

ВІННИЦЬКИЙ КООПЕРАТИВНИЙ ІНСТИТУТ

Кафедра гуманітарних, економічних та фінансово-облікових дисциплін

OK2. Ділова іноземна мова

(код і назва навчальної дисципліни)

Завдання для самостійної роботи з методичними рекомендаціями

рівень вищої освіти	Другий (магістерський) рівень
галузь знань	07 «Управління та адміністрування»
спеціальність	073 Менеджмент
освітньо-професійна програма	«Менеджмент»
компонент освітньо-професійної програми	нормативна
Мова викладання	англійська

Завдання для самостійної роботи з методичними рекомендаціями навчальної дисципліни «Ділова іноземна мова» для здобувачів другого (магістерського) рівня за спеціальністю 073 Менеджмент.

Освітньо-професійна програма: Менеджмент

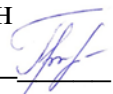
Мова навчання: англійська

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Завдання для самостійної роботи з методичними рекомендаціями розглянуті та схвалені на засіданні кафедри гуманітарних, економічних та фінансово-облікових дисциплін.

Протокол від «31» серпня 2022 р. № 1

В.о. завідувача кафедри гуманітарних, економічних та фінансово-облікових дисциплін

_____  к.е.н., Тетяна ГРИНЧУК

«31» серпня 2022 р.

ВСТУП

Основним завданням курсу «Ділова іноземна мова» є удосконалення навичок студентів висловлювати свої думки іноземною мовою у вигляді діалогічних та монологічних висловів, а також сформувані у студентів комплексні теоретико-прикладні іншомовні компетенції у галузі менеджменту, які цілком узгоджуються з основним курсом менеджменту, що вивчається.

Метою викладання навчальної дисципліни «Ділова іноземна мова» є: удосконалення комунікативної і перекладацької компетенції студентів у сферах ситуативного професійного спілкування в усній та письмовій формах; досягнення майбутніми спеціалістами високого рівня розуміння іншомовних фахових текстів, здійснення їхнього перекладу, а також усної та письмової інтерпретації іншомовного аудіо- і відеоматеріалу, що забезпечить їхні високі комунікативні спроможності у сферах ділового спілкування в усіх його різновидах.

Основними завданнями вивчення дисципліни «Ділова іноземна мова» є вивчення змісту поняття «ділове спілкування» пристосовно до майбутньої професії в обсязі, необхідному для досягнення цілей усного монологічного, діалогічного і письмового мовлення в межах міжкультурної комунікації.

Завдання для самостійної роботи з методичними рекомендаціями призначені для поглибленого вивчення різнобічних знань із запропонованого переліку тем, спрямовані на удосконалення розуміння принципів здійснення обміну інформацією у процесі повсякденної і ділової комунікації; формування практичних умінь адаптувати іншомовну текстову та аудіо-візуальну інформацію відповідно до управлінських завдань; розширення та активізацію словникового запасу студентів, зокрема в межах фахової терміносистеми та лексики, притаманної сфері бізнес-комунікацій та менеджменту зокрема.

Значна кількість завдань, спрямованих на активізацію навичок абстрактного мислення, відбору та аналізу інформації з метою реалізації набутих знань в умовах іншомовної міжкультурної комунікації, орієнтована на глибоке засвоєння особливостей здійснення іншомовної міжкультурної комунікації відповідно до сучасних вимог глобального бізнесу.

Основою навчальних матеріалів є тексти, аудіо- та відеоматеріали наукового, науково-популярного та ділового жанру, відібрані з сучасних Інтернет ресурсів.

ЗМІСТ

ЗМІСТОВИЙ МОДУЛЬ 1. ЕФЕКТИВНА КОМУНІКАЦІЯ. КОМУНІКАЦІЙНІ СТРАТЕГІЇ В МЕНЕДЖМЕНТІ. MODULE I. EFFICIENT COMMUNICATION. COMMUNICATION MANAGEMENT STRATEGIES

ТЕМА 1. ПОНЯТТЯ ПРО КОМУНІКАЦІЮ. ВИДИ КОМУНІКАЦІЇ. THE NOTION OF COMMUNICATION. TYPES OF COMMUNICATION.

1.1. Що таке комунікація, її види.

What is communication. Types of communication.

1.2. Роль комунікації в менеджменті.

Role of communication in management.

1.3. Комунікаційні стратегії, що використовуються у менеджменті.
Діловий дискурс та поняття нейро-лінгвістичного програмування.

Communication strategies used in management. Business discourse and the notion of NLP.

ТЕМА 2. НАЛАГОДЖЕННЯ ДІЛОВИХ КОНТАКТІВ. SETTING BUSINESS CONTACTS

2.1. Знайомство. Представлення. Світська бесіда.

Making acquaintances. Presenting yourself. Small talk.

2.2. Рекрутація та відбір кандидатів. Персонал та керівник відділу рекрутації. Потрібний кандидат.

Recruitment and selection. Personnel and HR. The right candidate.

2.3. Ділове листування. Листи. Електронна пошта.

Business correspondence. Letters. E-mails.

2.4. Спілкування по телефону. Спілкування за допомогою месенджерів.

Business correspondence. Making telephone calls. Messaging.

**ЗМІСТОВИЙ МОДУЛЬ 2. МЕНЕДЖМЕНТ ТА ОРГАНІЗАЦІЇ.
УДОСКОНАЛЕННЯ УПРАВЛІНСЬКИХ НАВИЧОК.
MODULE II. MANAGEMENT AND ORGANIZATIONS.
BOOSTING MANAGERIAL SKILLS.**

**ТЕМА 3. ДІЛОВІ ЗУСТРІЧІ ТА ПЕРЕМОВИНИ.
BUSINESS MEETINGS AND NEGOTIATIONS.**

3.1. Підготовка до зустрічей та переговорів.

Preparing for meetings and negotiations.

3.2. Он-лайн та офф-лайн зустрічі; переваги, недоліки, труднощі.

Online and offline meetings: advantages, peculiarities, difficulties.

3.3. Створення презентацій.

Making presentations.

