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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Криворізький фаховий коледж
Національного університету «Київський авіаційний інститут»

ЗАТВЕРДЖУЮ
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«31» 08 2026 р.

МЕТОДИЧНІ ВКАЗІВКИ
ДО ПРОВЕДЕННЯ ПРАКТИЧНИХ ЗАНЯТЬ

з навчальної дисципліни «Іноземна мова (спецкурс)»
(назва навчальної дисципліни)
спеціальності 073 «Менеджмент»
(код та назва спеціальності)
освітнього ступеня бакалавр

Кривий Ріг
2026

Методичні вказівки до проведення практичних занять для здобувачів освіти денної форми навчання з навчальної дисципліни «Іноземна мова (спецкурс)»,
(назва навчальної дисципліни)
складені на основі навчальної програми, затвердженої «04» 09 2025 р.
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Укладач: викладач, спеціаліст вищої категорії Квітко Ганна Олександрівна
(посада, наук..ступінь, вчене звання, прізвище, ім'я, по батькові)

Методичні вказівки до проведення практичних занять
обговорено на засіданні циклової комісії
іноземної мови
(повна назва циклової комісії)
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1 Вступ

Сучасний стан розвитку авіації та зовнішньоекономічних зв'язків потребує нового та зміненого підходу до засвоєння мовних знань і належного володіння іноземною мовою.

Дані методичні вказівки підготовлені для практичних занять здобувачів вищої освіти IV курсу спеціальності 073 «Менеджмент» денної форми навчання.

Головна мета – засвоїти основи ділового спілкування, економіки, менеджменту, оволодіти мовленнєвою компетенцією у сфері ділового та економічного спілкування.

Завдання на навчальних заняттях передбачають читання текстів з метою повного або часткового розуміння, навчання усного діалогічного та монологічного мовлення у сфері ділового спілкування, збагачення лексичного запасу через розширення ситуацій спілкування, знайомство із міжнародними стандартами ведення ділової документації.

2 Тематичний план практичних занять

№ з/п	Назва теми	Кількість годин
7 семестр		
Розділ №3. «Менеджмент авіакомпанії»		
3.1	Ділова іноземна мова Граматичні та стилістичні особливості перекладу. Нові ЛО до теми «Management Definition».	2
3.2	Робота з текстом «Management Definition». Лексико-граматичні вправи. Граматичний матеріал: інфінітив. Виконання вправ.	2
3.3	Робота з текстом «Manager's Role». Лексичні вправи.	2
3.4	Лексико-граматичні вправи. Контрольний переклад фахового тексту. Розвиток монологічного мовлення.	2
3.5	Введення нових ЛО до теми «Business Plan». Робота з текстом. Складання плану до тексту. Лексичні вправи.	2
3.6	Лексико-граматичні вправи. Розвиток монологічного мовлення.	2
3.7	Читання та переклад тексту «Management Function». Робота з діалогом. Лексико-граматичні вправи. Граматичний матеріал: дієприкметник Виконання вправ	2
3.8	Робота з текстом «Managing organization goals». Лексико-граматичні вправи. Розвиток діалогічного мовлення.	2
3.9	Введення нових ЛО до теми «Run your own Business». Робота з діалогом. Лексико-граматичні вправи.	2
3.10	Розвиток ДМ. Робота з текстами. Лексико-граматичні вправи. Робота з текстом «The Definitions of Airline Management».	2
3.11	Робота з текстом «Factors Effecting Planning». Лексико-граматичні вправи.	2
3.12	Лексико-граматичні вправи. Розвиток монологічного мовлення.	2
3.13	Робота з текстом «Strategic Planning». Лексико-граматичні вправи.	2
3.14	Лексико-граматичні вправи. Розвиток монологічного мовлення.	2
3.15	Робота з текстом «Data Collection and Use». Лексико-граматичні вправи.	2
3.16	Лексико-граматичні вправи. Розвиток монологічного мовлення.	2
3.17	Робота з текстом «Review an Update Planning». Лексико-граматичні вправи.	2
3.18	Лексико-граматичні вправи. Розвиток монологічного мовлення.	2
3.19	Лексико-граматичні вправи.	2
	Всього за розділом №3	38
	Всього за 7 семестр	38
8 семестр		
Розділ №4. «Ділове спілкування та документація»		
4.1	Нові ЛО до тексту «The Economic Situation on Air Transport». Лексико-	2

	граматичні вправи. Представлення тексту: «The Economic Situation on Air Transport».	
4.2	Робота з текстом «Economic Situation on Air Transport and Financing». Лексико-граматичні вправи.	2
4.3	Робота з текстом «General Definition of Accounting». Лексико-граматичні вправи.	2
4.4	Нові ЛО за темою «Career in Travel». Лексико-граматичні вправи. Робота з текстом.	2
4.5	Нові ЛО до тексту «Business Letters». Робота з текстом. Лексико-граматичні вправи.	2
4.6	Виконання лексичних вправ. Читання та переклад прикладів ділових листів. Скласти діловий лист.	2
4.7	Робота з текстом «The kind of job you want». Виконання лексико-граматичних вправ.	2
4.8	Робота з текстом «Want Ads». Робота з лексикою: переклад оголошень по працевлаштуванню.	2
4.9	Нові ЛО до тексту «The Job interview». Розвиток діалогічного мовлення. Лексико-граматичні вправи.	2
4.10	Робота з текстом «At the Interview». Виконання лексичних вправ. Розвиток ДМ по темі.	2
4.11	Робота з текстом «Telephone Etiquette». Розвиток діалогічного мовлення: «Making an appointment by phone». Лексико-граматичні вправи.	2
	Всього за розділом №4	22
	Всього за 8 семестр	22
	Всього за навчальною дисципліною	60

3 Інструктивно-методичні матеріали до практичних занять

1. Матеріально-технічне забезпечення: під час проведення практичного заняття використовуються наочні посібники, технічні засоби (плакати, схеми), відеоматеріали, комп'ютер, словники

2. Послідовність виконання: для належного виконання практичного заняття передбачається ознайомлення з лексичним матеріалом, читання, переклад тексту та виконання вправ до тексту.

3. Теоретичні передумови до виконання роботи: для успішного розуміння матеріалу передбачається, що здобувач освіти має бути знайомий з даною термінологією, під час вивчення дисциплін даної спеціальності.

4. Завдання для виявлення ступеню оволодіння необхідними теоретичними положеннями виконуються наприкінці курсу

4 Практичні заняття

7 семестр
Розділ №3. «Менеджмент авіакомпанії»

Практичне заняття №3.1

Тема роботи: «Ділова іноземна мова. Граматичні та стилістичні особливості перекладу. Нові ЛО до теми «Management Definition»

Мета роботи:

Навчальна:

- ознайомити здобувачів освіти із граматичними та стилістичними особливостями перекладу англомовних ділових текстів;
- сформувати навички вибору адекватних граматичних конструкцій під час перекладу;

- навчити розпізнавати випадки, коли дослівний переклад є недоречним;
- удосконалити навички перекладу професійної та ділової лексики.

Розвивальна:

- розвивати мовну здогадку, критичне мислення та аналітичні навички;
- розвивати вміння порівнювати структури англійської та української мов;
- формувати навички редагування перекладу.

Виховна:

- формувати відповідальне ставлення до точності професійної комунікації;
- виховувати культуру ділового мовлення;
- усвідомити важливість точного перекладу в авіаційній та транспортній сфері.

Exercise 1. Answer the questions:

1. What makes a good translation?
2. Is it always correct to translate a sentence word for word?
3. What is more important in business translation: accuracy or natural language?
4. What problems can a wrong translation cause in aviation?

GOOD TRANSLATION = ACCURATE + CLEAR + NATURAL + APPROPRIATE

Exercise 2. Warm-up «Translation Detective» — 5 min

Work in pairs and make a correct translation of the sentence.

Example 1 English:

The company made a decision to expand its operations.

✕ Incorrect:

Компанія зробила рішення розширити свої операції.

✓ Correct:

Компанія ухвалила рішення розширити свою діяльність.

Example 2 English:

The aircraft is currently undergoing maintenance.

✕ Літак зараз проходить через технічне обслуговування.

✓ **Літак наразі проходить технічне обслуговування.**

Example 3 English:

Please find attached the requested documents.

✕ *Будь ласка, знайдіть прикріплені запитані документи.*

✓ **До листа додаються запитані документи.**

Завдання:

What is wrong with the first translation? How would you improve it?

Exercise 3. «What is translation?» — 7 min

Translation — is the process of transferring the meaning of a message from one language into another while preserving its meaning, function and style.

Важливо передати не окремі слова, а **зміст, функцію та стиль висловлювання**.

