



ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ
УПРАВЛЕНИЕ ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ПОВЫШЕНИЯ
КВАЛИФИКАЦИИ

Кафедра «Лингвистика и иностранные языки»

МЕТОДИЧЕСКИЕ УКАЗАНИЯ к проведению практических занятий по дисциплине

«Деловое общение на ино- странном языке»

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Аннотация

Методические указания и контрольные задания по рубежному контролю знаний по дисциплине «Деловое общение на иностранном языке». Часть 1.

Методические указания предназначены для контроля знаний студентов, изучающих курс «Деловое общение на иностранном языке (английский язык)», в частности ведение деловой переписки на английском языке. Здесь представлены методические указания, языковые и речевые упражнения для развития и формирования умений и навыков написания деловых писем на английском языке. Методические указания предназначены для студентов всех направлений и форм обучения.

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UNIT 1

1. Read and translate the texts.

a) Hello. My name's Paul, and I work in the Financial Department. I work with numbers and I work with money. I use Excel most of the time. I probably work between five and seven hours per day on my computer. People say it's a very boring job, but I think it's very interesting.

b) Hi, I'm Karin. I work with ideas for new products, because I'm in research. But it's not all computer work. I'm only on my computer for about four hours per day. I have a lot of contacts with the technical manager. I love my job. I think it's very interesting.

c) My name's John. I speak English, but I also speak Java, FORTRAN, and C++. You see, I work with computer languages. In my job, I'm in front of my computer for eight hours a day. I love computers, but this job is very boring because the programs that I write are always the same.

2. Translate these questions from Russian into English and answer them.

- Как вас зовут?
- Откуда вы?
- Где вы живете?
- Где вы работаете?
- На какую компанию вы работаете?
- Какая основная деятельность вашей компании?
- Какую должность вы занимаете?
- За что вы отвечаете?
- У вас много свободного времени?
- Чем вы занимаетесь в свободное время?

3. Read and translate the text.

Richard Branson's 10 secrets of success

Richard Branson became famous as a "hippy" businessman in the 1960's when he set up a record company. Today he runs the successful VIFGIN AIRLINE and he is still breaking many of the traditional rules of management. So how does he do it?

He regularly works eleven hours a day, starting at around eight a.m. and finishing at around seven p.m.

He spends a lot of time talking to people on the telephone but he never sends memos.

He rarely holds meetings. He makes decisions on the phone or on the tennis court.

He has a good memory and he writes people's names on his hand so he doesn't forget them.

He invites every single one of his 10,000 employees to a party at his home in Oxfordshire every year. The last party cost around £100,000.

He continually questions his employees about every aspect of his business and tries to find out whether their ideas will work.

If he becomes annoyed in meetings, he leaves the room. But he hardly ever loses his temper.

He employs people he likes personally. This is more important for him than qualifications.

He had several business failures in the past and nearly went bankrupt several times but he has always survived. He puts his success down to good ideas, good people and good luck.

He didn't go into business to make money. He went into business because he wanted a challenge.

4. Ask questions about Branson using these question forms:

What ...?

When...?

Why ...?

Where...?

How ...?

How often ...?

How many ...?

How much ...?

5. Vocabulary. Can you define the people you talk to? Choose one phrase from the list to complete each sentence.

Supplier	shareholder	owner	colleague
boss	manager	leader	customer
investor	director	chief executive officer	

1. My name is Cliff Stonebreaker. Cliff Enterprises belongs to me. I am the ... I also manage the company myself, so I am the
2. I am Cliff Stonebreaker's sister. I sit on the Board of his company. I am a
3. I am Mr. Stonebreaker's secretary. He is my
4. I hold equities in this company. I am a
5. Cliff Stonebreaker is a friend of mine. I have put some of my own money into Cliff Enterprises. I am a
6. I buy things from this company. I am a
7. This company buys things from me. I am
8. I am the head of a team in the technical department. I am a team
9. I have lunch every day with a woman at the desk next to mine. She is my
10. I work for Cliff Enterprises. I head a department of about 50 people. I am a

6. Read and translate some more texts about jobs. Here you will find useful words and expressions that you should know. Write them down and learn by heart.

- O. Have you met our human resources manager?
 W. Yes. Nice to see you. Do you know Mike? Mike has just joined the company.
 N. No. Hello. I'm Natasha Darcy. Nice to meet you.
 M. Me too. Where do you work?
 N. I'm with Perfect Match. It's a small recruitment company. We are in charge of personnel matters. We provide personnel to companies in the South East. What about you?
 M. I work for a company called Risk Link. We produce software for the Insurance Industry. As for me, I am responsible for delivering the products.
 N. Do you work with Paloma Martinez?
 M. Actually I report to her. She is my boss.
 N. Give my regards to her when you next see her.



