increase the chances that your resume will stand out and be shortlisted for the role. Compiling your resume also highlights your suitability for the job and shows the employer that you are motivated and committed to the job.

1. The goal of customizing your resume is to include skills and qualifications that match the requirements listed in the job ad.
 2. By creating your resume according to the criteria specified in the job advertisement, you will reduce the probability of being hired.
 3. CV means a list of qualifications and skills of an employee.
 4. The job advertisement contains information about the exact qualifications and criteria that are required for the invited employee.
 5. Necessary skills and experience should never be highlighted in an individual resume.
3. A typical corporate CV format may consist of the following sections: *Personal Information; Personal Profile; Achievements; Education and Training; Employment and Work Experience; Skills; Interests and Hobbies; References.*

Match the section titles (1-8) with their contents (A-H):

1. Personal Information	A. full formal name of university, degree, dates; relevant courses and extracurricular activities
2. Personal Profile	B. personal, educational, and professional goals you have achieved and obstacles you have overcome
3. Achievements	C. summaries of your current or former employer, and of someone who knows you well in a professional or academic setting
4. Education and Training	D. chronological order of the positions, the names of the companies, dates of employment
5. Employment and Work Experience	E. name, contact details including address
6. Skills	F. activities you are voluntarily involved in and feelings or desires to learn more about subjects with the potential to become activities
7. Interests and Hobbies	G. abilities that are developed through life and work experiences considering those which employers want
8. References	H. a small section of your resume, or CV, that serves as an introduction

Unit 3. Telephoning

1. Arrange the phrases in the order of a telephone conversation. Make a correct list of the numbers of the replies. For you, the numbers one and eighteen mark the correct beginning and end of the conversation:

1. Good morning! The Quicktest lab welcomes you!*

2. We plan that 21 people will be vaccinated.
3. What date works best for you?
4. Yes, please, I'm listening. The laboratory is at your service.
5. Yes, of course, the Quicktest lab carries out this preventive measure against influenza and its complications.
6. Good morning! I would like to receive information about the flu shot. Can you help me?
7. Employees of our department want to get vaccinated against the flu before the epidemic season. Can you offer this procedure?
8. Let me ask you some questions. How many employees are going to get vaccinated?
9. Probably, it can be done any day from Monday next week.
10. Ok, I will now look at the schedule and free time for next week. I can offer you Tuesday at 9.30.
11. Do you accept payment by credit card?
12. I will let our accountant know about these possibilities and call you back a little later today. Another question: are these vaccinations that you offer safe?
13. Yes, it fits.
14. I can reassure you that this vaccine is safe and recommended for vaccination of the population, including the elderly and immunocompromised, as well as young children (over 6 months) and pregnant women. Before vaccination, you will undergo a medical examination and consult our doctor. If there are no contraindications, the doctor will allow the patient to receive the vaccine.
15. Thank you for the information, I will contact you again regarding the payment method.
16. We accept cash and card, and it is also possible to pay for services online. Paying online will give you a 10% discount.
17. Then I reserve that time for your facility. We will also ensure the availability of the required number of flu vaccine doses according to your application. How will you pay for the service?
18. Ok, waiting for your message.*

2. Read the text and mark the sentences T (true) or F (false):

Weekly Business Blog

Good etiquette on the telephone can make or break your relationship with a client. Courtesy should start with the person who answers the telephone. Always begin by identifying yourself. Say something like, "Hello, this is... - Give the person as much information as you can. Tell them the name of your company, "I'm calling from..."

Ask for the person you wish to speak with by name, using phrases like, "Could I speak to...?" or "May I speak to...?" Or ask, "Is...available?"

At some companies, with busy switchboards, it is better to simply ask, "Can you connect me to extension..."

Remember, ending the call on a polite note is important too. Say something like, "Nice speaking to you," or "Thank you for your time." Follow up with "I will call you back on..." And remember to do it.

(From: John Taylor, Jeff Zeter. *Career Paths. Business English*)

1. Good telephone etiquette requires the caller to start the telephone conversation.
2. You don't need identifying yourself at the beginning of the telephone call.
3. The phrases: "Hello, this is Mrs. Smith!" or "My name is Mr. Brown!" suit for farewell.
4. The phrase: "I'm calling from ..." is a good way to give information about your company in a business call.
5. You should use phrases like "Could I speak to ...?" or "Is ... available?" to speak with employees of the companies with busy switchboards.
6. "Nice speaking to you" or "Thank you for your time" can be a polite way to start a phone conversation.
7. Asking to switch to a person is the phrase: "Can you connect me to extension ...".

