380301 Экономика 1 курс 2 семестр 1 группа

Деловой иностранный язык

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| **ДАТА(кол-во часов)** | **ТЕМА ЗАНЯТИЯ** | **ЗАДАНИЕ** |
| 27.05.20 (Пр-4 часа) | **Unit 1. Business Ethics**  **Unit 2. Jobs**  **Unit3.Travelling on Business**. | Задание 1.  Задание 2.  Задание 3.  Задание 4. |

Задание 1. **Чтение , перевод.**

**1.Business etiquette (устно)**

Business etiquette is made up of significantly more important things than knowing which fork to use at lunch with a client. Etiquette is about presenting yourself with the kind of polish that shows you can be taken seriously. Etiquette is also about being comfortable around people.

People are a key factor in your own and your business’ success. Many potentially worthwhile and profitable alliances have been lost because of an unintentional breach of manners.

The most important thing to remember is to be courteous and thoughtful to the people around you, regardless of the situation. Consider other people’s feelings, stick to your convictions as diplomatically as possible. Address conflict as situation-related, rather than person-related. Apologize when you step on toes.

Make it a point to arrive ten or fifteen minutes early and visit with people that work near you. When you’re visiting another site, linger over a cup of coffee and introduce yourself to people nearby. If you arrive early for a meeting, introduce yourself to the other participants.

 Keep notes on people. There are several “contact management” software applications that are designed for salespeople, but in business, nearly everyone is a salesperson in some capacity or another.

 Social rank or class is a cornerstone of social interaction in many cultures. The corporate climate in the United States is no exception. People tend to feel uneasy until they’ve seen an “organizational chart” or figured out who reports to whom. They feel that it is more important to show respect and practice etiquette around superiors than around peers or subordinates.

The only thing you owe your boss above and beyond what you owe peers and subordinates is more information. Unobtrusively be sure he or she knows what you’re doing, is alerted as early as possible to issues that may arise, and is aware of outcomes and milestones.

If you’re travelling on business to a foreign destination, or have visitors here, it is a good idea to learn as much as you can about the culture they are coming from and make appropriate allowances.

Items to consider:

* Language (make an effort to learn theirs if possible, but don’t pretend to be fluent unless you have many years of study under your belt!)
* Time zones
* Working schedules
* Holidays
* Food customs (table manners, use of implements, etc.)

It can be insulting to your coworkers or clients to show a lack of concern about your appearance.

Being wrinkled , unshaven, smelly or unkempt communicates (intentionally or not) that you don’t care enough about the situation, the people or the company to present yourself respectably.

If you think a situation may call for dress slacks, wear a dress shirt and tie. If you have any inkling that a suit may be called for, dress to the nines.

Women’s clothing is a bit more complicated, but again, err on the side of conservative and dressy.

The important thing to remember is that if you strive to make the people around you feel comfortable and valued, you have succeeded whether you’re perfectly in compliance with these or any rules you’ve read.

**2. Jobs**

When you’re job hunting, you need the right skills, education, and experience. Take a look at the following list. Don’t be freaked out by the length. Read through it. Think about how you rate on each item and how you could improve. It could be the best thing you ever do for your job hunt.

1. Energy. Humans are drawn to energetic people because energy is contagious. Job interviewers are human.

2. Good manners. Dressing appropriately, maintaining eye contact, waiting to sit until your interviewer is seated—these things all show respect for the person and the situation.

3. Maturity. Mature people know how to focus on the needs of others. Immature people are just wrapped up in themselves. Employers really prefer the first one.

4.Judgment. When interviewers start questions with “tell me about a time when you,” that’s your opening to bring up examples of when you showed excellent judgment.

5. Problem-solving skills. The “tell me about a time” question is also an opportunity to talk about how you effectively approach problems.

6. Loyalty. Employers seek candidates who can demonstrate loyalty to something—a cause, colleagues, a company, your profession.

7. Cheerful nature. A positive attitude, a smile, and an easygoing attitude tell an employer you will be a pleasure to have around. That’s important.

8. Good health. Employers need to believe that you can physically do the job. If you have visible health issues, you might consider think how to talk about them.

9. Financial responsibility. Lots of jobs involve a credit check. So if you have a problem in this area, start working now to fix it!

10. Demonstration that you finish what you start. This is one reason many employers require a college degree. If you don’t have one, look for other examples of your stick-to-it-iveness.

11. Follow-through. Not quite the same as #10. Follow-through is a habit of mind highly valued at most companies. A good example is writing a thank-you note after the interview.

12. Demonstration of an ability to go above and beyond. Employers dream about these kinds of employees. Think of a time you’ve shown this quality and find a way to talk about it.

13. Ability to handle criticism. When interviewers ask about “your greatest weakness,” they want to see that you’re capable of recognizing you do have weaknesses, and that you’re willing to put in the work to correct them.

14. Ability to cooperate with others. Be nice to receptionists/assistants/colleagues. Show that you would be an asset to the team.

15. Intelligence. For example, in interviews, employers notice how well you appear to understand questions and whether you answer them clearly, in complete sentences, using reasonably good grammar.

16. Demonstration that you know something about the employer’s business. Perfectly understandable. At least it should be.

17. A career line that makes sense. Learn to talk about your career in a way that shows you have a plan. Ideally, you’ll be able to show continuous improvement.

18. Long-term goals and objectives. What you want to do here demonstrates that you are a thoughtful person with goals. It ties in with #18.

19. Solid, thought-through reasons for leaving past jobs. Even if you’ve had 10 jobs in the past six years, it doesn’t have to hurt you if you can show good smart reasons for why.

20. Punctuality. The reason you need to be on time for interviews is that this is the employer’s first clue that you can meet a deadline.

21. Under pressure. Can you still perform when the going gets tough? Think of examples from your personal and work life, and try to work them into the interview.

22. Flexibility/adaptability. Interviewers sometimes ask an unexpected or even “crazy” question just to see how you react. This is a time to be at your most cool-headed.

23. Some evidence of achievement and commitment in your personal life. Employers ask about your hobbies and passions as a way of getting to know you, and because they like to see some success here, too.

**3. Business of travel. Business traveler’s priorities and problems met at the airport and on board.**

Millions of people all over the world are fond of travelling. They travel to see other countries and continents, to discover different ways of life, to meet different people and to practice foreign languages. Travelling broadens the mind. While travelling we can see and learn staying at home and watching TV or reading books. Today tourism is the world’s second largest industry. In Spain, France, Italy and most of Greece/ there is no undeveloped coastline left. Global tourism is big business. I can bring substantial economic gain to any country of the world. The main forms of public transport are buses, trains, ships and airplanes. Of course, air transport is quicker than other means of transport. This is particularly true if you are travelling long distances. Many people enjoy travelling by air because of the meal and the entertainment on board. However, flying often involves delays and cancellations. Turbulence can also spoil the flight. Besides, there are occasionally terrorist threats, which would definitely spoil any journey. Finally, air travel is more expensive than any other form of modern transport. So, the first thing, we need is good organization, air tickets, transport to and from the airport and accommodation. The second things relates to the airline that you choose or the cost of the flights. I think it’s important to balance cost with the need for comfort for the business traveler. As for me, I travel quite often either by rail or by road to visit my parents and brother who live in Vitebsk. When I travel safety and reliability are very important for me. Comfort, speed and price are also taken into consideration. What I really enjoy about travelling/ is the spirit of adventure and of course I don’t like bed whether, delays and poor service.

**Задание 2.** Выписать из каждого текста ключевые слова.

**Задание 3.** Написать к каждому тексту 5 вопросов.

**Задание 4.** Пересказать один из текстов.