3.4. Мовлення та мова тіла. Як справити враження. Візуальна психодіагностика.

Speech and body language. Making impressions. Visual psychodiagnostics.

**ТЕМА 4. ПОДОЛАННЯ ТРУДНОЩІВ. БІЗНЕС У ПРОСТОРІ КУЛЬТУР.
MANAGING DIFFICULTIES. BUSINESS ACROSS CULTURES**

4.1. Стрес та управління стресом. Проблеми на робочому місці. Здоров'я та безпека.

Stress and stress management. Problems at work. Health and safety.

4.2. Час та управління часом.

Time and time management.

4.3. Проекти та проектний менеджмент.

Projects and project management.

4.4. Лідерство та стилі управління. Крос-культурна комунікація.

Leadership and management styles. Cross-cultural communication.

TASKS FOR INDIVIDUAL WORK:

MODULE I. EFFICIENT COMMUNICATION. COMMUNICATION MANAGEMENT STRATEGIES UNIT I. THE NOTION OF COMMUNICATION. TYPES OF COMMUNICATION.

- I. 1. What is communication. Types of communication. (4 год.)
I. 2. Role of communication in management. (6 год.)
I. 3. Communication strategies used in management. Business discourse and the notion of NLP. (6 год.)

I.1. WHAT IS COMMUNICATION. TYPES OF COMMUNICATION.

Task 1. Watch the videos about communication styles. Make use of its narrative to help yourself structure your oral answer when dwelling on the topic. Make an outline of the key ideas they suggest. (1 год.)

<https://www.indeed.com/career-advice/career-development/types-of-communication>

<https://www.thehealthyjournal.com/faq/what-are-the-4-types-of-communication-styles>

Task 2. Compare the two videos from Task 1. Make a table where you specify the key differences in the information they present. (1 год.)

Task 3. Consider the following tables. Define which communication style is typical for you, your friend, family members. Substantiate your choice, giving real life examples. (2 год.)

D-style <ul style="list-style-type: none">• Is motivated by winning, competition and success.• Prioritises accepting challenge, taking action and achieving immediate results.• Is described as direct, demanding, <u>forceful</u>, strong willed, driven, determined, fast-paced, and self-confident.• May be limited by lack of concern for others, impatience and open scepticism.• May fear being seen as vulnerable or being taken advantage of• Values competency, action, concrete results, personal freedom, challenges	I-style <ul style="list-style-type: none">• May be limited by being impulsive and disorganized and having lack of follow-through• Is described as convincing, magnetic, enthusiastic, warm, trusting and optimistic• Prioritises taking action, collaboration, and expressing enthusiasm• Is motivated by social recognition, group activities, and relationships• May fear loss of influence, disapproval and being ignored• Values coaching and counselling, freedom of expression and democratic relationships
S-style <ul style="list-style-type: none">• Is motivated by cooperation, opportunities to help and sincere appreciation• Prioritises giving support, collaboration and maintaining stability• Is described as calm, patient, predictable, deliberate, stable and consistent.• May be limited by being indecisive, overly accommodating and tendency to avoid change• May fear change, loss of stability and offending others• Values loyalty, helping others and security	C-style <ul style="list-style-type: none">• Is motivated by opportunities to gain knowledge, showing their expertise, and quality work.• Prioritises ensuring accuracy, maintaining stability, and challenging assumptions.• Is described as careful, cautious, systematic, diplomatic, accurate and tactful.• May be limited by being overcritical, overanalysing and isolating themselves.• May fear criticism and being wrong.• Values quality and accuracy

Director	Expresser
<ul style="list-style-type: none"> • Goal oriented • Tells it like it is • Makes decisions quickly • Always on the go • Speaks crisply • May be insensitive, intimidating 	<ul style="list-style-type: none"> • People oriented • Animated, easily excited • Makes expressive gestures • Entertaining • Thinks out loud • Speaks rapidly • May be imprecise
Thinker	Harmonizer
<ul style="list-style-type: none"> • Task oriented • Makes lists • Does things "by the book" • Speaks deliberately • Believes there's a right way and a wrong way • May procrastinate 	<ul style="list-style-type: none"> • Relationship oriented • Sensitive to others • Dedicated, loyal • Speaks softly • Avoids conflict • May over-commit

Remember to make up a list of the topical vocabulary you find important to know!

1.2. ROLE OF COMMUNICATION IN MANAGEMENT. (6 год).

Task 1. Watch an almost 10-minute video on importance of communication in management. Say what new have you learned from it. Make up outline with bullet points for the key ideas it reveals. (1 год.)

<https://youtu.be/XuviLuLnQJA>

Task 2. Read the article “Importance of communication in management”. Write out the vocabulary you find important for the topical study. (1 год.)

<https://accountlearning.com/importance-of-communication-in-management/>

Task 3. Prepare a list of ‘communication’ vocabulary where there’ll be words and phrases on communication. Think up of their derivatives and write down as many of them as possible. Find synonyms for each of them, if possible. Compare your vocabularies with your group mates. (1 год.)

Task. 4. Prepare a report on one of the topics (3 год.):

1. “Communication and its roles in modern business”
2. “My style of communication”.
3. “Business communication through centuries”

Remember to make up a list of the topical vocabulary you find important to know!

I.3. COMMUNICATION STRATEGIES USED IN MANAGEMENT. BUSINESS DISCOURSE AND THE NOTION OF NLP. (6 год.)

Task 1. Read an abstract from a scientific study. Learn about how relevant communication skills in NLP are. Single out the key aspects and write them down. (2 год.)

Communication skills and NLP

Even when communication skills are included into soft skills, they significantly influence the success of managerial work. The importance of communication in managerial work is also emphasized by the fact that managers pay a significant part of their job to different forms of communication.

Communication skills are therefore one of the priorities of selecting people onto managerial positions as well as of further education and the development of managers.

Effective managerial communication is conditioned not only by the expertise of managers but also by the way of communication. In the concept of communication, Annan-Prah emphasizes that sharing information among its participants is not spontaneous but planned and organized with a precisely defined goal.