Unit 4. E-mail Writing

1. Match the words (1-7) with their definitions (A-G):

1. respond	A. joined together to form a close group
2. font	B. something like a speech or writing that asks or encourages people to take action about a problem
3. layout	C. area in the margins, between sections, etc. to keep the document looking good
4. time frame	D. a set of letters printed in the same style
5. call to action	E. a period of days, months, etc., during which a certain activity is to take place
6. bunched up	F. to react to something done
7. white space	G. the way something is designed or organized

2. Read the text and fill in the gaps in the sentences 1-6:

How to Write Effective Business English: Write Better in Your Business Life

E-mail is largely viewed as a form of communication that is halfway between conversation and formal business writing. So my tips apply even more if you are writing English for a cross-cultural audience. Use an easy-to-read font, design a good layout and type so that your words are not bunched up and thereby difficult to read. Leave some white space by using paragraphs for new topics; people will thank you for it because, by and large, people like white space. Structure every e-mail to help readers (especially those who may not be proficient in English) see exactly what your points are and where the e-mail is leading: that is, its purpose and who does what and when. If you do not make the purpose, the time frame, and any call to action clear, then people might not respond. And, of course, if your e-mail has no purpose, then you should not write it!

(From: *How to Write Effective Business English: Write Better in Your Business Life*)

1. E-mail is a form of either formal or informal _____.
2. These tips are recommended for those writing English for _____ messages.
3. In email communication use font, layout, type which are not _____ to read.
4. Use _____ for new topics to leave some white space.
5. E-mail structure should help _____ who may not know English well.
6. If you do not make the clear purpose, then addressees may not _____.

3. Distribute the following subjects of emails into those formal and informal:

1. A birthday greeting to a colleague
2. An email to a customer
3. A job application
4. An email with a link to a funny YouTube clip
5. An email to your manager
6. A message to a friend on a social networking site
7. A complaint to a shop
8. An email from one company to another company
9. An email to a colleague who is also a good friend
10. A social invitation to a friend at your workplace

Formal emails	Informal emails

4. Distribute the email opening phrases matching them to the informal and formal email messages.

Email opening phrases:

Dear Mr Thompson, Hello again Jack, Dear Mrs Snowfall, I hope this email finds you well, Congrats on making it to Friday!, One quick ask..., Dear Sir or Madam, I hope you're well, Thanks for letting me know, Hi there Glory, Evening Mum, I am contacting you in regards ..., Thanks for your email, I just wanted to let you know that..., Did you know?, Hi.

Formal email opening phrases:	Informal email opening phrases:

5. Distribute the email closing phrases matching them to the informal and formal email messages.

Email closing phrases:

All best wishes, Yours faithfully, Best regards, Best, Rgds, Looking forward to hearing from you, Looking forward to your reply, Cheers, Bye for now, Yours sincerely, See you soon, Until next time, Good luck, I would appreciate your reply, Please feel free to contact me anytime, Hope this helps.

Formal email closing phrases:	Informal email closing phrases:

6. Identify the following examples (A-D) as formal or informal email messages:

- A. Dear Mr Smith,
I am writing to thank you for the assistance I received from your department.
I look forward to seeing you in our unit next Monday.
With best wishes,
Adam Brown
- B. Hi Mary,
Many thanks for your timely help.
See you next Wednesday in my place.
Cheers,
Tanya
- C. Dear Mrs. Snowfall,
I hope this email finds you well,
Delighted to announce that we are inviting you
to our monthly session at Cardiff Palace.
I will be grateful for an answer about your presence.
Please feel free to contact me anytime,
Sincerely,
Mr Reserford, responsible for personnel
- D. Hello again Jack,
I just wanted you to know that I finally found
YouTube video about that recipe we were
talking about this morning. When you see - write what you think.
Bye for now, Betsy

Unit 5. Meeting Etiquette and Types of Meetings

1. The most common types of meetings in the business world are the following: *Status update meetings, Feedback meetings, Training meetings Decision-making meetings, Problem-solving meetings, Induction meetings, Team-building meetings, Brainstorming meetings, One-on-one meetings, Quarterly planning meetings, and Info-sharing meetings.*