Основні принципи професійного перекладу:

1. Accuracy — точність

Інформація повинна бути передана без спотворення.

2. Clarity — зрозумілість

Текст повинен бути легким для сприйняття.

3. Naturalness — природність
Переклад має звучати природно українською мовою.

4. Consistency — послідовність
Однакові терміни бажано перекладати однаково в межах документа.

5. Appropriateness — відповідність стилю
Офіційний текст → офіційний стиль.

Exercise 4. Граматичні особливості перекладу — 12 min
4.1. Passive Voice. В англійській мові пасивний стан використовується значно частіше, ніж в українській
English: The documents were sent to the customer yesterday. Можливі переклади: Документи були надіслані клієнту вчора. або природніше: Документи надіслали клієнту вчор
Aviation example: The aircraft was inspected before the flight. → Літак перевірили перед польотом. або: → Літак був оглянутий перед польотом.
📌 **Правило:** не потрібно механічно зберігати Passive Voice, якщо українська мова дозволяє природнішу конструкцію.

4.2. Complex Noun Groups. Англійська мова часто використовує довгі ланцюжки іменників
Example: aircraft maintenance safety procedures
Incorrect:✕ *літак технічне обслуговування безпека процедури*
Correct:✓ **процедури безпеки під час технічного обслуговування повітряних суден**
Aviation examples:
airport passenger service regulations → правила обслуговування пасажирів в аеропорту
air cargo transportation requirements → вимоги до перевезення авіаційних вантажів
aircraft ground handling operations → операції з наземного обслуговування повітряних суден

4.3. Герундій та інфінітив
English: Passengers are prohibited from carrying dangerous goods. → Пасажирам заборонено перевозити небезпечні вантажі.
Не: ✕ *Пасажири заборонені від перенесення.*
English: The company plans to increase the number of flights. → Компанія планує збільшити кількість рейсів.

4.4. Модальні дієслова. Особливо важливі для інструкцій та правил безпеки

English	Possible Ukrainian translation
must	повинен / необхідно
have to	повинен / змушений / необхідно
should	слід / рекомендується
may	може / дозволяється
must not	заборонено / не можна
can	може / здатний

Example:
Passengers must follow the safety instructions. → Пасажири повинні дотримуватися правил безпеки.
У нормативному документі: → Пасажири зобов'язані дотримуватися правил безпеки.

5. Стилістичні особливості перекладу — 10 хв
Important: The same idea can be translated differently depending on the situation.

Порівнюємо: Informal:
Can you send me the report? → Можеш надіслати мені звіт?
Business: Could you please send me the report? → Чи могли б Ви надіслати мені звіт?
Formal: We would appreciate it if you could provide us with the report. → Будемо вдячні, якщо Ви надасте нам звіт.

6. Стилі ділового перекладу
1. Formal style — офіційно-діловий
Характерні:
- neutral vocabulary;
- passive constructions;
- formal expressions;
- precise terminology.

The contract will be signed next week. → Договір буде підписано наступного тижня.

2. Technical style — технічний
Характерні:
- терміни;
- точність;
- відсутність емоційності;
- складні noun groups.

The aircraft electrical system must be checked before departure. → Електрична система повітряного судна повинна бути перевірена перед вильотом.

3. Business correspondence
Характерні сталі конструкції:
Dear Sir or Madam, → Шановні пані та панове!
We are writing to inform you that… → Повідомляємо Вам, що...
Please find attached… → До листа додається...
We look forward to hearing from you. → Будемо раді отримати Вашу відповідь.
Yours faithfully, → З повагою

Exercise 5. «Translate and Improve»
1.The company made a decision to change the flight schedule. 2. The aircraft is currently being inspected by engineers. 3. Passengers must comply with all safety regulations. 4. The documents should be submitted before the deadline. 5. The airport introduced new passenger handling procedures. 6. Please find attached the updated flight schedule.

Exercise 6. Translate into Ukrainian
- точності;
- офіційного стилю;
- авіаційної термінології;
- природності українського тексту.

Situation: You work as a translator at an airport. You have received the following notice:

Passengers are required to arrive at the airport at least two hours before departure. All passengers must present a valid travel document at check-in. Dangerous goods are not permitted in passenger baggage.

Hometask.
Exercises 1. Practical. Перекласти англійською → українською 10 речень професійного характеру, звертаючи увагу на:
- Passive Voice;

- modal verbs;
- noun groups;
- infinitive/gerund;
- діловий стиль.

Exercise 2. Creative. Знайти короткий англомовний текст/повідомлення з авіаційної або транспортної тематики та:

1. зробити переклад;
2. виділити 5 граматичних трансформацій;
3. знайти 5 термінів;
4. пояснити, чому переклад не є дослівним.

Remember: a good translation is not a word-for-word copy. It is an accurate, clear and natural reproduction of the original message. TRANSLATE THE MEANING, NOT THE WORDS!

Практичне заняття №3.2

Тема роботи: «Робота з текстом «Management Definition». Лексико-граматичні вправи. Граматичний матеріал: інфінітив. Виконання вправ»

Мета роботи:

Навчальна:

- сформувати розуміння поняття *aviation management*;
- опрацювати професійну лексику;
- розвивати навички читання професійного тексту;
- формувати вміння використовувати лексику в усному та письмовому мовленні.

Розвивальна:

- розвивати критичне мислення;
- удосконалювати навички аналізу професійної інформації;
- розвивати навички прийняття рішень у професійних ситуаціях.

Exercise 1. WARM-UP What do you know about aviation management? Answer the questions

1. **What is aviation management? 2. Who manages an airport? 3. What does an aviation manager do? 4. What skills does an aviation manager need? 5. What problems can an aviation manager face?**

Exercise 2. LEAD-IN — Who works in aviation management? Match the professions and the categories. What do these professionals have in common?

airport manager | airline manager | operations manager | ground handling manager | safety manager | logistics manager | passenger service manager | cargo manager

Categories: 1. Airport management 2. Airline management 3. Ground operations 4. Safety 5. Cargo & logistics

Exercise 3. PRE-TEXT VOCABULARY. Match the words with their definitions. What do you think the text will be about? Complete: I think aviation management involves...

Vocabulary	Definition
1. aviation management	A. the movement of passengers and aircraft on the ground
2. airline	B. the process of planning and controlling aviation activities
3. airport operations	C. a company that provides air transportation
4. passenger service	D. activities necessary for the operation of an airport
5. ground handling	E. services provided to passengers at an airport
6. safety management	F. transporting goods by air
7. air cargo	G. activities aimed at preventing accidents and risks
8. scheduling	H. planning when flights will operate

Exercise 4. Read the text and do the tasks

Text 2. What is Aviation Management?

Aviation management is the process of planning, organizing and controlling activities related to air transportation. It involves the management of airlines, airports, passenger services, cargo operations, safety and many other areas of aviation.

Aviation managers play an important role in the successful operation of an airport or airline. They coordinate employees, manage resources, monitor operations and make decisions. Their main goal is to make aviation operations safe, efficient and customer-oriented.

One important area of aviation management is airport operations. Airport managers are responsible for coordinating many activities, including aircraft movements, passenger services, baggage handling and ground operations. They also work with airlines, air traffic services, security companies and other airport organizations.

Airline management includes flight scheduling, crew management, aircraft utilization, customer service and financial planning. Airline managers need to make sure that flights operate safely and efficiently while the company remains financially successful.

Another important area is safety management. Aviation managers must identify possible risks and take measures to prevent accidents and incidents. Safety is a priority in every aviation organization.

Aviation management also includes cargo and logistics operations. Air cargo managers organize the transportation, storage and handling of goods. They need to coordinate with airports, airlines, freight forwarders and customers.

Good communication and teamwork are essential for aviation managers. They often work under pressure and have to make quick decisions. They also need good organizational, leadership and problem-solving skills.

In conclusion, aviation management is a complex field that combines business, transportation, safety, logistics and customer service. Effective aviation managers help aviation organizations operate safely, efficiently and successfully.

Exercise 5. Read the text and decide whether the statements are True (T) or False (F).

1. Aviation management is only about managing airlines.
2. Aviation managers coordinate employees and resources.
3. Airport managers deal with passenger and baggage services.
4. Airline management does not include financial planning.
5. Safety management is an important part of aviation management.
6. Air cargo managers organize the transportation of goods.
7. Aviation managers never work under pressure.
8. Communication and teamwork are important skills for aviation managers.