Respondents who attended NLP trainings focused more on nonverbal communication using nonverbal expressions more often when communicating and listening more carefully to their partner in communication.

Regarding body language, the respondents who attended NLP trainings confirmed that they paid more attention to the body language of their partners in communication. They considered their ability to use nonverbal expressions to be highly developed, and their body language reflected their inner attitudes more than their verbal expressions.

Considering active listening, they paid attention to their communication partner using verbal and non-verbal expressions, and they were persuaded that their listening abilities were at a high level.

With respect to the factor of asking questions, statistically significant differences were identified in all items which constitute the factor. Also in this case, the respondents who attended NLP trainings scored higher. The NLP trainings participants understood the importance of questions in communication, and therefore, they realized they must pay considerable attention to them. They applied the techniques of asking suitable questions in communication resulting in acquiring accurate information. They knew that by asking inadequate questions, they could disturb a conversation and so they needed to know what their partner in communication thought.

The differences in assertiveness between the respondents who attended NLP trainings and the ones who did not attend NLP trainings were recorded only in some indicators. In communication, they always wanted to achieve the satisfaction of both parties and if necessary, they say no in every situation. The biggest differences were identified in the items connected to the factor of asking questions. NLP represents a technique of unprejudiced questions enabling to put questions at a higher level or to approach the core of a problem.

The art of asking questions and listening

One of the important communication skills is the art of asking right questions in an appropriate way. It is true that if we want to get a reasonable answer to a question, we must ask for it in a right way. By asking questions, we can obtain, specify and verify information, but also support or block individual communication. Therefore, asking questions must be thoughtful but also purposeful so that communication does not deviate from a chosen topic.

In many concepts, businessmen meet with the requirement of being able to listen to a partner in communication. The ability to listen to a partner in communication is not only one of the essential communication skills but also a primary condition for the effective communication. At the same time, active listening, by which it is outwardly clear that we are willing to listen to a partner in communication, creates an atmosphere of trust and interest in partner's problems, knowledge, information, and so on. Active listening also allows to verify the accuracy of the message interpretation by a communication partner. On the contrary, unwillingness to listen, the suppression of listening by one's own narrative, interrupting speech, verbal and non-verbal expressions of the interference reduce the effectiveness of communication, or they cancel it.

Body language

Identifying and interpreting non-verbal communication expressions is another important communication skill. Body language, as many authors call non-verbal communication, includes the expressions of mime, haptics, proxema, posturology, gestures, kinesis, eye movements, paralinguistics and so on. Body language tells about the emotions and inner attitudes of a person, sometimes more than a spoken speech. It is the first expression, and it can reveal a lot to an experienced observer.

Assertiveness

Assertiveness is an important part and the condition of effective communications. Scholars state that the essential characteristic of assertive behaviour in the concept of profit-loss is the orientation towards the strategy of profit-profit. Lahnerová [38] claims that assertiveness is based on a natural human behaviour. We can adapt assertiveness to ourselves and our needs. The techniques of assertive communication include the DESC methodology: D (description), E (expressing), S (specifying), C (stating consequences) as well as ERPG methodology: E (empathetic understanding of a partner's position), R (respect of a partner's position), P (problem), G (goal).

According to Frankovský, the aim of assertive communication in the sense of sound self-assertiveness is the authentic expression of emotions and appropriate communication of one's own attitudes and demands and staying to one's own points. It is about acquiring adequate communication skills within interpersonal relationships, while respecting moral principles.

https://repository.up.ac.za/bitstream/handle/2263/41285/Oberholzer_Role_2014.pdf?sequence=1

Task 2. Watch a video about how NLP can change your life. Write down the conclusions you made (2 год.).

<https://www.youtube.com/watch?v=ovipqSsfUKk>

Task 3. Prepare a presentation or a report on one of the suggested topics (2 год.):

“Efficient business discourse and its constituents.”;

“Famous business deals: stories of successful communication.”

“The most efficient NLP techniques I would recommend to every manager.”

Remember to make up a list of the topical vocabulary you find important to know!

UNIT II. SETTING BUSINESS CONTACTS.

II.1. Making acquaintances. Presenting yourself. Small talk. (6 год.)

II.2. Recruitment and selection. Personnel and HR. The right candidate. (6 год.)

II.3. Business correspondence. Letters. E-mails. (6 год.)

II.4. Business correspondence. Making telephone calls. Messaging. (4 год.)

II.1. MAKING ACQUAINTANCES. PRESENTING YOURSELF.

SMALL TALK. (6 год.)

Task I. Think of yourself as an HR who is going to conduct an interview with a shortlisted candidate. Make up a list of 20 most tricky questions you would ask a candidate applying for a job. Explain why you chose these questions. Analyze your questions from the point of view of business discourse. Have you used any of the NLP techniques known to you? (3 год.)

Task 2. Make up a report “Why do we need a small talk: its role in business communication” (3 год.)

Remember to make up a list of the topical vocabulary you find important to know!

II. 2. RECRUITMENT AND SELECTION. PERSONNEL AND HR. THE RIGHT CANDIDATE. (6 год.)

Task I. Watch the video about difference between British and American CVs. Make up a comparative table of these differences. (1 год.)

<https://youtu.be/4JaWWq3mwtQ>

Task II. Watch the video “How to write a top-notch CV”. Which tricks and techniques does it recommend you did not know before? (1 год.)

<https://youtu.be/yjdvCHWVtE4>

Task III. Watch the video “The Best Stories to Tell in a Job Interview”. Write out the recommendations the speaker makes. Did you find any of them irrelevant? (1год.)

<https://youtu.be/tcN4lxvv6m0>

Task IV. Watch the video “One Tip that Wins Every Job Interview: Live Office Hours: Andrew LaCivita” that lasts more than 1 hour.

The author has over 250 thousand subscribers, the video was viewed 73 thousand times. Did you find unnecessary information in this narrative? Did the speaker use the time efficiently? Was it really about only ‘1 important tip’? (2 год.)

https://www.youtube.com/live/P0T8fOpux_0?feature=share

Task V. Storytelling interview questions are a form of behavioral questions that assess examples from your past to see how you might act in the future. Read about ‘Storytelling interview questions’ where you’ll also find sample answers. Model a situation for yourself choosing one of the questions you liked best and try to answer the question. (1 год.)