Match the types of meetings (1-11) and their descriptions (A-K):

Type of meetings	What are they designed to
1. Brainstorming (innovation) meetings	A. to address specific problems or issues that require resolution; often involve a group of people with different perspectives and expertise who work together to find a solution
2. Decision-making meetings	B. for individual conversations between a supervisor or manager and an employee; may focus on performance, career development, or personal issues
3. Problem-solving meetings	C. to build cohesion within a group and improve the way team members work together
4. Status update meetings	D. to provide updates on the progress of a project or task; typically led by the project manager or team leader and involve a discussion of accomplishments, challenges, and next steps
5. Feedback meetings	E. to make important decisions about a project, product, or business strategy; often involve a group of decision-makers who discuss options and come to a consensus
6. One-on-one meetings	F. a chance to educate the team in-depth on pertinent topics; could be in the form of a presentation, training, a debate or even a webinar, and group sizes can vary from 1:1 to the entire team
7. Training meetings	G. to provide new employees with important information regarding their new job, enabling to feel supported while they adjust
8. Induction meetings	H. to provide training and education to team members; often involve a trainer or subject matter expert who delivers a presentation or leads a discussion
9. Quarterly planning meetings	I. to plan how a team will execute the company's goals; held every three months
10. Team-building meetings	J. to generate new ideas and solutions to problems; typically led by a facilitator who encourages open discussion and creative thinking
11. Info-sharing meetings	K. to provide feedback on a project, presentation, or performance; often involve a supervisor or manager who provides constructive criticism and suggestions for improvement

2. Arrange the given below paragraphs (A-G) describing the meeting etiquette, according to the plan (1-7):

1. Introduce the topic and its importance
 2. Discuss the different types of meetings
 3. Talk about the importance of preparation and punctuality
 4. Cover the basics of meeting etiquette
 5. Provide tips for effective participation in meetings
 6. Discuss the importance of follow-up
 7. Review key points
- A. The various types of meetings include team meetings, board meetings, brainstorming sessions, brief talk, departmental meetings, induction meetings, and others. Each meeting type has its own objectives, attendees, and structure.
- B. Meetings are an essential aspect of business communication as they provide a platform for discussing ideas, decision-making, and problem-solving. It is vital to obey the appropriate meeting etiquette to ensure a favorable impression on colleagues.
- C. After the meeting, it is important to follow up on any actions or decisions made.
- D. It is necessary to get familiar with the meeting agenda and review any necessary materials in advance.
When attending a meeting, introducing oneself is important, particularly if there are new people in attendance.
It is also crucial to actively listen to others without interrupting them. These simple measures contribute significantly to creating a positive and productive meeting atmosphere.
- E. So, you've got: arrive on time, introduce yourself, listen actively, and avoid interrupting others.
- F. To effectively contribute to a meeting, relevant questions should be asked, and ideas should be presented clearly. Speaking clearly and at an appropriate volume ensures that everyone in the room can hear.
- G. Punctuality and being well-prepared are among the most important aspects of meeting etiquette. This demonstrates respect for colleagues and helps the meeting to proceed smoothly.

(From: 9 Types of Manager Meetings Explained)

Unit 6. Making Presentation at a Meeting

1. Match the words with similar meaning:

- | | | | |
|-----------------|-------------|-----------------|----------------|
| 1. crucial | A. honest | 5. credible | E. interesting |
| 2. experienced | B. evident | 6. visible | F. in gestures |
| 3. non-verbal | C. central | 7. entertaining | G. essential |
| 4. enthusiastic | D. exciting | 8. core | H. competent |

2. Match the words with opposite meaning

- | | | | |
|-----------------|-----------|----------------|---------------|
| 1. respond | A. forget | 5. start out | E. spread out |
| 2. keep in mind | B. hide | 6. emphasize | F. succeed |
| 3. fail | C. use | 7. concentrate | G. develop |
| 4. waste | D. finish | 8. break down | H. ask |

3 .Read the text and find the words and word combinations corresponding the definitions A-G.

Top Tips for Effective Presentations

Whether you are an experienced presenter, or just starting out, there should be ideas here to help you to improve.