Exercise 6. Find in the text

планування, управління ресурсами, наземне обслуговування, управління екіпажем, використання повітряних суден, управління безпекою, вантажні операції, прийняття рішень, вирішення проблем, робота в команді

Exercise 7. Complete the sentences. Use the words from the box

resources | safety | flights | cargo | employees | passengers | decisions | operations

1. Aviation managers coordinate _____. 2. They manage _____ and monitor operations. 3. Airline managers organize _____ schedules. 4. Airport managers provide services to _____. 5. Safety managers focus on aviation _____. 6. Cargo managers organize air _____. 7. Managers have to make important _____. 8. Aviation managers control different aviation _____.

Exercise 8. Match the manager with the responsibility

Manager	Responsibility
1. Airport manager	A. flight schedules and airline operations
2. Airline manager	B. transportation and storage of goods
3. Safety manager	C. airport activities
4. Cargo manager	D. prevention of risks and accidents
5. Passenger service manager	E. passenger assistance and services

Exercise 9. Complete the sentences with: must / have to / should

1. Aviation managers _____ coordinate different departments.
2. Safety managers _____ identify possible risks.
3. Airline managers _____ make sure that flights operate safely.
4. Aviation managers _____ have good communication skills.
5. Cargo managers _____ coordinate with customers and airlines.
6. Managers _____ make quick decisions in emergency situations.

Exercise 10. COMMUNICATIVE TASK — You are an Aviation Manager. Work in groups of 3-4 students

Situation. You are members of an airport management team.

Your airport has three problems: 1. flight delays 2. baggage handling problems 3. passenger complaints

Your task: Discuss the problems and prepare an action plan.

Use these expressions: 1. We need to… 2. We should… 3. We have to… 4. I suggest… 5. In my opinion… 6. The main problem is… 7. Our priority should be...

Example: Our main problem is flight delays. We should improve communication between airport departments. We also need to coordinate better with airlines.

Практичне заняття №3.3

Тема роботи: «Робота з текстом «Manager's Role». Лексичні вправи»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. DISCUSSION. Answer the questions

1. What is aviation management?
2. What are the main areas of aviation management?
3. What does an airport manager do?
4. What does an airline manager do?
5. Why is safety management important?
6. Why is communication important for aviation managers?
7. What skills should a good aviation manager have?
8. What is more important: safety, efficiency or customer satisfaction? Why?
9. What problems can aviation managers face?
10. Would you like to work as an aviation manager? Why / why not?

Exercise 2. Read the text

Text 3. WHAT IS A MANAGER?

A number of different terms are often used instead of the term "manager", including "director", "administrator" and "president". The term "manager" is used more frequently in profitmaking

organizations, while the others are used more widely in government and nonprofit organizations such as universities, hospitals and social work agencies.

So, whom do we call a “manager”?

In its broad meaning the term“managers”applies to the people who are responsible for making and carrying out decisions within a certain system. A personnel manager directly supervises people in an organization. Financial manager is a person who is responsible for finance. Sales manager is responsible for selling of goods. A marketing manager is responsible for promotion of products on the market.

Almost everything a manager does involves decisionmaking. When a problem exists a manager has to make a decision to solve it. In decisionmaking there is always some uncertainty and risk.

Management is a variety of specific activities. Management is a function of planning, organizing, coordinating, directing and controlling. Any managerial system, at any managerial level, is characterized in terms of these general functions.

Managing is a responsible and hard job.There is a lot to be done and relatively little time to do it. In all types of organizations managerial efficiency depends on manager's direct personal relationships, hard work on a variety of activities and preference for active tasks.

The characteristics of management often vary according to national culture, which can determine how managers are trained, how they lead people and how they approach their jobs.

The amount of responsibility of any individual in a company depends on the position that he or she occupies in its hierarchy. Managers, for example, are responsible for leading the people directly under them, who are called subordinates. To do this successfully, they must use their authority, which is the right to take decisions and give orders. Managers often delegate authority. This means that employees at lower levels in the company hierarchy can use their initiative, that is make decisions without asking their manager.

Exercise 3. Complete the professional definitions. Use the information from the text to complete the definitions

1. A personnel manager is responsible for _____.
2. A financial manager is responsible for _____.
3. A sales manager is responsible for _____.
4. A marketing manager is responsible for _____.
5. A manager is a person who _____.
6. A subordinate is a person who _____.

Exercise 4. Choose the correct option

1. A manager **has to / can** make decisions when a problem exists.
2. Managers **must / should** use their authority responsibly.
3. A financial manager **is responsible for / is interested in** finance.
4. Employees can use their initiative when managers **delegate / take** authority.
5. Management **includes / consists** planning, organizing and controlling.
6. A good manager **has to / should** have good communication skills.
7. Managers **can / must** delegate some authority to lower-level employees.
8. Decision-making **involves / depends** some uncertainty and risk.

Практичне заняття №3.4

Тема роботи: «Лексико-граматичні вправи. Контрольний переклад фахового тексту. Розвиток монологічного мовлення»

Мета роботи:

1) розвиток діалогічного мовлення;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) вдосконалення навичка вживання граматичної конструкції.

Exercise 1. Warm-up: What does an aviation manager do?
Students work in pairs. Use the words: **safety – passengers – staff – flights – baggage – equipment – problems – resources – decisions**
Students make sentences about the role of an aviation manager. Which three responsibilities are the most important? Why?
For example: 1. An aviation manager is responsible for safety. 2. An aviation manager coordinates staff.

Exercise 2. Ranking Task — Manager's Priorities
Students organise into groups of 3–4. They have to rank these responsibilities from 1 (most important) to 8 (least important):

Responsibility	Rank
Safety	___
Passenger service	___
Staff management	___
Flight operations	___
Baggage handling	___
Equipment	___
Resources	___
Communication	___

Discussion. Students must explain their choices.
Safety should be number one because...
We think communication is very important because...
We put passenger service in second place because...
Then compare the groups.

Exercise 3. Guess My Responsibility. One student chooses one responsibility from the list but does not say it. The group asks questions and tries to guess the responsibility
Responsibilities:

- staff management
- safety management
- passenger service
- flight operations
- baggage handling
- resource management
- emergency management

For example questions: Do you work with passengers? Do you deal with emergencies? Do you coordinate employees? Do you monitor baggage handling?
The student answers:
Yes, I do. / No, I don't.

Exercise 4. Read the text and make the translation without any help

Text 4. Role of an Aviation Manager at the Airport

An aviation manager plays an important role in the safe and efficient operation of an airport. Their main responsibility is to coordinate different airport activities and make sure that everything works properly. Aviation managers work with airport employees, airlines, ground handling companies, security services and other organizations.

One of the main tasks of an aviation manager is to plan and organize airport operations. They

monitor flight schedules, aircraft movements, passenger services and baggage handling. They also make sure that airport facilities and equipment are ready for daily operations.

Safety is one of the most important responsibilities of an aviation manager. Managers must follow aviation safety regulations and make sure that employees follow safety procedures. They identify possible risks and take action to prevent accidents and incidents. In an emergency, an aviation manager must make quick and effective decisions.

Another important part of the job is staff management. An aviation manager coordinates employees and distributes tasks between different departments. They communicate with staff, solve problems and help employees work as a team. Good communication is essential because airport operations involve many people and organizations.

Aviation managers also deal with passenger service. They monitor the quality of passenger services and respond to problems or complaints. For example, if passengers experience long waiting times or problems with baggage, the manager must find a solution and improve the situation.

An aviation manager also needs to control the use of airport resources. These resources include employees, equipment, vehicles, facilities and time. Good management helps the airport reduce delays, improve services and work more efficiently.

To be a successful aviation manager, a person needs good leadership, communication, organizational and problem-solving skills. They must be responsible, flexible and able to work under pressure.

In conclusion, the role of an aviation manager is very important. Aviation managers connect different airport departments, coordinate operations, support employees and make decisions. Their work helps the airport operate safely, efficiently and successfully.

Exercise 5. Agree or Disagree. Students move around the classroom and discuss the statements.
Statements:

1. Safety is more important than passenger satisfaction.
2. An aviation manager must always make decisions quickly.
3. Good communication is the most important management skill.
4. A manager should solve every problem personally.
5. Employees should be allowed to make some decisions themselves.
6. An aviation manager must be able to work under pressure.

Useful expressions for Agreeing	**Useful expressions for Disagreeing**
I completely agree. That's true. I think so too. I agree because...	I'm not sure I agree. I don't think so. I see your point, but... In my opinion...

Exercise 6. Role Play — Airport Management Meeting
Situation
There are several problems at your airport:

- flights are delayed;
- passengers are complaining;
- baggage handling is slow;
- communication between departments is poor.

You are having an airport management meeting.
Roles
Student A — Aviation Manager. Your task is to coordinate the meeting and make the final decisions.
Student B — Passenger Service Manager. You are worried about passenger complaints.
Student C — Operations Manager. You are worried about delays and airport operations.
Student D — Ground Handling Manager. You are responsible for the baggage problem.