Remember to make up a list of the topical vocabulary you find important to know!

II.3. BUSINESS CORRESPONDENCE. LETTERS. E-MAILS. (6 год.)

Task I. Here’s an email from Manuela to Laura. Write a formal reply to Manuela’s email. (1 год.)

Use the information below:

- *you are going to attend the conference*
- *you can not stay for all three days*
- *the sessions you want to go to are New design methods and The future of art*
- *ask Manuela to make a reservation at a hotel*
- *ask Manuela to organize a taxi to pick you up at the airport.*

Dear Laura

Thanks for your last message.

*I want to tell you about next month’s arts and design conference. It is going to be held in Sao Paulo at the First Conference Centre from June 18 to 21. The agenda for the conference is **attached**. Can you have a look and choose the sessions that you want to come to?*

Please also tell me if you need any extra help. I can book a hotel for you or arrange for somebody to meet you at the airport.

I will be very happy if you can let me know soon.

All the best,

Manuela Calo

Task II. Read the emails and find informal phrases in email 2. to match the phrases in bold in email 1. (1 год.)

Email 1.

Subject: Visit to Osaka Securities

Dear Mr Watanabe,

Thank you for your email received March 21. **With regard to** my visit next month I need to tell you that I will arrive at Osaka airport at 14.30 on Thursday 14th April. As this will be my first visit to Japan **I would be very grateful if** somebody could meet me at the airport. Also, **would it be possible for you to** make a reservation at a nearby hotel for me? I would really appreciate it.

In addition, **could you possibly** send me a copy of the agenda for our meeting and a copy of your most recent sales figures.

Please accept my apologies but my colleague Ms Lee will not be able to join me on this visit as she is attending an investment conference in Singapore at the same time.

I look forward to meeting you,

With best regards,

Lars Oluffson

Email 2.

Subject: Visit to Osaka Securities

Dear Haruki,

Thanks for your message. Re next month's visit to Japan, I'm going to arrive at Osaka airport at 14.30 on Thursday 14 April. This will be my first visit to Japan so can you send somebody to meet me at the airport please? Can you book a hotel for me near your offices too?

Also, can you please send me a copy of the agenda for our meeting and a copy of your most recent sales figures?

I'm sorry but my colleague Ms Lee won't be able to come with me as she is going to an investment conference in Singapore at the same time.

See you next month,

All the best,

Lars

Task III. In each set of four, match a formal word on the left with an informal word on the right. Make up sentences with them to illustrate their difference. (1 год.)

- | | | | |
|--------------|------------|---------------|----------|
| 1 inform | a) come to | 5 further | e) want |
| 2 assistance | b) help | 6 grateful | f) more |
| 3 require | c) tell | 7 near future | g) happy |
| 4 attend | d) need | 8 would like | h) soon |

Task IV. Read the 6 emails below and answer the questions (1 год.):

- Which email is asking for more information?
- Which email is making a quotation?
- Which email is asking for better terms?
- Which email is accepting terms?
- Which email is refusing terms?
- Which email is placing an order?

5 Which email is asking for better terms?

6 Which email is placing an order?

a Further to your quotation dated 19 November, we are pleased to place the following trial order for 500 plastic wine glasses, order number WG759.

b We are in agreement with 15% discount for prompt payment and delivery before December.

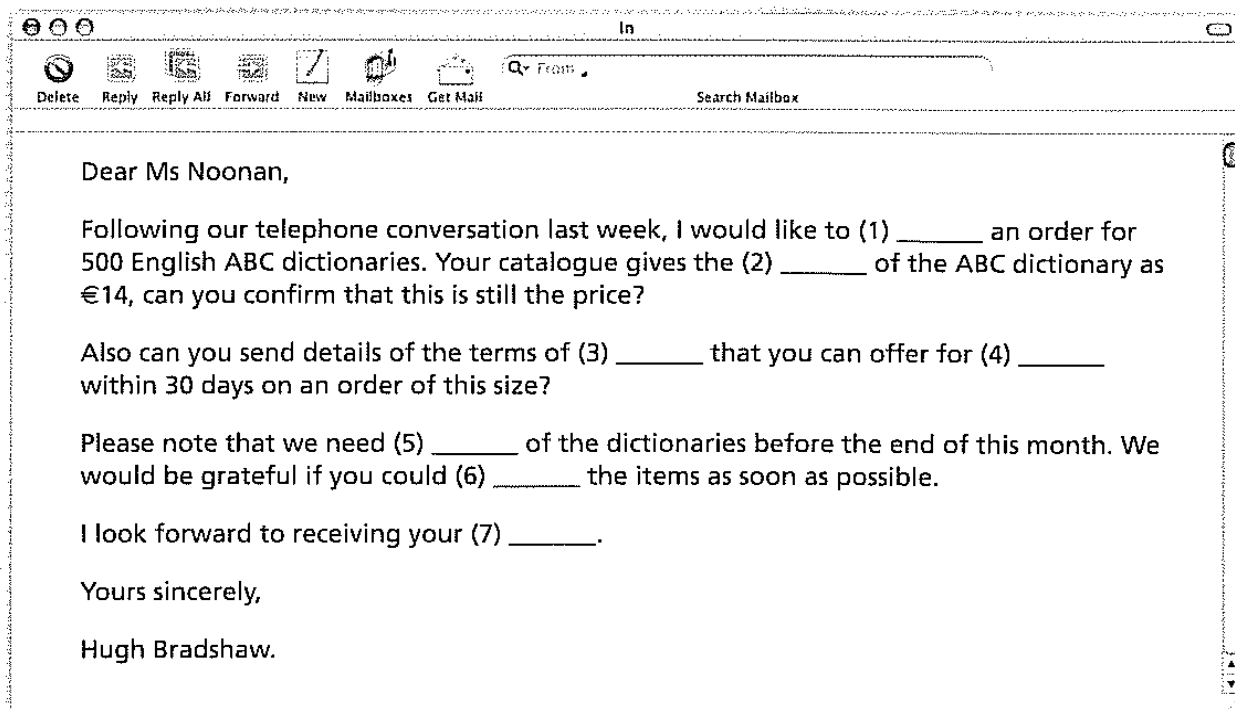
c We would be most interested in receiving your latest catalogue and price list, quoting your most competitive prices. Please let us know what trade discount you offer and what your delivery lead times are.

d I'm afraid the rather low trade discount of 5% disappointed us. We would, however, be prepared to place a bulk order of 2,000 items if you increased your discount to 9%.

e We can offer you a gross price, inclusive of delivery charges, of €51.30 per 100 items. These goods are inclusive of VAT.

f Thank you for your offer of 7% off net prices for orders over 5,000 items. I regret that these conditions are not acceptable to us.