1. Show your Passion and Connect with your Audience

Be enthusiastic and honest, and the audience will respond.

2. Focus on your Audience's Needs

Your presentation needs to be built around what your audience is going to get out of the presentation.

You need to make it easy for your audience to understand and respond.

3. Keep it Simple: Concentrate on your Core Message

When planning your presentation, you should always keep in mind the question:

What is the key message (or three key points) for my audience to take away?

Some experts recommend a 30-second 'elevator summary', others that you can write it on the back of a business card, or say it in no more than 15 words.

4. Smile and Make Eye Contact with your Audience

This sounds very easy, but a surprisingly large number of presenters fail to do it.

To help you with this, make sure that you don't turn down all the lights so that only the slide screen is visible. Your audience needs to see you as well as your slides.

5. Start Strongly

The beginning of your presentation is crucial. You need to grab your audience's attention and hold it.

So don't waste that on explaining who you are. Start by entertaining them.

Try a story or an attention-grabbing (but useful) image on a slide.

6. Remember the 10–20–30 Rule for Slideshows. A tip from Guy Kawasaki of Apple.

Slideshows should: Contain no more than 10 slides; Last no more than 20 minutes; and Use a font size of no less than 30 point. As a general rule, slides should be the slideshow to you, the presenter.

7. Tell Stories

Human beings are programmed to respond to stories.

Think about what story you are trying to tell your audience, and create your presentation to tell it.

8. Use your Voice Effectively

Varying the speed at which you talk, and emphasising changes in pitch and tone all help to make your voice more interesting and hold your audience's attention.

9. Use your Body Too

It has been estimated that more than three quarters of communication is non-verbal.

That means that as well as your tone of voice, your body language is crucial to getting your message across.

10. Relax, Breathe and Enjoy

Improve your presentation skills!

(From: Top Tips for Effective Presentations)

- A. the essence of who you are and what you do, the main points of information you want your audience to hear, understand and remember
- B. a short description of an idea, product, or company that explains who the thing is for, what it does, why it is needed, and how it will get done
- C. an important part of effective communication is the situation in which two people look into each other's eyes at the same time
- D. movements or positions of the body that express a person's thoughts or feelings
- E. a presentation of photographic slides on a screen one after another
- F. communication, transfer of information from one person to another without the use of words or spoken language (through facial expressions, gestures, use of objects, and body posture or position)
- G. maybe wants, deficits, conditions, or other gaps between skills/knowledge audiences already have and those they want.

Unit 7. Time Management

1. Match the the phrases (1-7) with their definitions (A-G):

1. run a business	A. do not provide sales at the planned time, but leave it until later
2. delay sales	B. to give a particular job, duty, right, etc. to someone else so that they do it for you
3. lose profits	C. not up-to-date
4. make payments	D. free from risk of loss
5. set new deadlines	E. to be informed about the amount of work to be done by someone
6. keep track of your workload	F. change the time before which a particular task must be finished
7. delegate work	G. to operate, to direct, to manage
8. software	H. involving, requiring, or characterized by hard and sustained effort

9. attendance	I. the number of times a person attends
10. outdated	J. happening or appearing soon
11. laborious	K. set of programs for a computer system
12. secure	L. have economic damages caused by a disruption in business operations
13. prone to	M. make transfers in the form of services exchanged, cash, check, wire transfer, card, or cryptocurrencies
14. logging	N. the serving of oneself
15. self-service	O. cause to remember
16. remind	P. establishing communication and initiate interaction with a computer or system
17. upcoming	Q. to have a tendency

2. Read the text and answer the questions:

1. What timekeeping method is described?
2. What are the advantages of the described method implemented?
3. Why digital solutions are secure?
4. What kind of information can be transmitted via time-keeping software?

Employee time-keeping software

Managing employee time and attendance is an essential business function, yet many continue to rely on outdated, manual methods that are laborious and prone to mistakes. Timekeeping software, on the other hand, can improve productivity, which in turn, may reduce costs. Digital solutions with biometric identification are often more secure because they prevent employees from logging time for others. When schedules are published or modified, alerts can be sent to employees reminding them of upcoming shifts that they are working. It minimizes time spent on low-value tasks. Self-service allows employees to enter their time via their own mobile devices.