Your task is to discuss:

1. What is the main problem?
2. What is causing it?
3. What should the airport do?
4. Who is responsible for each action?
5. How can you prevent the problem in the future?

Практичне заняття №3.5

Тема роботи: «Введення нових ЛО до теми «Business Plan». Робота з текстом. Складання плану до тексту. Лексичні вправи»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. Warm-up

1. What is business activity?
2. What do you think is the purpose of a business plan?

Exercise 2. Read the sentences with new Vocabulary in Context

1. **to push aside – відсторонити, відсунути**
   The manager decided not to **push aside** the employees' suggestions during the planning meeting.
2. **to encapsulate – охоплювати, узагальнювати**
   The mission statement should **encapsulate** the main purpose of the company.
3. **to emerge – з'являтися, виникати**
   New business opportunities may **emerge** when the market changes.
4. **to clarify – робити зрозумілим, уточнювати**
   The manager asked several questions to **clarify** the financial information.
5. **to reveal – виявляти, розкривати**
   The market survey **revealed** a growing demand for air travel.
6. **outsider – стороння особа; зовнішня компанія**
   An **outsider** may provide an objective view of the company's business plan.
7. **counselor – консультант**
   A business **counselor** can help a new entrepreneur prepare a professional business plan.
8. **to divert – відвертати, спрямовувати в інший бік**
   The company had to **divert** resources from one project to another.
9. **estimate – оцінка; оцінювати**
   The manager prepared an **estimate** of the costs of modernizing the airport terminal.
10. **forecast – прогноз; прогнозувати**
    The financial **forecast** shows that passenger numbers are likely to increase next year.
11. **to alert – попереджати**
    The financial report **alerted** managers to possible problems with cash flow.
12. **to pay back – повертати вкладені кошти / окупатися**
    The new equipment should **pay back** its cost within five years.
13. **to get a return – отримувати прибуток від інвестування**
    Investors expect **to get a good return** on their investment.
14. **to beware – остерігатися**
    Business managers should **beware of** unrealistic financial forecasts.
15. **worthwhile – вартий уваги, доцільний**
    Investing in modern airport equipment can be **worthwhile** in the long term.

16. **time-consuming – трудомісткий, такий, що потребує багато часу**
    Preparing a detailed business plan can be **time-consuming**.
17. **to consign to the bin – відправити на сміття, відкинути**
    The management decided to **consign the old business plan to the bin** and develop a new one.
18. **to fail – зазнавати невдачі**
    A business may **fail** if its managers do not understand the market.
19. **to pitch – представляти / презентувати ідею певним чином**
    The manager had to **pitch** the new airport project to potential investors.
20. **shareholding – володіння акціями, частка акцій**
    The investor increased his **shareholding** in the company.
21. **to persuade – переконувати**
    The manager tried to **persuade** investors to support the new project.
22. **to instil – вселяти, прищеплювати**
    A professional business plan can **instil confidence** in potential investors.
23. **confidence – впевненість, довіра**
    Accurate financial data can **give investors confidence** in the company.
24. **prospect – перспектива; потенційний клієнт / інвестор**
    The company has good growth **prospects** in the international aviation market.
25. **back-up – резервний, дублюючий; підтвердження**
    The financial forecast should have reliable data as **back-up** for its conclusions.
26. **turgid – пишномовний, надто складний**
    The business plan should be clear and professional rather than **turgid** and difficult to understand.
27. **to grab – захоплювати, привертати увагу**
    The first page of the business plan should **grab the investor's attention**.
28. **to erode – послаблювати, підривати**
    Poor customer service can **erode** the company's reputation.
29. **to mislead – вводити в оману, створювати хибне уявлення**
    Unrealistic figures can **mislead** potential investors.
30. **venture capital – венчурний капітал**
    The company is looking for **venture capital** to finance its expansion.
31. **to highlight – виділяти, висвітлювати**
    The presentation should **highlight** the company's main advantages.
32. **to assume – припускати, допускати**
    We cannot **assume** that passenger demand will remain unchanged.
33. **folder – папка**
    The manager presented the business plan in a professional **folder**.
34. **to cram – переповнювати, напихати**
    Do not **cram** too much information onto one page of the business plan.

Exercises 3. Read a Short text with Professional Context and recollect the new words

A good business plan should **encapsulate** the main idea of a business and **highlight** its strengths. Before presenting it to investors, managers should **clarify** all financial information and support their **forecasts** with reliable data.

A business **counselor** or financial specialist can help the manager prepare realistic **estimates** and identify possible risks. Investors need accurate information because unrealistic figures can **mislead** them and **erode** their **confidence** in the company.

When presenting a new aviation project, the manager should **pitch** the idea clearly and **persuade** potential investors that the project is **worthwhile**. A strong presentation can **grab** their attention and **instil confidence** in the project's future **prospects**.

Managers should also **beware of** making unrealistic assumptions. If a project requires **venture capital**, investors will want to know when they can **get a return** on their investment and whether the project can eventually **pay back** its initial costs.
Finally, the business plan should be clear and concise. It should not be **turgid** or **crammed** with unnecessary information. A well-organized plan, supported by reliable data and professional presentation, is more likely to create a positive impression.

Exercise 4. Match the words with their definitions

Word	Definition
1. enterprise	A. a person or organization that gives money to a business
2. objective	B. a plan or prediction about the future
3. forecast	C. a business or company
4. investor	D. a person who puts money into a business
5. lender	E. a goal that you want to achieve
6. investment	F. money put into a business to make a profit
7. strategy	G. a detailed plan for achieving a goal
8. uncertainty	H. a situation in which you do not know what will happen

Exercise 5. Read the text

Text 5. The Business Plan

Life can be very chaotic when you are starting or running a small business. The telephone calls to make, the letters to write, the decisions to take-all the day-to-day emergencies can push aside the sort of long-term strategic planning which is essential to keep your enterprise on the right track. Do not let short-term problems divert you from your longer-term objectives.

Writing a business plan is merely encapsulating your longer-term objectives, estimates and forecasts on paper. Once you have put down your plan, do not accept that it is set in concrete. Forecasts and objectives change as new bits of information and your better experience emerge. The important point is to incorporate your best estimate, given your current state of information. There is nothing like writing something down to help clarify your mind and reveal your uncertainties and weaknesses.

The objectives of the plan

The two most important reasons for producing a written plan are: to show to outsiders to help raise money and to use within the business to keep yourself on your planned course or to alert you to things which are not going according to your strategy.

To persuade someone to lend or invest enough money in your business enabling you to achieve your strategy, you will need to show that the lender or investor stands a good chance of being paid back or getting a good return on the investment, to instil confidence about your abilities to manage the business and, if capable, show that you already have the beginnings of an experienced management team, and to demonstrate that there is a good market for your product or service.

To achieve these objectives you must bring out what is exciting about the prospects of your business, combined with a thoroughly prepared presentation of the back-up figures and research.

Beware of filling your plan with nothing but a turgid series of facts and figures; you must allow the reader of your plan to be able to identify to persuade your reader that it is worthwhile studying the detailed instantly what is so interesting about your business. You need to do these forecasts, which can be very time-consuming. Lenders and investors can be presented with so many plans for consideration that unless your grabs the reader's attention it could be consigned to the bin before your carefully prepared figures are looked at.

Exercise 6. True or False. Read the text and decide whether the statements are True (T) or False (F). Correct the false statements

1. Running a small business can be chaotic.
2. Day-to-day problems can prevent business owners from thinking about the future.
3. A business plan should never be changed.

4. Forecasts can change when new information becomes available.
5. Writing a business plan can help business owners understand their weaknesses.
6. A business plan is only useful for people outside the business.
7. Investors want to know whether the business has a good market.
8. A business plan should contain only facts and figures.
9. A good business plan should attract the reader's attention.
10. Preparing forecasts can take a lot of time.

Exercise 7. Complete the sentences with the words given below

objectives | *forecasts* | *investor* | *strategy* | *market* | *information* | *weaknesses* | *confidence*

1. A business plan describes long-term _____.
2. Business _____ can change when new information becomes available.
3. An _____ puts money into a business.
4. A business needs a clear _____ to achieve its objectives.
5. A company must demonstrate that there is a good _____ for its product.
6. New _____ can help a business owner change a plan.
7. Writing a plan can reveal the company's _____.
8. A good business plan should give lenders and investors _____ in the business.