Task V. Complete an email using the words in the box below (1 год.):



Task VI. Write Mr Noonan's reply (1 год.):

- You only have 300 dictionaries in stock at the moment. Delivery of the other 200 would be in one month.
- The catalogue is out-of-date. The current price is \$16.
- You can offer a 7% discount for payment within 7 days.

Remember to make up a list of the topical vocabulary you find important to know!

II.4. BUSINESS CORRESPONDENCE. MAKING TELEPHONE CALLS. MESSAGING. (4 год.)

Task I. Prepare a report / presentation on the advantages / disadvantages of e-mails, telephone calls / messaging. Present a comparative table. (2 год.)

Task 2. Search in the Web for the words "email etiquette" to find out more about what it is. Prepare a mini-dictionary of useful phrases and sentences. (1 год.)

Task 3. Prepare a short report "Cybersecurity. How to stay safe online". (1 год.)

Remember to make up a list of the topical vocabulary you find important to know!

**MODULE 2. MANAGEMENT AND ORGANIZATIONS. BOOSTING
MANAGERIAL SKILLS.
UNIT III. BUSINESS MEETINGS AND NEGOTIATIONS.**

III.1. Preparing for meetings and negotiations. (4 год.)

III.2. Online and offline meetings: advantages, peculiarities, difficulties. (4 год.)

III.3. Making presentations. (6 год.)

**III.4. Speech and body language. Making impressions. Visual psychodiagnostics.
(6 год.)**

III.1. PREPARING FOR MEETINGS AND NEGOTIATIONS. (4 год.)

Task I. Consider the following questionnaire and agree or disagree with the statements. (0,5 год.)

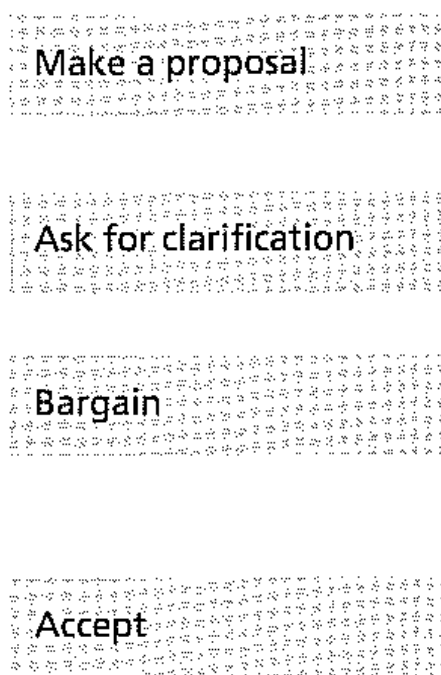
Questionnaire	
1	There is always a winner and a loser in a negotiation.
2	You have to give something to get something.
3	You need an agenda.
4	Making small talk is necessary.
5	You need to prepare as much as possible.
6	You can promise anything.
7	Negotiations are the same all over the world.
8	It's a good idea to sum up agreements regularly.

Task II. Watch the video “How to get everything you want”. Say how its recommendations may help you to succeed in negotiations. Write down your point of view. <https://www.cnbc.com/2017/06/08/harvard-negotiation-expert-on-how-to-get-everything-you-want.html>

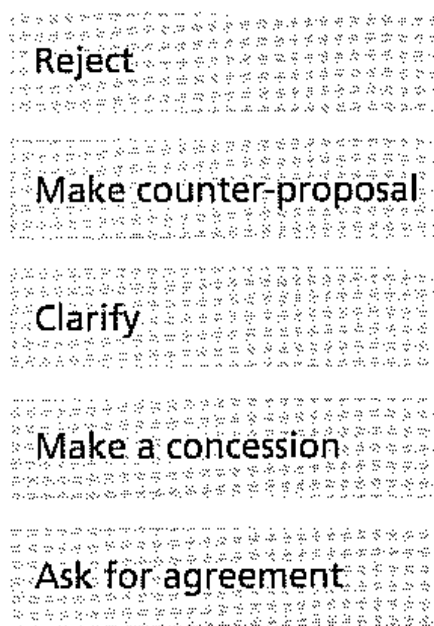
Use these strategies to be able to negotiate on the following (1,5 год.):

- 7** With a partner, use the chart to roleplay the following negotiations.
- 1 The marketing company that you work for needs to save money because your competitors have increased their market share. You are going to discuss saving money through reducing catering costs.
 - 2 The offices where you work are going to be painted. They were last painted ten years ago. You are going to discuss what colour the offices should be painted.
 - 3 The engineering company that you work for is thinking of sponsoring a local group in order to raise consumer awareness in the area. You are going to discuss which local group to sponsor.

Student A



Student B



Task III. Read the article ‘A negotiation mindset is the right mindset’. (1 год.)
Give a definition of ‘negotiation mindset’.
Explain the meaning of ‘bottom line’.

A negotiation mindset is the right mindset

As we’ve hinted at, strong negotiation skills will benefit you beyond the boardroom. Take, for instance, times when you need to meet with suppliers to get a better price for bulk goods, or when discussing responsibilities with a new employee during the hiring process. Strong negotiation skills are also beneficial when dealing with customers. Rather than settling for less, you’ll be in a position to reach an agreement that suits you both. A calm manner and professional attitude will speak volumes to customers.