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M. I will.

N. Oh right. What about you, William? Do you still work in electronics?

W. Well, yes, but I don't have a permanent job right now. That's why I'm here. I want to find something in the automobile industry, if possible.

N. How long are you going to be in Moscow?

M. Just a week. I would like to stay longer.

N. Is this your first visit?

M. No, I come here quite often on business. It's a great city, especially in the springtime.

2. Job description

Your job is to supervise six people at the front desk – you make sure they all know what they are doing and that they don't make any mistakes. You report to Simon, who is the head of customer services. He manages you and four other supervisors. He also liaises with the heads of the other departments so that they all know what everyone else is doing. And, of course, as I am the boss, they all answer to me.

3. Recruitment

Dear Ms Zink,

Thank you for your enquiry about job vacancies. We are a small company and employ just six people on a full-time basis. However, we always take on extra staff during our busy summer months and so we are hiring staff at the moment. If you would like to apply for one of these temporary positions, please call me, so that we can arrange a time to you.

Yours sincerely,
Manfred Seltzer

4. Career development

If we like the results of your work you can get a pay rise, be promoted, get some perks/ benefits or get a bonus.

These are the only ways when you can lose your job at this company:

Employees who steal will be dismissed.

Salespeople who do not meet their targets will be fired.

When business is bad, the laziest workers will be laid off.

And if the company goes bankrupt, everyone will be made redundant.

If you don't like any of these rules, you are free to resign and



find another job.

But if nothing goes wrong, you have a job for life and you can retire happily at the age of sixty-five.

7. Revising. Translate these questions from Russian into English. Prepare a dialogue "An interview with your potential employee" using the material from this exercise.

1. На какую компанию вы работаете?
2. На сколько отделов делится ваша компания?
3. Вы работаете в главном офисе?
4. Кто глава этого отдела?
5. Кто отвечает за эту работу?
6. Кто основал эту компанию?
7. Кто руководит этой фирмой?
8. Как часто ваш начальник проводит собрания?
9. Вы уже приняли решение?
10. Вы часто выходите из себя? – Нет, я думаю, что я уравновешенный человек.
11. Чем вы объясняете ваш провал?
12. Вы когда-нибудь слышали о нем? – Да, я слышал о нем много хорошего.
13. Как давно выработаете на эту компанию? – Я поступил сюда в прошлом году.
14. Это вы возглавляете этот отдел? - Нет, я руковожу другим отделом.
15. Разрешите представиться.
16. Кому вы подчиняетесь?
17. Сколько работников вы контролируете?
18. Ваша компания хочет нанять новых работников? - Да, они хотят нанять несколько временных рабочих.
19. Если вы напишете заявление на эту работу, вас пригласят на интервью.
20. Почему его сократили? – Потому что его компания обанкротилась.
21. Вас когда-нибудь увольняли?
22. Почему вы были уволены?
23. Я могу ожидать повышения зарплаты?
24. Если вы хорошо работаете, вы получите продвижение по службе.
25. У вас есть какие-то льготы?
26. Вы часто получаете премии?



UNIT 2

BUSINESS LETTERS

1. Identify 6 parts of a business letter:

1. HEADING
2. INSIDE ADDRESS
3. SALUTATION
4. BODY
5. CLOSE
6. SIGNATURE

- a. Dear Mr. Post,
- b. November 12, 2014
- c. Yours faithfully,
- d. Mr. Martin X. Post,
45 Broadway,
New York, N.Y.
- e. Peter Pavlov.
- f. Thank you for sending me your prospects and a note of your terms. We liked them, so will you please reserve for us the rooms mentioned in your letter.

2. These are phrases from business letters. Translate them:

- I should like very much to hear ...;
- We should greatly appreciate your ...;
- I am writing to inquire if ...;
- I wish to make some inquiries about ...;
- Will you kindly inform us whether/if ...;
- May we ask you for ...;
- Would you be kind enough to ...;
- We hope you will ...;
- We trust you will ...;
- I should be very grateful if you could ...;
- According to your request ...;
- In accordance with your request ...;
- As requested by you ...;
- At the request of your ...;



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- We are glad to answer your inquiry ...;
- We are pleased to send you ...;
- Here is the information you requested ...;
- We'll be pleased to inform you ...;
- We wish to inform you ...;
- I am making use of this opportunity to approach you with the request

3. Give the corresponding English equivalents:

- удовлетворять просьбу;
- выполнять просьбу;
- в соответствии с просьбой;
- по вашей просьбе;
- пользоваться возможностью обратиться к;
- сделать все возможное;
- обратиться к кому-либо с просьбой;
- для меня будет большим удовольствием удовлетворить Вашу просьбу;
- пользуюсь возможностью, чтобы обратиться к Вам с просьбой;
- в соответствии с Вашей просьбой я просмотрел весь материал и считаю, что Ваши выводы совершенно правильны.