Exercise 8. Answer the questions using information from the text

Useful language for students: *1. According to the text... 2. The main reason is… 3. A business plan helps… 4. The company needs to show that… 5. It is important because...*

1. Why can running a small business be chaotic?
2. What can day-to-day problems do to long-term planning?
3. What does a business plan put on paper?
4. Why can forecasts and objectives change?
5. How can writing a business plan help the business owner?
6. What are the two main purposes of a written business plan?
7. What does a business need to show to persuade an investor to provide money?
8. Why is it important to demonstrate that there is a good market for a product or service?
9. Why should a business plan not contain only facts and figures?
10. Why is it important to attract the reader's attention?

Exercise 9. Put the stages in the correct logical order according to the text

A. Show that there is a good market for the product or service.
B. Prepare forecasts, figures and research.
C. Present the business idea clearly and attractively.
D. Define the long-term objectives of the business.
E. Try to persuade investors or lenders to support the business.
F. Show that the business can be successfully managed.

Exercise 10. Students to work in pairs:Imagine that you are starting a small business. What information would you include in your business plan? Students choose a business and discuss:1. Business idea
2. Long-term objectives
3. Product/service
4. Target market
5. Investment needed
6. Possible risks
7. Expected results

Useful B1 phrases: Our business will… Our main objective is to… We need investment to… Our target market is… We expect to… One possible problem is… Our strategy is to...

Exercise 11. Read the text

How many plans?

As there are two reasons for having a written plan, will one plan suffice? The answer to this depends on who is advising you. A bank manager, or other person who may be providing finance, may say there should be only one plan, as they would like to know the absolute truth about what is happening in your business. But some small businesses adopt a different strategy and have two plans. One plan is for outsiders; this plan must be one which will not fail and so it will be fairly conservative about projected sales and costs. The reason for adopting a conservative approach with outsiders is that you must not be seen to fail as this can erode confidence in you and your judgement. This could make it difficult to keep the support of your bank manager when you need it later. Of course, if your plan is being used to raise money, your figures must achieve a balance between optimism and realism if you are to persuade banks and others that business will be successful and so worthy of a loan or an investment. You must always remain confident that the figures are really achievable; if you are misleading the lenders and investors, you are also misleading yourself.

The second plan is for your own use and will set higher targets, although you must believe you can do that level of business. If you pitch the figures too low, you might not achieve as much as possible.

Who should do the plan?

It is your job. You will know the product and the market better than anyone else. You have to be prepared to present the plan to banks or other sources of finance, so you need to be fully confident about all statements and forecasts. You will have that confidence if you have provided the data.

However, as it is so important for your plan to look professional, you may consider seeking advice and help on its production. This is available from from enterprise agencies and training courses. Many of the counselors will be prepared to help you put your plan together. This help is often free.

Accountants can help you to prepare the figures. Some of the bigger firms of accountants will have specialist departments to do just this.

Corporate finance specialists are mainly interested in helping you raise substantial sums of money from venture capital sources.

What should be in the plan?

1. Summary of your plan, highlighting the attractions of your business;
2. When business started, brief summary of past performance, indication of how relevant or not past performance is to future progress.
3. Management:
   - Your past employment and business record;
   - The record of other people working with you;
   - If there are obvious weaknesses in your management, how you propose to deal with them;
4. The product or service:
   - A simple description of what it does;
   - Why the product is unique or distinct;
   - Brief survey of competition;
   - How the products will be developed, any patents applied for;
5. Marketing:
   - The market- its size, its past and future growth; analysis of sectors; your competitors;
   - Selling - promotion, advertising, who will sell, how you will price;
6. Operational details:
   - Where you will be based location, premises;
   - Suppliers;
   - Manufacturing facilities;
   - Equipment needed;

7. Financial analysis:
   - Summary of the forecasts
   - Monthly profit and loss forecast for two years;
   - What are the principal risks which could affect figures;
8. The prospects:
   - Your objectives-short-term, long-term;
   - The finance needed and what it is needed for;
   - Shareholdings suggested;
   - Prospects for the investor.

Presenting your plan

Financiers will assume that if your presentation to them is unsatisfactory, your presentation to customers is equally unsatisfactory. So while it may seem obvious, your plan will look better if it is neatly typed and presented in a smart folder. The information will also be more understandable if you do not try to cram too much on one page.

Exercise 12. Answer the questions.

1. Why does a businessman usually write a business plan?
2. What are the main objectives of the plan?
3. How many business plans is it necessary to write?
4. Who should write the plan?
5. What should be written in the plan?
6. What is the best way to present your plan?

Exercise 13. Translate into Ukrainian words and word combinations:

to run a small business, to keep the enterprise on the right track, to incorporate your best estimate, to give current state of information, to reveal uncertainties and weaknesses, to get a good return on the investment, to instil confidence, back-up figures, a turgid series of facts, to be very time-consuming, to adopt a different strategy, to pitch the figures, to be fully confident about all statements and forecasts.

Exercise 14. Translate the sentences into English.

1. Не дозволяйте короткочасним проблемам відволікати вас від ваших більш довгострокових цілей. 2. Прогнози та цілі змінюються, коли надходить нова інформація та у вас з'являється кращий досвід. 3. Для того, щоб переконати когось інвестувати достатню кількість грошей у ваш бізнес, що дасть вам змогу досягти вашої мети, треба вселити довіру щодо вашої спроможності керувати справою. 4. Управляючий банком може зажадати тільки одного бізнес плану, оскільки його цікавить абсолютна правда про те, що відбувається у вашому бізнесі.
5. Якщо ви встановите цифри надто низькими, ви можете не отримати так багато, як могли б.
6. Вам доводиться представляти банкам бізнес план, тому ви повинні бути цілком впевненим щодо всіх звітів та прогнозів.

Практичне заняття №3.6

Тема роботи: «Лексико-граматичні вправи. Розвиток монологічного мовлення»

Мета роботи:

1) розвиток навичок монологічного мовлення;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. Match the terms and definitions. Review the vocabulary

Terms	**Definitions**

1) business plan	a) a potential customer,
2) financial analysis	b) the use of specific techniques to study a firm's financial documents and to control the flow of funds, products, and services, both inside and outside the firm;
3) product	c) money needed to start or develop a business
4) market	d) a person or company that provides goods
5) prospect	e) the use of money for the purpose of making more money, to gain income or to increase capital, or both.
6) investment	f) a concise, written document prepared by an entrepreneur, describing the present venture and market situation, future directions, and implementation strategies;
7) finance	g) the place or group of people who buy or may buy a product
8) objective	h) a person who puts money into a business
9) supplier	i) money used to support a business
10) forecast	j)something that a company makes or sells
11) competition	k) a prediction about a future situation
12) premises	l) other businesses that sell similar products or services
13) investor	m) a goal that a business wants to achieve
14) shareholding	n) ownership of shares in a company

Exercise 2. Define the following terms: current liabilities, depreciation, current assets, creditor, debtor, liabilities, capital, accrual

Exercise 3. Read the text and decide whether the statements are True (T) or False (F). Correct the false statements

1. The business owner should normally prepare the business plan.
2. The owner does not need to know the product and market very well.
3. Enterprise agencies can provide advice on preparing a business plan.
4. Help from enterprise agencies is always expensive.
5. Accountants can help prepare the financial figures.
6. Corporate finance specialists usually help businesses raise small amounts of money.
7. A business plan should contain information about the management team.
8. A business plan should describe the product or service.
9. Financial analysis is not necessary in a business plan.

10. The presentation of the plan is important when meeting financiers.

Exercise 4. Choose the correct answer

1. The business owner has to / has know the product and the market well.
2. Accountants can help / can to help prepare the financial figures.
3. The business plan will help / helps you present your business to investors.
4. The market is analysed / analyses before the business starts.
5. Enterprise agencies can provide / can providing useful advice.
6. The company will need / needs additional finance in the future.
7. The plan should be / should professional and clear.
8. Corporate finance specialists are interested / are interest in helping businesses raise money.
9. The financial forecasts must be checked / must checked carefully.
10. The information will be / will more understandable if it is presented clearly.

Exercise 5. What should be in a business plan?
Match each section of the business plan with the information that should be included in it.
How do you think: Which section do you think is the most important for an investor? Why?
Start your answers with: I think the _____ section is important because...

Section	**Information**
1. Summary	A. location, suppliers and equipment
2. Management	B. objectives, finance needed and prospects for investors
3. Product or service	C. business idea and its main attractions
4. Marketing	D. financial forecasts and possible risks
5. Operational details	E. management experience and weaknesses
6. Financial analysis	F. product description, uniqueness and competition
7. Prospects	G. market, competitors, advertising and pricing

Exercise 6. Complete the business plan. Complete the sentences using the words from the box.
management | suppliers | competitors | equipment | objectives | investors | market | risks | product | forecasts

1. A business plan should describe the _____ or service.
2. The company should explain who its main _____ are.
3. The marketing section should describe the target _____.
4. The plan should include information about _____ and other members of the team.
5. A company needs to identify its _____ and possible problems.
6. Operational details include information about _____ and equipment.
7. Financial analysis should contain financial _____.
8. The company should clearly explain its short-term and long-term _____.
9. The plan should explain the prospects for _____.
10. The company should describe its main _____ and where it will buy materials or goods.