Makes for win-win situations: Although some may believe that negotiating only results in positive outcomes for one party, when done properly it can benefit everyone who’s involved. The best negotiators are those that can create win-win situations at the end of deal. It can be difficult, but consider the alternative: an overly-pushy ‘win’ which removes the goodwill of a more realistic approach.

Boosts the bottom line: With that said, the goal of negotiation is to get the best deal possible for you and your organisation. The knock-on effect of this is an improved bottom line.

For example, if you’re able to reduce costs by 10% through your ability to negotiate, then you’re able to send the money that’s been saved straight to your profit margin.

Creates confidence: A large part of negotiation is having the confidence to concentrate on what’s at stake without worrying about the other party. Without this confidence, you leave yourself open to an agreement which favours everyone

else. Delivering presentations – and providing offers and counteroffers – with skill helps to achieve better results. Make sure you're equipped with the necessary composure and assurance that you'll deliver during your next negotiation.

Task IV. Read the tips that help you negotiate successfully in business. Which one do you find most important to you? Why? (1 год.)

Importance of Negotiation in Business

Tip No1. Negotiate for Long-Term Career Success

We all know the importance of negotiation in business when it comes to our starting salary and benefits. But the best negotiators in business recognize that these concerns are only a narrow component of a bigger picture. We also should negotiate for the tools we need to become a fulfilled and well-compensated person over time. Instead of looking at the job you're applying for as a final destination, think of it as setting you up for the next job and perhaps the one after that. This shift in mindset will allow you to notice the advantages of negotiations for helping you gain the tools you need to grow and thrive in the future. These tools might include a strong support staff, more training, or a job title that will set you up for a future career goal.

Generally, employers should be indifferent between spending their money on your salary or on benefits you value more. If added schooling would enhance your work skills, an employer may be willing to pay your tuition with pre-tax dollars at a lower cost than you would pay out of pocket, for instance.

Negotiation in Business Tip No2. Negotiate Your Role

Once we are on the job, often times we neglect to negotiate assertively for our career success. To explain why, scholars distinguish between “capital N” negotiations and “small n” negotiations. Capital N-negotiations are the formal exchanges of contracts and deals that we engage in with clients and customers on behalf of our organization.

By contrast, “small n” negotiations are the more personal and informal workplace situations in which we negotiate for ourselves. Examples of negotiations in the workplace might include asking a boss for the additional resources you need for a project to succeed, or negotiating through a disagreement with a coworker.

We sometimes overlook the importance of negotiation in business, because we don't know what might be possible. In addition, the other party (such as a boss who hasn't given you a raise in two years) may appear to have no incentives to negotiate with you, leaving it up to you to start the conversation. You should educate yourself about the parameters of a negotiation by gathering information, including from your network of contacts both inside and outside the organization, advise Kolb and Porter.

In addition, you should look for ways to motivate the other party to negotiate with you by making your value visible, the authors recommend. For example, reminding your boss of the big contract your team brought in should motivate her to engage in a conversation about a possible raise.

Negotiation in Business Tip No 3. Negotiate for Your Deal's Success

To close “big N” negotiations, we also have to convince stakeholders in our organization who must sign off on and/or implement the deal of its merit. Such stakeholders might include the finance division, the general counsel's office, and the product development unit.

Here again, the importance of negotiation in business becomes clear. First, explore your organization's complex interests by meeting with key personnel inside your organization. Find out how they view the potential deal and what interests of theirs you may need to accommodate to ensure successful implementation.

Second, secure a mandate to negotiate on behalf of these constituents, such as the authority to explore certain kinds of deals and perhaps make tentative commitments on their behalf.

Third, work constantly to preserve and strengthen your negotiating mandate by keeping these key organizational members up to date on your progress, and involve them as appropriate.

Finally, educate these individuals about any special needs or challenges that arise, such as cultural issues or policies that put constraints on your external partner.

Remember to make up a list of the topical vocabulary you find important to know!

III.2. ONLINE AND OFFLINE MEETINGS: ADVANTAGES, PECULIARITIES, DIFFICULTIES. (4 год.)

Task I. Read the 11 tips on how to organize a virtual conference. Think of the topic you'd choose for the conference, you are to chair it. Prepare a thorough plan of the event. (2 год.)

<https://memberclicks.com/blog/organizing-a-virtual-conference/>

Task II. Prepare a report “Can online conference replace online ones?” Suggest points for discussion for your group mates. (2 год.)

Remember to make up a list of the topical vocabulary you find important to know!

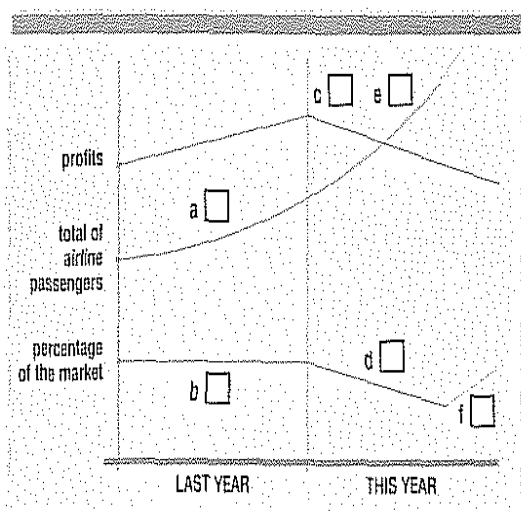
III.3. MAKING PRESENTATIONS. (6 год.)

Task I. Analyze any of the presentations you've previously made. Speak about its strong and weak points. Suggest improvements and outline them to share with your group mates. (2 год.)

Task II. Read the report about recent performance of ScotAir, a large passenger airline. The words in bold describe different parts of the graph. Write the number in the correct place on the graph. (2 год.)