(From: Insight. Employee timekeeping software)

Unit 8. Negotiations

1. Match the words (1-6) and definitions (A-F)

1. to reject	A. to expect, predict, foresee
2. to reschedule	B. a balance between two characteristics that are positioned as desirable but unacceptable to one of the parties
3. to compromise	C. to refuse, retreat, renounce, run away
4. to anticipate	D. to change the time of a planned event
5. a trade-off	E. to dismiss as inadequate, inappropriate
6. to back down	F. to settle a dispute by mutual concession

2. Read the text and mark T (true) or F (false):

For Better Negotiations "Your working life is full of negotiations. You don't just negotiate with other companies. You negotiate whenever there are two parties with different needs. And even though everyone involved wants to find a compromise that is mutually acceptable, many people dislike negotiating because of the conflicting interests.

But negotiations need not be confrontational. Don't try to win a negotiation. If you treat it as a contest, you will create a hostile atmosphere. Respect the other person and try to understand his or her needs. This way, you can create a spirit of cooperation.

Sometimes, the other party may reject your suggestions, and you need to anticipate this. A negotiation is a trade off, and sometimes you will need to back down. So prepare alternative options in case your preferred solution is unacceptable. Finally, don't negotiate if you are tired or stressed. You will never close the deal when negotiations are too intense. Reschedule to another time.

(From: John Taylor, Jeff Zeter. Career Paths. Business English)

1. In your working life, you only negotiate with other companies.
2. Many people hate to negotiate because of the conflict of interest that arises.
3. Do not give up and win the negotiations.
4. Do not negotiate under stressful conditions.
5. Never expect your offer to be rejected.
6. We need to think about other options that can be offered.
7. Sometimes, for success, it is better to agree on a new and later date for negotiations.
8. The goal of the negotiators is to create a hostile atmosphere.

3. Any negotiation has a predictable sequence of events. It includes the following stages:

1. Preparation
2. Opening and Exchanging information
3. Bargaining
4. Closing and Implementation .

Match the negotiation stages (1-4) and their descriptions (A-D):

Negotiation stages	Description of negotiation activities
1. Preparation	A. The essence of the game of negotiation: "give and take". Each party utilizes various negotiation strategies to achieve the objectives. Making concessions, giving up one thing to get something else in return.
2. Opening and Exchanging information	B. Planning and preparation. It's a time to assess the situation and the relationship with the other party. Collecting information needed for the negotiations

Negotiation stages	Description of negotiation activities
3. Bargaining	C. A final agreement is completed. Both parties should review the terms of the agreement to avoid any misunderstanding. Implementation of the agreement
4. Closing and Implementation	D. The parties exchange the information gathered in the preparation stage. Ascertain the other party's wants and needs. Seek to uncover underlying interests, issues

Unit 9. Making travel arrangements

1. Fill in the gaps in the sentences (1-6) with appropriate words from the following list: *rent, booked, confirmed, reach, reservation, flight*:

- The receptionist confirmed the hotel _____.
- Five people have _____ that they will be attending and one hasn't replied yet.
- This _____ should be confirmed 24 hours before departure.
- The travel operator _____ a seat on the nearest flight to Madrid.
- The team won't _____ New York until 2 pm.
- Mr Teller is going to _____ a car from an airport garage.

2. Read the message from the travel agency Merit Travel and mark true or false:

I am pleased to confirm your itinerary for your trip from Sydney to London.

I have booked you on a business class flight SQ174 from Sydney Airport to London Heathrow. Departure is at 8:05 am on August 19th. This includes a 19-hour layover in Singapore.

I arranged accommodations at the Singapore Orchid Hotel, which has a wide range of luxury amenities. You will arrive at London Heathrow at 3:55 pm on August 20th. Your e-ticket is attached to this mail.

On arrival at Heathrow you can reach the center of London either by train or coach. First class train fares start at £26. Alternatively you can rent a car at the airport. Please let me know your preference so I can make the necessary reservations.

Thank you once again for choosing Merit Travel. If you have any other queries, please do not hesitate to get in touch.

Jana Lemon
Merit Travel

(From: John Taylor, Jeff Zeter. Career Paths. Business English)

- The travel agent sent Mr. Tyler confirmation of the planned route.
- The agency has booked Mr. Tyler's seat on a business-class flight from London Heathrow to Sydney Airport.
- The trip includes some stay at the Singapore airport.
- The trip destination is Sydney.