Exercise 7. Read the text and say if you agree with it

Text 6. Six Steps to a Great Business Plan

Start-up entrepreneurs often have difficulty writing out business plans. To make it easier, here are six steps that will get you to a worthwhile plan:

1. Write out your basic business concept.
2. Gather all the data you can on the feasibility and the specifics of your business concept.
3. Focus and refine your concept based on the data you have compiled.
4. Outline the specifics of your business. Using a “What, where, why, how” approach might be useful.

5. Put your plan into a compelling form so that it will not only give you insights and focus but, at the same time, will become a valuable tool in dealing with business relationships that will be very important to you.

6. Review the sample plans.

Exercise 8. Complete the sentences with the correct form of the verb in brackets.

1. The business plan _____ by the owner. *(prepare)*
2. Accountants _____ financial figures. *(prepare)*
3. The market _____ carefully before the business starts. *(analyse)*
4. The product _____ to customers in the business plan. *(describe)*
5. The company _____ new equipment next year. *(need)*
6. The financial forecasts _____ by specialists. *(check)*
7. The business owner _____ the plan to potential investors. *(present)*
8. The main risks _____ in the financial analysis. *(identify)*
9. The product _____ in the future. *(develop)*
10. Enterprise agencies _____ useful advice to new businesses. *(provide)*

Exercise 9. Read the phrasal verbs and fill in the correct preposition:

write away for	to write a letter to a company or organisation asking them to send you goods or information
write back	to reply to a letter that someone sent you, by writing a letter to them
write down	to reduce the value of an asset as shown in a company's accounts
write in	to write a letter to an organisation to give an opinion, ask for information etc.
write into	to add or include something in a contract, agreement etc.
write off	to decide that someone or something is useless, unimportant, or a failure
write out	to write something on paper, especially in a neat and clear way, including all the necessary details
write up	to increase the value of an asset, usually land or a building, as shown in a company's accounts

1. The giant hospital chain said it would write ____ about $ 100 million in assets and reserves. 2. I have written ____ their free catalogue. 3. The company can periodically write ____ the value of certain assets if its directors think the assets are worth more than the purchase price. 4. The children were asked to choose their favourite poem and write it ____ in their best handwriting. 17 5. If you would like a copy of our fact sheet, please write ____, enclosing a stamped addressed envelope. 6. We have written the project ____ as a non-starter. 7. I wrote ____ to them immediately, thanking them for their kind invitation. 8. It was written ____ in his contract that he had to make two records a year.

Grammar Exercise 10. Rewrite the sentences. Rewrite the sentences using the word in brackets. Keep the meaning the same.

1. It is necessary for the business owner to know the market well.
   (must) → The business owner _____.
2. Accountants can prepare the financial figures.
   (able) → Accountants _____.
3. The company will need more finance in the future.
   (may) → The company _____.
4. Specialists analyse the market before preparing the plan.
   (is) → The market _____.

5. The business owner should present the plan professionally.
   (important) → It _____.
6. The company plans to develop the product next year.
   (will) → The company _____.
7. The accountant checks the financial forecasts.
   (checked) → The financial forecasts _____.
8. The business owner has to explain the main risks.
   (necessary) → It _____

Exercise 11. Who can help? Read the first part of the text again and complete the table

Person / organization	**How can they help?**
Business owner	_____
Enterprise agency	_____
Training course / counselor	_____
Accountant	_____
Corporate finance specialist	_____

Use these variants too.
Business owner: knows the product and market; prepares and presents the plan.
Enterprise agency: provides advice and help with producing the plan.
Training course / counselor: helps put the business plan together.
Accountant: helps prepare financial figures and forecasts.
Corporate finance specialist: helps raise substantial amounts of money from venture capital sources.
Follow-up speaking. **If you were starting a business, who would you ask for help and why?**
Useful language: 1. **I would ask an accountant because… 2. I would seek advice from an enterprise agency because… 3. I think I could prepare the plan myself because..**

Exercise 12. Make up and write your own business plan. Students make groups of 3–4.
Situation. You want to start a small business. Choose one:
✈ Airport transfer service 📦 Logistics company ☕ Small airport café Travel agency 💻 Online English course 🚚 Delivery service
Your group must prepare a **mini business plan**.
Your plan should include:
1. Business idea - What is your product or service? **2. Management -** Who will run the business? **3. Market -** Who are your customers? **4. Competition -** Who are your main competitors? **5. Marketing -** How will you advertise and sell your product? **6. Operations -** Where will you work? What equipment and suppliers will you need? **7. Finance -** How much money will you need? **8. Objectives -** What are your short-term and long-term goals?
Presentation. Each group presents its plan in 2–3 minutes. Useful B1 phrases:
1.Our business idea is… 2. Our target customers are… 3. Our main competitors are… 4. We will promote our product by… 5. We will need… 6. Our short-term objective is… 7. In the long term, we want to… 8. We need investment to… 9. The main risk is… 10. We think our business will be successful because...
Useful grammar:

- A business owner **must...**
- A company **should...**
- Accountants **can...**
- The market **is analysed...**
- Financial forecasts **are checked...**
- The company **will...**
- The company **may...**

Example:
The business owner must know the market. The market should be analysed carefully. Financial forecasts are prepared by accountants. The company may need additional finance in the future.

Практичне заняття №3.7

Тема роботи: «Читання та переклад тексту «Management Function». Робота з діалогом. Лексико-граматичні вправи. Граматичний матеріал: дієприкметник. Виконання вправ»

Мета роботи:

1) розвиток діалогічного мовлення;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) вдосконалення навичка вживання граматичної конструкції.

BRIEF HISTORY OF MANAGEMENT

The theory of management is a relatively young discipline. The first analyses were made at the start of the 20th century and were focused on production processes (W. Taylor). Later, they included administration (H. Fayol) and also social and psychological factors (E. Mayo). Since the 70s, the theory started to reflect the participation of employees in the management of enterprises and studied the resulting relationships.

A French industrialist Henri Fayol has written a classic definition of a manager's role. According to his definition the manager's role is: to forecast and plan; to organize; to command; to coordinate; to control.

This definition is accepted by many people. But some writers on management say a manager must motivate or direct and lead other workers.

The activities of a manager depend on the level at which he/she is working. Top managers, the board of directory members, (chairmen, directors) make decisions on the future of the company. Middle management and supervisors are making the day-to-day decisions. These decisions help an organization to be run effectively. Managers at this level spend much time communicating, coordinating and making decisions affecting the daily operation of their organization. An American writer, M. Peter Drucker, defines five basic operations of managers:

1) Managers set objectives. Managers need analytical ability.

2) Managers organize (how the resources of the company are to be used, how the work is to be classified).

3) Manager's task is to motivate and communicate effectively. They must be able to get people to work as a team and to be productive as possible. To do this they will be communicating effectively with the organizations: on all levels their superiors, colleagues and subordinates. To succeed in this work, managers need social skills.

4) Manager's activity is measurement. Having set targets and standards, managers have to measure the performance of the organization and of its staff in relation to these targets.

5) Managers develop the skills of personnel, including themselves. Managers help people work more productively and grow as a personality. Successful managers are people who command the respect of workers and who set high standards. They are people of integrity and look for that quality in others.