ScotAir's recent performance and trends in the passenger air travel industry

SCOTAIR



NEW LOST-COST SUBSIDIARY

Last year was a good year for the passenger aviation industry: the overall number of passengers (1) **went up**, and the trend continued into this year. We expect passenger numbers to continue to (2) **increase** for some time. However, our profits began to (3) **fall** at the beginning of the year. The reason for this was the arrival of two new low-cost competitors. The last few months have not been easy, but we hope that this difficult phase is now coming to an end. As soon as we get the green light, we plan to buy three more planes to add to our fleet. With these planes and the resources already available to us – crew, our existing planes, airport slots, etc. – we intend to set up a new low-cost subsidiary. This will be a milestone in our company's history. For many years, our percentage of the market (4) **remained steady**, but it (5) **went down** for the first time ever at the beginning of the year. However, with our new subsidiary we expect it to (6) **grow** again. We've set ourselves a deadline: to become the market leader once again by the end of next year.

Task III. Describe the trend shown in each diagram below. Look back at Task II. (2 год.)

Diagram 1.

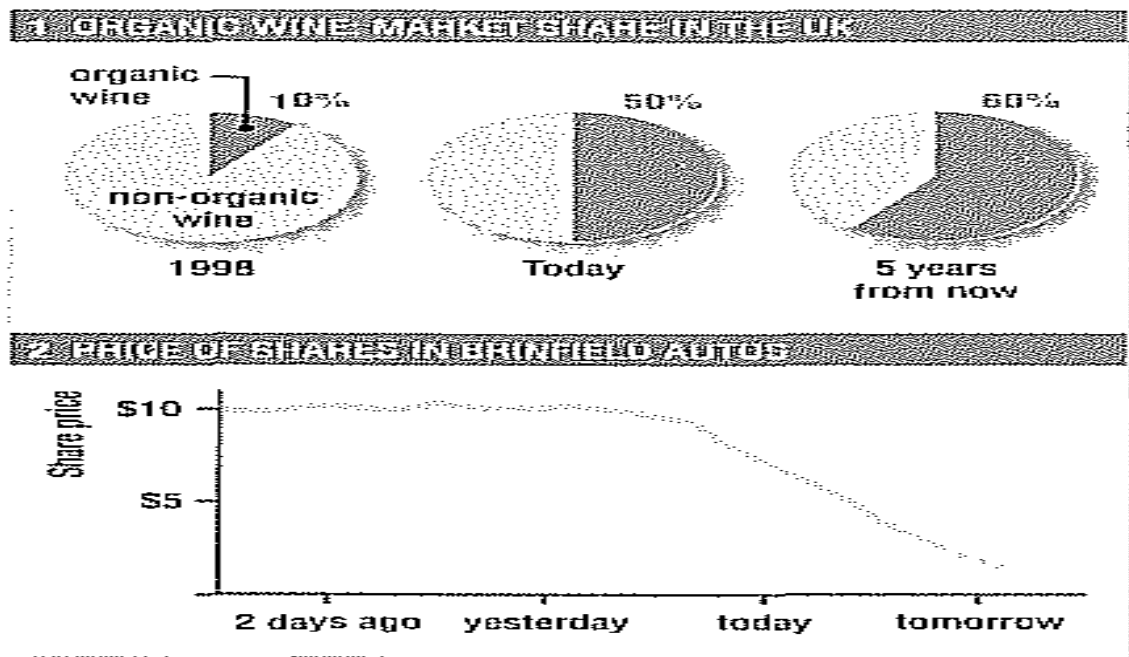


Diagram 2.