5. Mr. Tyler will arrive at London Heathrow at 3:55 pm on August 19th.
6. The ticket for the flight is sent to Mr. Tyler by post.
7. The travel agent is sure about Mr. Tyler's preference for car rental.

3. Match the words (1-7) with their definitions (A-G):

1. confirm	A. to arrange to have a seat, room, performer, etc. at a particular time in the future
2. book	B. to communicate with someone by phone, email, etc
3. arrange	C. to arrive at a place, especially after spending a long time or a lot of effort travelling
4. attach	D. to be uncertain or nervous about something
5. reach	E. to plan, prepare for, or organize something
6. hesitate	F. to fasten, join, or connect something
7. get in touch	G. to make an arrangement or meeting certain, often by phone or writing

5. Fill in the gaps with the words from the text with their definitions.

1. _____ is the fact of arriving somewhere.
2. _____ is the fact of a person or vehicle, etc. leaving somewhere.
3. _____ are things considered to be necessary to live comfortably, such as hot water.
4. _____ mean a place to stay, esp. a hotel room.
5. _____ is a planned route or journey.
6. _____ is a long motor vehicle with comfortable seats, used to take groups of people on journeys.
7. _____ mean the money that you pay for a journey in a vehicle such as a bus or a train.
8. _____ is a short stay in a place that you make while you are on a long journey to somewhere else.
9. _____ are questions that often express doubt about something or seek answers from authority.

Unit 10. Company Culture

1. Read the text and answer the questions:

1. What progress in promoting the company's corporate culture is described?
2. Is it necessary to locate the employees' profiles on the company website?
3. What is included in About Us Page?
4. Why is it important to compare the needs and expectations of customers and the formulation of the company's mission?

Five ways your website can show company culture

Company culture is a shared set of values, attitudes, goals, and practices that form an organization. Make your employees happy, and you will get better results. If customers perceive your company culture to be poor, they won't want to support you. This means you can lose a lot of money.

How to Use Your Website to Show Company Culture

The good news is, there are plenty of ways you can show your company culture through your website. The backbone of your business is your employees, and it is important you highlight them on your website. The way you present your employee profiles also says a lot about your business. It is all about having your company culture match what you put on your website.

Optimized About Us Page

Why did you start your business? The public wants to know as well. Your About Us page gives you a chance to show what makes your business unique and show off your company's culture and style. Consider your products and who your audience is and tailor your statements to appeal to them. If people see your mission statement and goals as unethical or not interesting, you can lose business.

Messaging and Tone

The way your company talks about itself online says a lot about your company culture. Consider how your brand's personality is reflected in what you say on your website. You want your internal culture to be accurately represented online, so you have to make specific choices to make your culture match your messaging and tone.

(From : Cate O'Brien. 5 Ways your website can show company culture (and why it 's so important))

3. Match the words (1-8) and the definitions (A-H)

1. employee
 2. brand's personality
 3. customer
 4. company culture
 5. internal culture
 6. company style
 7. mission statement
 8. company product
- A. a person or organization that buys goods or services from a store or business
 - B. a person employed for wages or salary
 - C. a set of human characteristics that are attributed to a brand name
 - D. a brief explanation of the organization's reason for existence, purpose and overall intent
 - E. the products and services designed, developed, manufactured, offered, provided, marketed, licensed, sold, distributed or otherwise made available by or for the company
 - F. how things get done around the workplace in the company
 - G. brand guidelines
 - H. an organization's expectations, experiences, philosophy, values that guide member behavior, and is expressed in member self-image and interactions with the outside world

Unit 11. Business in Different Cultures

1. Match the words and phrases(A-F) with their definitions (1-8):

A. local custom	1. traditions of a small area, especially of a country
B.courtesy title	2. to take back, or remove
C.punctuality	3. to say that you will not do or accept something
D.counterpart	4. polite word that is used before someone's name, stating their social rank, qualifications, position in an organization, gender, etc.
E.clock-watcher	5. the fact of arriving, doing something at the expected time and not late
F.the most senior person	6. a person that has the same purpose as another one in a different organization
G.to withdraw	7. someone who repeatedly looks to see what time it is in order to see how much longer they have to work
H.to refuse	8. the oldest and the most experienced member of team

2. Read the text and mark true or false:

Cultural Differences and Communication Problems With International Business

Following local customs builds better relationships at business meetings. For example, Canadians are clock-watchers and expect everyone to arrive on time. In Japanese meetings, often only the most senior person for each side talks, while others typically remain silent.