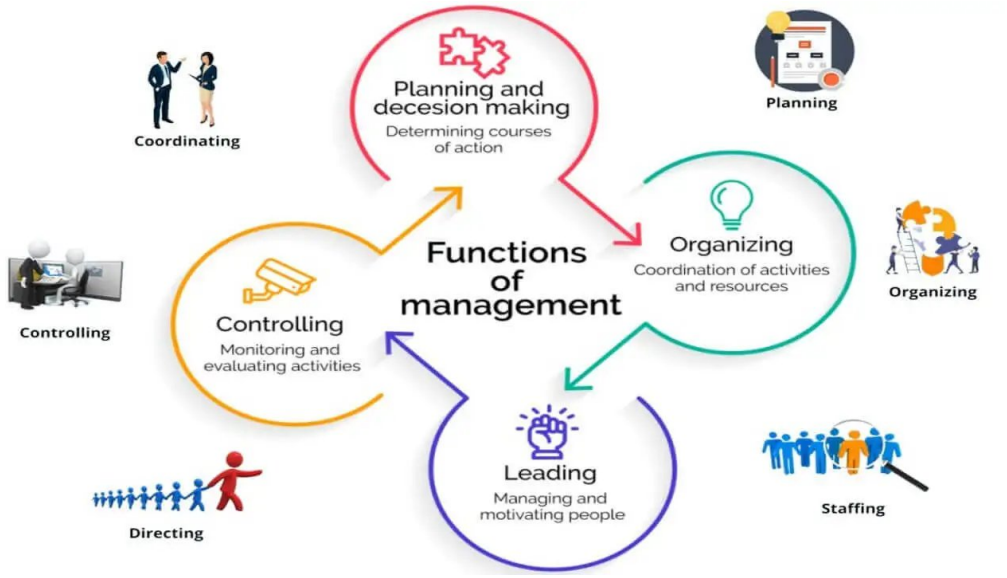
FUNCTIONS OF MANAGEMENT:

Thus, basic principles of management were formulated by H. Fayol who recognized four basic functions or stages, closely following each other in a recurring cycle:

- planning, which defines the firm's goals and helps to work out plans for their realization;
- organizing, which assigns every employee to a specific job and establishes relations between individuals and groups for carrying out the required activities in a co-ordinated manner;
- decision-making and leading, when information is passed on to people in the form of

motivations and directives, instructing employees to fulfil their tasks with maximum efficiency;
- controlling, which compares plans and realities and identifies the cause of deviations.

Management envisages the feedback of all the firm's substantial operations and by the same token each operation is to be properly managed.



MANAGEMENT TASKS

If, at this point, we understand management as a group of top executives who steer a firm, the following tasks of a top executive appear the most important:

- definition of goals;
- their inclusion in the plan;
- defence of the company's integrity;
- solving of critical situations.

STYLE OF MANAGEMENT

The style of management, manifested in the manager's approach to his/her subordinates, can be:

➡democratic: consultative, participative;

➡ autocratic: despotic, authoritative;

➡ liberal.

Task 1. Answer the following questions:

1. What duties do all these people have in common?
2. What qualities and skills are required for each position?
3. Which of the positions would you prefer to have? Why?
4. According to the writer, what's the main duty of the head of any organization?
5. Why do some people disagree with Henry Fayol's definition of the role of management?
6. In what ways are the functions of a company director different from those of a middle manager?

https://www.questionpro.com/blog/manager-evaluation/

Практичне заняття №3.8

Тема роботи: «Робота з текстом «Managing organization goals». Лексико-граматичні вправи. Розвиток діалогічного мовлення»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) вдосконалення навичка діалогічного спілкування

Task 1. Characterize the manager using the vocabulary:

honest - чесний
competent - компетентний
forward - looking - далекозорий
inspiring - який надихає (який веде за собою)
intelligent - інтелектуальний
fair - minded - справедливий
broad - minded – широко мислячий
straightforward - прямий, відвертий
imaginative - який володіє творчою уявою
dependable - (благо) надійний
supportive - який підтримує
courageous - мужній
caring - який піклується
cooperative - який може працювати в колективі
mature - зрілий, досвідчений
ambitious - честолюбний, працелюбний, енергійний
determined - рішучий
self- controlled - який уміє контролювати себе
loyal - лояльний
independent - незалежний

Qualities Of the Manager. The adjectives in the list describe Some of the positive qualities of managers. Change each adjective into its opposite by adding un-, in-, im-, ir- or dis-.

Good Manager	**Bad Manager**
co-operative **sincere** **skilled** **creative** **committed** **practical** **intelligent** **reliable** **responsible** **communicative** **honest** **competitive** **senslitive** **loyal** **rational**	

Complete the sentences. Use adjectives from the list above to describe the following managers. 1. She always means what she says. She's totally _____2. You can depend on him. He's very _____ 3. His job comes first. He's totally_____ . 4. She is quick to help colleagues and subordinates. She's extremely_____ 5. She doesn't let her emotions interfere with her work. She's very_____ _____.

Vocabulary Notes:

Aim - мета, ціль
be met - виконуватися
contingency plan - план дій на випадок непередбачених обставин
decision-making - прийняття рішень
disrupt - порушувати
goal - мета, ціль
goal setting - постановка мети
guide - керувати, вести, спрямовувати
horizon - горизонт
inappropriate - нераціональний, недоречний.
intended plan - намічений план
management - керівництво, менеджмент (як наука)
manager - керівник, менеджер
motivate - заохочувати стимулювати
multiple - множинний, багаторазовий, численний
objective - мета, ціль
pay attention - приділяти увагу
put into action - приводити в дію
render - виявитися
supplement - додавати
time frame - часові межі, відрізок часу

TEXT 8.1. Airline Management

Management plays a vital role in any business or organized activity. It is composed of a team of managers who have charge of the organization at all levels. The manager's functions are planning, organizing, directing and controlling.

Planning involves determining overall company's objectives and deciding how these goals can best be achieved. Organizing is the process of putting the plan into action. In directing and supervising manager’s guide, teach and motivate workers so that they reach their potential abilities and at the same time achieve the company's goals that were established in the planning process. In controlling managers evaluate how well company's objectives are being met.

Goals serve for basic purposes: to provide guidance and direction, to facilitate planning, to inspire motivation and commitment and to promote evaluation and control.

Kinds of goals can be differentiated by level, area and time frame. All managers within an organization need to be involved in the goal-setting process. They need to pay special attention to the importance of managing multiple goals through optimizing and other approaches.

Goals are closely related to planning. The major types of plans are strategic, tactical and operational. Plans are developed across a variety of time horizons, including long-range, intermediate and short-range time frames. Another important type of planning is the development of contingency plans. Contingency planning is the determination of alternative courses of action to be taken if an intended plan of action is unexpectedly disrupted or rendered inappropriate.

Management is a set of activities (including planning and decision-making, organizing, leading and controlling) directed at organization's resources (human, financial, physical and information) with the aim of achieving organizational goals in efficient and effective manner. Manager is someone whose primary responsibility is to carry out the management process within an organization. The basic

activities that comprise the management process are planning and decision-making (determining courses of action), organizing (coordinating activities and resources), leading (managing people), and controlling (monitoring and evaluating activities). These activities are not performed on a systematic and predictable schedule.

Managers can be differentiated by level and area. By level we can identify top, middle and first-line managers. Kinds of managers by area include marketing, financial, operation, human resource, administrative and specialized managers. Managers have to play interpersonal, informational and decisional roles.

In the highly complex and competitive business of aviation, creative managers who have the ability to make effective decisions have always been the key to achieving competitive advantage.

The IATA Diploma in Airline Management supplements airline experience with a thorough understanding of the main business activities that need to be managed effectively.

Task 1. Put the words in the right order to form a sentence and insert the missed word choosing it from those given in brackets

a) vital/in/or/plays/a/role/any/business/activity/organized
(Marketing-Management-Manager-Organizer)
b) the/are/and/controlling/planning/functions/organizing/directing
(marketing -management-manager's-organization's)
c) putting/into/process/action/is/the/of/plan
(Organizing-Planning-Directing-Controlling)
d) of/can/kinds/be/by/and/level/area/time/differentiated/frame
(managers – functions –companies – goals)
e) can/managers/and/be/by/differentiated/area
(sphere – time frame - level –function)

Task 2.Answer the questions:

1. What plays a vital role in any business or organized activity?
2. What is the process of putting the plan into action?
3. Do all managers need to be involved in the goal-setting process?
4. What are goals closely related to?
5. What is determination of alternative courses of action?
6. What is the plan to be taken if an intended plan of action is unexpectedly disrupted or rendered inappropriate?
7. What can managers be differentiated by ?
8. What managers have the ability to make effective decisions ?

Task 3. Fill in the blanks with prepositions.

1. Management is composed … a team of managers.
2. They have charge … the organization … all levels.
3. Organizing is the process … putting the plan into action.
4. Kinds of goals can be differentiated … level, area and time frame.
5. All managers … an organization need to be involved in the goal-setting process.
6. Goals are closely related … planning.
7. Plans are developed … a variety of time horizons.
8. Management activities are not performed … a systematic and predictable schedule.
9. The IATA Diploma … Airline Management supplements airline experience … understanding of the main business activities.
10. Management is a set of activities directed … organization's resources … the aim of achieving organizational goals.

Task 4. Match the words with their equivalents.