4. Translate the following bodies of letters:

a) I would like to thank you on behalf of my colleagues and myself for the organization and participation in the banking seminar held in Moscow on April 24-25, 2014.

We have found the presentation made by the members of the Citibank team at the Seminar quite interesting and educational.

As it had been already mentioned during the Seminar we consider it to be a part of the overall development of our mutually beneficial business relationship.

We would appreciate if you pass our best regards to all of your colleagues who participated and organized the seminar.

b) The Organizing Committee officially invites you to participate in the work of the seminar to be held from 10th to 12th November this year.

We would very much appreciate an early reply to this invitation and hope we'll have the pleasure to see you here.



We should be very grateful to you if you let us know of the date of your arrival.

c) It gives me great pleasure to accept your invitation to participate in the work of the seminar.

I'll cable you the date of my arrival at my earliest convenience.

5. You have found different parts of many letters; translate them and choose what phrases you should use: a) at the beginning of a business letter; b) in the middle; c) at the end. Complete the phrases where it is necessary.

- 1) We have pleasure in informing you.....;
- 2) Yours sincerely;
- 3) In reply to your letter dated
- 4) We look forward to a visit of the President
- 5) We wish to inform you.....;
- 6) Further to our telephone conversation
- 7) Yours faithfully;
- 8) We thank you for your letter dated 23rd March, 2014;
- 9) We have to inform you.....;
- 10) I'm looking forward to meeting you soon;
- 11) We enclose the design documents with our letter;
- 12) Best regards;
- 13) We highly appreciate the work you have done for us;
- 14) Please, contact us as soon as possible;
- 15) It allows us to make a decision;
- 16) Regards;
- 17) You are kindly requested to study this material and inform us about the decision at your earliest convenience;
- 18) I look forward to hearing from you;
- 19) We are ready to assist you in this endeavor;
- 20) We assure you that we shall fulfill our obligations;
- 21) In confirming our talk with your representative.....;
- 22) In connection with your inquiry.....;
- 23) We should like to stipulate the fact that

6. Insert prepositions where necessary and translate the letter:

Dear Sirs,

I refer ... the telex of Mr. Francis dated ... March 19th, 2014, and write personally to apologize ... the last minute postponement ... our visit ... Moscow ... March 21st.

Given the number and relative importance ... the topics which we wished to discuss ... you, it was considered ... my colleagues in Vienna to be more appropriate if I took part... the discussions.

I look ... our meeting ... the revised date ... Wednesday April 18th, again ... 11:30 a.m.

One ... the major topics we had ... discussion was your telex dated January 5th, 2014 ... our Head Office instructing ... us ... the new procedures. You are aware that ... date we have not been complying ... this instruction and Mr. Francis ... his recent telex indicated I would write ... you ... this subject.

I look forward ... discussing this further ... you when we meet ... Moscow ... April 18th.

Best regards,

Yours faithfully,

7. Read and translate the letter written by a Russian guy. Have you noticed any mistakes here? What are they?

05.09.2014

Mr. Roger Stone, Office Manager

Quality Clothes, Inc.

1417 South First Street

Boston, Massachusetts 02107

Dear Mr. Stone:

Hello,

Mrs. Stogova, my Secretarial Studies teacher, has told me that a vacancy exists in your stenographic staff for the summer months.

!!! Please consider ME AN APPLICANT for this position. I very want it.

I am 20 years old and a student in the 11th class at High School №43. I have took the English language course of study. I have had classes in Malta.

During the past year, I worked for bank, located at Saratov. In



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addition, I have worked for a small office located at Saratov, in the capacity of secretary. I believe that my interest in stenographic work makes me especially suited for the fulltime summer position with your company. I plan to continue my studies in the fall.

I have permission to give you the following references:

Mrs. Komarova, Teacher High School

Mr. Sidorov, Office Supervisor

May I have a personal interview at your convenience? My telephone number is 89885323735

Very truly yours,

Ivan Petrov

8. Read the following letter of complaint, translate it and write a suitable reply.

BASIL HEATHCOTT-JONES

51 Dudley Road, Wembley,

Middlesex HA5 6 DM

15 October, 2014

Customer Relations Department

Winner Electrical Products

To Legh Wessex

Dear Sir,

About a week ago, I bought your new coffee-percolator intending to keep it in my office so that I could offer fresh coffee to my visitors.

Last Wednesday I received an important Chinese businessman and, naturally I offered him a cup of coffee. He accepted my invitation. I placed a filter in the machine, filled it with ground coffee, and turned on the machine. I'm quite sure I followed all the instructions for operating the percolator.