The overall business culture in Europe is formal. With business attire, Europeans are more formal than their American counterparts. Most business people in Europe dress in suits and ties. European business style is to address those in authority at the company using courtesy titles, not first names.

A primary component of the U.S. business culture is punctuality. Although other cultures don't watch the clock when it comes to meeting clients and co-workers, Americans believe punctuality is a sign of respect. The importance of deadlines is also a subculture in U.S. business; they are strictly followed. People are typically on a first-name basis at work, regardless of their respective positions.

Asian business culture is based on extreme politeness. For example, instead of saying no, business people have a hard time refusing requests. In some cases, they will just continue discussing it until the other party figures out the first party really doesn't want to fulfill the request and withdraws it. In addition, the Asian business subculture values gift giving as a sign of respect.

The continued globalization of businesses makes it imperative to understand and respect each others' business cultures and subcultures. Whether it's about dress code, handshakes or gift buying, the more business people learn about other cultures the better they can work together.

(From: Cultural Barriers in the Workplace)

1. Canadian businessmen are very punctual and consider every partner to be clock-watchers.
2. The most senior Japanese negotiator often remains silent in business meetings.
3. Most business people in America are more formal than European business partners
4. European business people are typically on a first-name basis at work.
5. Asian businessmen are rather impolite than polite.
6. Gift-giving is a sign of respect for the Asian business subculture.
7. Asian business subculture strictly follows deadlines.
8. Understanding and respecting each other's business cultures and subcultures is typical of the current globalization of business.

Unit 12. Management Styles

1. There are nine types of management styles, or ways managers work to reach their goals for a company: authoritative, democratic, consultative, laissez-faire, collaborative, transformational, coaching, delegative, visionary.

Match the management styles (A-I) and their descriptions (1-9):

Type of management	Description of the manager's approach
A. Authoritative	1. The manager is taking everyone's opinions and ideas into consideration. This style is common in specialized fields. The manager consults and makes the team members opinions the ground of a successful work environment.
B. Democratic	2. Main focuses are innovation and employee development. The manager encourages the team to push their boundaries and crush their goals. The manager expects the team to take on challenging tasks daily.
C. Consultative	3. The manager closely tracks the team members to ensure they're doing their work correctly. There will be consequences if a team member doesn't show good performance. Team members should not question the manager's judgment.
D. Laissez-faire (<i>Engl. Let it be</i>)	4. This style is opposite to authoritative and encourages team members to share their ideas. The manager creates a collaborative environment. The manager will still have the final say in the decision-making process.
E. Collaborative	5. The manager gives the team freedom to complete the work but will check in occasionally.

Type of management	Description of the manager's approach
	The manager regularly inspires the team members to reach their goals. The manager shares the goals and vision with the team.
F. Transformational	6. This style focuses on learning and problem-solving. The manager prioritizes long-term growth over correcting short-term mistakes. Professional development is the foundation
G. Coaching	7. The manager assigns tasks but doesn't oversee the process. The team will figure out how to perform tasks on their own. The manager provides feedback once tasks are complete.
H. Delegation	8. This style allows the team members to make their own decisions about projects. The manager is there to guide the team when they ask for it, but manager rarely tells them what to do. The manager won't be heavily involved in projects.
I. Visionary	9. Collaborative environments are typical. Each idea is fully open for discussion amongst all members. The manager makes his/her final decision based on a majority vote.

(From: 9 Types of Management Styles for Impactful Leadership)

2. Mark T (true) or F (false):

1. Understanding leadership and management styles are essential for effective communication and teamwork in the workplace.
2. The authoritative style is characterized by a hierarchical structure in which the leader makes decisions without consulting the team.
3. Visionary managing suggests no freedom given to the team.
4. Collaborative and consultative management styles allow collaboration between the manager and the team.
5. Laissez-faire (*Engl. Let it be*) is a management style that allows team members to make their own decisions about projects, and the manager rarely tells them what to do.
6. Delegation management concentrates all productive activity around the manager, not involving other members of the team.

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Навчальне видання

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