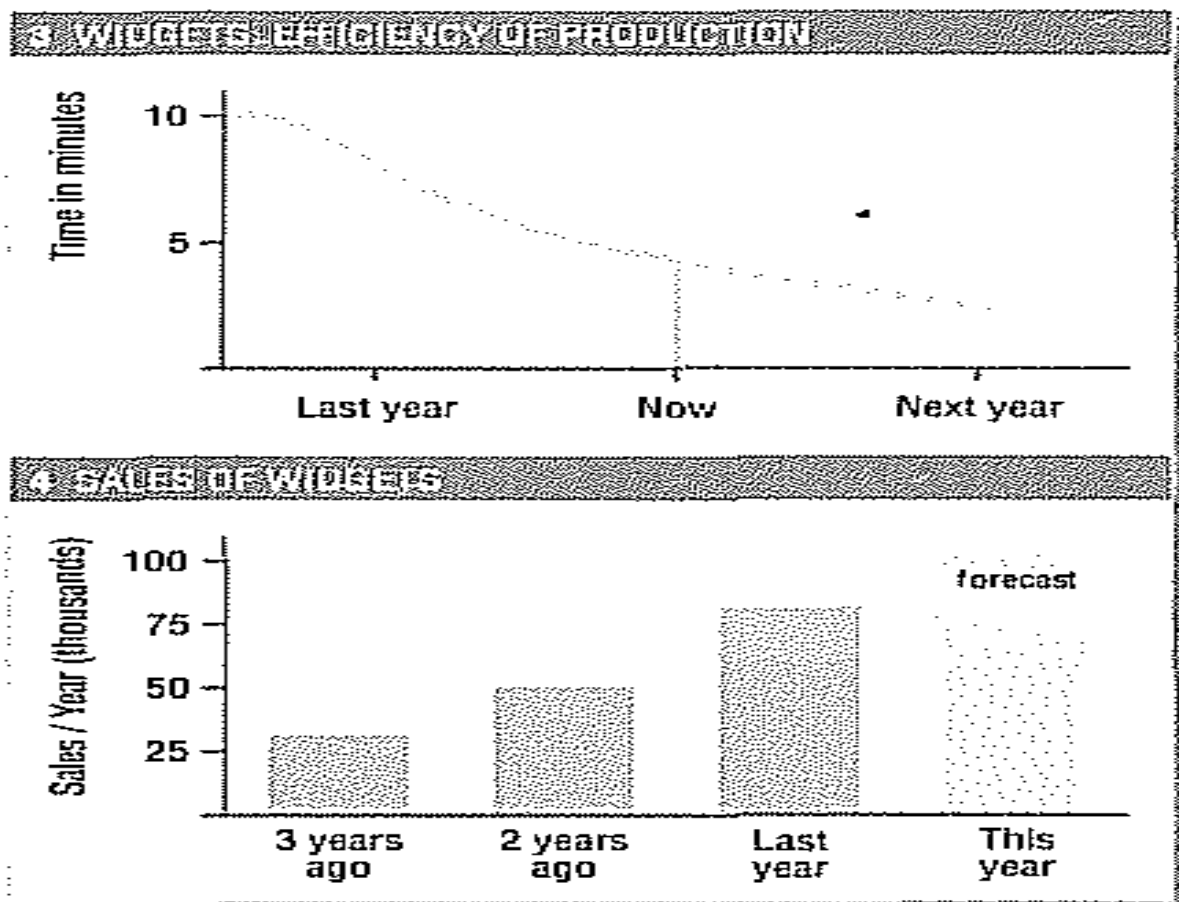
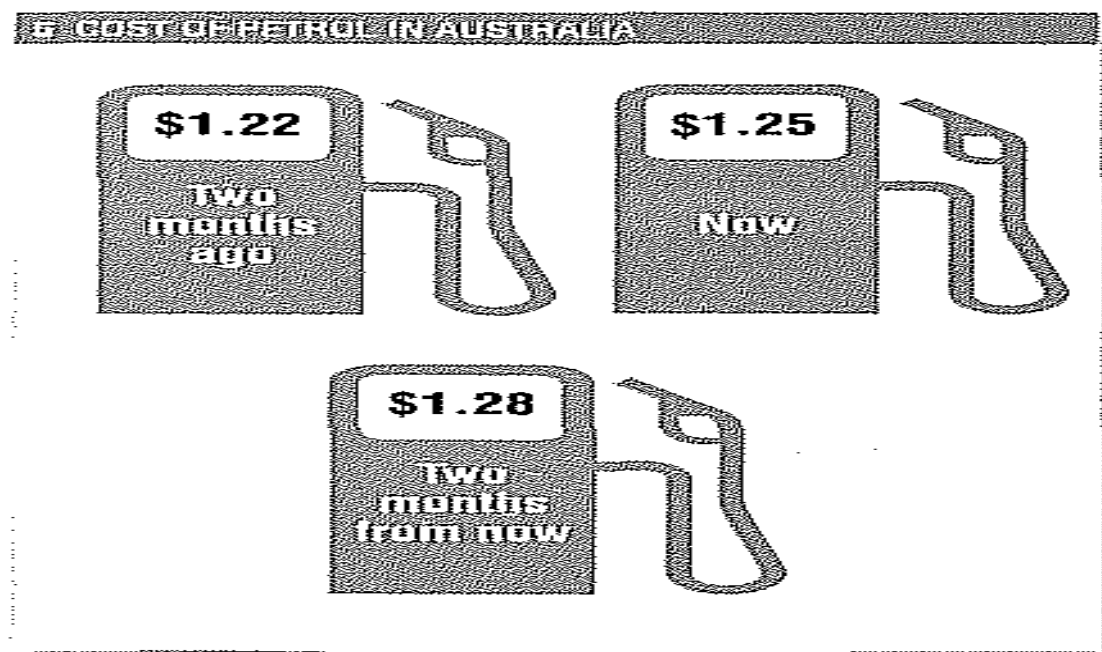


Diagram 3.



Remember to make up a list of the topical vocabulary you find important to know!

III.4. SPEECH AND BODY LANGUAGE. MAKING IMPRESSIONS. VISUAL PSYCHODIAGNOSTICS. (6 год.)

Task 1. Think about a charismatic person you admire. Describe their behavior, put down the details of their body language peculiarities that make impressions most (2 год.)

Task 2. Listen to the famous speech delivered by the Reverend Martin Luther King "I have a Dream". Write out the most influential words and phrases that 'made' this speech. Explain their role. (2 год.)

Task 3. Prepare a report / presentation about "History's most influential speeches". Supply the facts with commentaries on markers of discourse and specifics of behavior of the speechmaker (2 год.)

Remember to make up a list of the topical vocabulary you find important to know!

UNIT IV. MANAGING DIFFICULTIES. BUSINESS ACROSS CULTURES.

IV.1. Stress and stress management. Problems at work. Health and safety. (4 год.)

IV.2. Time and time management. (6 год.)

IV.3. Projects and project management. (6 год.)

IV.4. Leadership and management styles. Cross-cultural communication. (4 год.)

IV. 1. STRESS AND STRESS MANAGEMENT. PROBLEMS AT WORK. HEALTH AND SAFETY. (4 год.)

Task I. Prepare a list of hazards that exist in the place you study at. Write down the measures to be taken in the case of emergency. (2 год.)

Task II. Make up a calendar for the upcoming month with the tasks you're going to carry out and the challenges to be faced. Specify the most and less stressful ones. Explain why. Write down the techniques you'll apply to avoid or overcome stress (2 год.)

Remember to make up a list of the topical vocabulary you find important to know!

IV. 2. TIME AND TIME MANAGEMENT. (6 год.)

Task I. Use the calendar you prepared in Task II (Stress and stress management. Problems at work. Health and safety.). Write down the techniques you'll apply to manage your time and avoid delays. (2 год.)

Task II. Make up a presentation on "How time management boosts our work efficiency". Provide examples from your experience. (4 год.)

Remember to make up a list of the topical vocabulary you find important to know!

IV. 3. PROJECTS AND PROJECT MANAGEMENT. (6 год.)

Task I. Choose a topic for a group project, previously discussing it with your group mates. Divide the roles for each piece of activity. Prepare a presentation. (6 год.)

Remember to make up a list of the topical vocabulary you find important to know!

IV. 4. LEADERSHIP AND MANAGEMENT STYLES. CROSS-CULTURAL COMMUNICATION. ENTERTAINMENT AND HOSPITALITY (4 год.)

Task I. Read an article on leadership styles. Write out the key ideas (max. 10 sentences). Compare them with the ones suggested by your group mates. (2 год.)

<https://www.masterclass.com/articles/how-to-be-an-effective-leader>

Task II. Prepare a report "Cultural stereotypes: what's true what's wrong about them". (2 год.)

Remember to make up a list of the topical vocabulary you find important to know!