While we were discussing the main points of a draft contract, I heard the coffee percolator making a strange noise. I can only describe it as a bubbling, gurgling sound. Not wishing to appear rude to my Chinese guest, I ignored it. He also, by the way, gave no sign that he had heard anything unusual.

About five minutes later, a tremendous noise came from the machine. It seemed to explode! Coffee shot out from it and sprayed all over the carpet. Some of it fell on the trousers and coat of my guest. And it also splashed over documents I had on my desk. The carpet was soaked, the mess was unbelievable.



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I don't need to tell you how embarrassed I was. My guest was extremely polite. But we did no further work on the contract. I haven't seen him since. And I'm beginning to think I never will.

Of course I expect financial compensation from your firm for the loss I have suffered because of your faulty product. Perhaps you'd let me know how you're prepared to offer me. Let me say now, the sum must be suitable. If not, I shall place the matter in the hands of my lawyer.

B. Heathcott-Jones

9. Write a business letter observing the set of rules how to write business letters:

а) Поблагодарите за любезное приглашение принять участие в работе семинара. Попросите прислать Вам предварительную повестку дня.

б) Напишите, что Вы получили письмо адресата и рады были

выполнить его просьбу. Вы посылаете ему все необходимые материалы и надеетесь, что они ему пригодятся.

в) Подтвердите получение письма. Напишите, что высылаете

отдельным письмом свои предложения по организации конференции. Попросите подтвердить получение.

г) Обратитесь с просьбой выслать Вам последние данные по состоянию рынка. Заранее поблагодарите. Предложите свою помощь.

10. Translate these business letters:

Dear Sirs,

We were very impressed by the quality of samples, and we are ready to give you a trial order.

We have prepared a list of the items that we are interested in. We agree for partial shipment and we would like half the quantity to be delivered in three to four weeks.

Payment will be made in US dollars. We are ready to open a confirmed and irrevocable Letter of Credit in England.



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We would like to discuss the question of discount as well. We could agree for a 10% quantity discount with one provision.

Any further orders we place within a one year period would receive at least the same discount

Please confirm the receipt of this letter by fax.

Sincerely yours,

Dear Sirs:

We have heard from the German Consulate in Chicago that you are a leading producer of self-adjusting, all-weather sunglasses in Germany. Since there seems to be a growing interest in and demand for such high-quality sunglasses in the United States, we would like to know the frame styles that are now available for both men and women.

We are importers of optical products, including glasses, sunglasses, binoculars, and loupes.

Please, send us your illustrated catalog, export price list, and terms of business. As a rule our domestic and international suppliers allow us to settle by monthly statements. We can supply you, of course, with business and bank references. We look forward to your reply.

Sincerely yours,

Dear Sirs,

We are obliged for your letter of January 23. We regret that we cannot offer you the cameras you enquired about because we do not have them in stock now.

We have, however, a large inventory of other new cameras. We hope that this model might suit you and enclose a free catalogue and a price-list

A fast delivery is guaranteed and we could supply the cameras by the end of August on CIF terms.

We hope that our offer will interest you.

Yours faithfully,

Dear Mrs. Peacock,

Thank you for your order 2/35 for our food service trays. Unfortunately, your shipment has been delayed because this item is out of stock.

We hope to ship within the next 15 days. We apologize for the delay and any inconvenience this may cause you. We will ship your order as soon as it is available.



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If you wish to cancel your order, please let us know and we will arrange a refund or credit, whichever you prefer.

Again, we apologize for the delay.

Yours sincerely,

Robert Simon

Dear Sir or Madam:

In answer to your advertisement in the Tribune for a secretary/receptionist, I would like to submit the following information:

In June, I will be graduating from Central High School, where I have majored in business education. I can type 85 wpm and operate a word processor. I believe that the business skills courses I have taken will enable me to perform the duties of the job advertised.

I have enclosed a copy of my resume and will be available for an interview at your earliest convenience. I can be reached at the above address or by phone (my phone number - 083462848).

Sincerely yours,

Robert Simon

Dear Sir:

The name of your hotel has been given to me by the Hotel Association, and I shall be very much obliged if you let me know whether you have the following accommodation available for 3 weeks, from 15th July. One double room, if possible with private bathroom, and one single room.

Thank you in advance for your reply.

Yours faithfully,

W.D.Throp

Dear Sirs:

Our Technical Director, Mr.Thuong, will be arriving in London next week and will then go on to Sweden and Finland. We will be obliged if you book a seat for him on a plane leaving Britain for Stockholm on or about the 21st.

We thank you in advance for your kind attention to this matter.

Yours faithfully,

Win Kuu