1. Role	a. goal
2. Objective	b. total
3. Company	c. involve
4. Direct	d. type
5. Reach	e. airline
6. Establish	f. to be achieved
7. Kind	g. definition
8. Area	h. guide
9. Schedule	i. to be comprised of
10. To be met	j. advertise
11. To be composed of	k. achieve
12. Comprise	l. set
13. Overall	m. function
14. Promote	n. plan
15. Determination	o. sphere

Exercise 5. Match the terms with their definitions

● managerial function	a) a period of time in which something should happen
● environmental context	b) a plan prepared for an unexpected situation
● goal-setting	c) to interrupt or prevent a process from continuing normally
● guidance	d) a management activity or responsibility
● commitment	e) the process of deciding what an organisation wants to achieve
● time frame	f) a planned way of dealing with a situation
● contingency plan	g) the conditions and factors surrounding an organisation
● course of action	h) dedication to a goal or plan
● disrupt	i) help or advice about what direction to take
● optimise	j) to make something as effective or efficient as possible

TEXT 8.2. MANAGING ORGANIZATIONAL GOALS AND PLANNING

The planning process is the first «basic managerial function that organisations must address. With an understanding of the environmental context, managers develop a number of different types of goals and plans.

Goals serve for basic purposes: to provide guidance and direction, to facilitate planning, to inspire motivation and commitment, and to promote evaluation and control. Kinds of goals can be differentiated by level, area, and time frame. All managers within an organisation need to be involved in the goal-setting process. Managers need to pay special attention to the importance of managing multiple goals through optimising and other approaches.

Goals are closely related to planning. The major types of plans are strategic, tactical, and operational. Plans are developed across a variety of time horizons, including long-range, intermediate, and short-range time frames

Another important type of planning is the development of contingency plans. Contingency planning is the determination of alternative courses of action to be taken if an intended plan of action is unexpectedly disrupted, or rendered inappropriate.

Exercise 6. Complete the sentences with the words from the box.
strategic • tactical • operational • contingency • goals • planning • time horizon • alternative • evaluation • multiple

1. Managers set clear _____ to give direction to the organisation.
2. _____ planning determines the general long-term direction of an organisation.
3. _____ plans usually focus on implementing strategic decisions.
4. _____ plans deal with the day-to-day activities of an organisation.
5. A _____ plan is prepared in case the original plan cannot be implemented.
6. Managers need to consider _____ when an organisation has several objectives.
7. Different plans can have different _____, such as long-range or short-range.
8. Contingency planning provides an _____ course of action.
9. Planning helps managers with the _____ and control of organisational performance.
10. Effective _____ is essential for achieving organisational goals.

Exercise 7. Classify the vocabulary. Put the words and phrases into the correct category.
strategic plan • short-range plan • goal-setting • contingency plan • operational plan • motivation • tactical plan • long-range plan • evaluation • alternative course of action • commitment • control

Goals and management	Types of plans	Planning concepts

Exercise 8. Complete the sentences with the correct Passive Voice form of the verbs in brackets.

1. The planning process _____ as a basic managerial function. (consider)
2. Different types of goals _____ by level, area and time frame. (differentiate)
3. Organisational goals _____ by managers at different levels. (set)
4. Strategic plans _____ to establish the long-term direction of an organisation. (develop)
5. Operational plans _____ for day-to-day activities. (prepare)
6. Multiple goals _____ through different management approaches. (manage)
7. Alternative courses of action _____ in contingency plans. (include)
8. The effectiveness of a plan _____ through evaluation and control. (assess)

Challenge. Rewrite these sentences in the Passive Voice.

9. Managers develop strategic plans.
10. Managers prepare contingency plans for unexpected situations.

Exercise 9. Infinitive of Purpose and Gerund/Infinitive

A. Complete the sentences with the correct form of the verb.

1. Goals are established _____ (provide) guidance and direction.
2. Managers develop plans _____ (achieve) organisational objectives.
3. Planning helps managers _____ (evaluate) organisational performance.
4. Organisations need _____ (develop) alternative courses of action.
5. Managers should avoid _____ (ignore) multiple goals.
6. Effective planning involves _____ (consider) different time horizons.
7. Contingency plans are created _____ (deal) with unexpected problems.
8. Managers need _____ (optimise) the use of organisational resources.
9. Planning involves _____ (analyse) the environmental context.

10. Organisations can prepare for unexpected disruptions by _____ (develop) contingency plans.

B. Complete the sentences about your organisation.

11. Managers set goals in order to _____.
12. A contingency plan is useful for _____.
13. Strategic planning involves _____.
14. Managers should avoid _____.

Практичне заняття №3.9

Тема роботи: «Введення нових ЛО до теми «Run your own Business». Робота з діалогом. Лексико-граматичні вправи»

Мета роботи:

1) розвиток навичок з діалогічного мовлення;
2) вдосконалення навички вживання термінів під час роботи з діалогами.

Exercise 1. Match the words and phrases with their definitions

1.personal independence
2.profit potential
3.entrepreneurship
4.hands-on experience
5.business consultant
6.financial losses
7.steady income
8.business failure

a) Money lost when a business or investment does not succeed.
b) The possibility of earning money from a business.
c) Practical experience gained by doing something.
d) The ability to make decisions and act without depending on others.
e) A person who gives professional advice about business.
f) The activity of starting and running a business.
g) Money that a person receives regularly.
h) A situation in which a business is unsuccessful or closes.

Text 9.1. How to Start and Operate a Business

There are numerous reasons that make people think about owning a business of their own. Personal independence, unlimited profit potential, the opportunity to work at something that they really love and at hours they choose are some of the reasons people have given for trying entrepreneurship. Many business leaders begin their careers as entrepreneurs after four years of undergraduate college training and even additional graduate school training.

Many colleges now offer programmes that teach students how to start and operate a business. Basic information is combined with hands-on experience and the advice of successful business consultants. These programmes help potential entrepreneurs to decide whether their own ideas are good and how to follow through with them. With the high rate of business failure, this approach can prevent personal financial losses.

A common way to learn about a business, and the opportunities for starting one similar to it, is to learn while working for someone else. It provides a source of steady income to people while they are planning to start their own business. About 50 per cent of entrepreneurs start their businesses in industries in which they have some experience.

Evidence shows that people who come from families whose members were in business themselves are more likely to start their own companies. Unfortunately, the record shows that two out of three new businesses fail within their first four years.

Exercise 2. Complete the sentences with the words from the box
entrepreneurs • undergraduate • operate • potential • consultants • experience • industries • evidence

1.Many _____ start their careers by creating small businesses.
2.Some students receive _____ training before entering the business world.
3.Business programmes teach students how to start and _____ a company.
4.Before investing money, it is important to evaluate the _____ of a business idea.
5.Successful business _____ can help new business owners make decisions.
6.Working for another company can provide valuable _____.
7.Entrepreneurs often start businesses in _____ they already know.
8.Research provides _____ that family background can influence career choices.

Exercise 3. Complete the sentences using the correct form of the phrases
follow through with an idea • start a business • prevent financial losses • work for someone else • earn a steady income • offer a programme

1.Many colleges _____ that teaches students the basics of entrepreneurship.
2.Before deciding to _____, people should research the market.
3.A business plan can help entrepreneurs _____ by identifying possible risks.
4.Some people prefer to _____ before becoming self-employed.
5.It may be easier to plan a new company while you _____.
6.Having enough resources is important if you want to _____ successfully.

Exercise 4. Find the word or phrase in the text that matches each definition

1.The possibility of earning a large amount of money from a business.
2.Education received at college before postgraduate studies.
3.Practical learning rather than learning only from books.
4.People who may start their own businesses in the future.
5.To continue working on an idea until it is completed.
6.A regular flow of money received from work.
7.A person who establishes and runs a business.
8.A person who has completed advanced studies after an undergraduate degree.

Exercise 5. Infinitive or Gerund. Complete the sentences with the correct form of the verbs in brackets

1.Many people consider _____ (start) their own businesses.
2.Entrepreneurs often want _____ (work) at something they love.
3.Business programmes teach students _____ (operate) a company.
4.Working for another company can help people _____ (gain) experience.
5.Entrepreneurs should avoid _____ (invest) all their money without research.
6.Some people decide _____ (become) entrepreneurs after college.
7.A business plan can help prevent people from _____ (make) costly mistakes.
8.Many entrepreneurs are interested in _____ (develop) their own ideas.

Exercise 6. Passive Voice
Rewrite the sentences in the Passive Voice. Keep the original meaning.

1.Many colleges offer programmes in entrepreneurship.
2.Business consultants provide advice to potential entrepreneurs.
3.Business programmes combine theoretical information with practical experience.
4.Many entrepreneurs start their businesses in industries they know.
5.Families sometimes influence young people's career choices.
6.People can gain valuable experience by working for established companies.

Exercise 7. First Conditional

Complete the sentences using the correct form of the verbs in brackets.

1. If people _____ (research) the market carefully, they _____ (make) better business decisions.
2. If an entrepreneur _____ (have) practical experience, they _____ (understand) the industry better.
3. If students _____ (learn) how to prepare a business plan, they _____ (be able to) evaluate their ideas more effectively.
4. If a business _____ (not generate) enough income, its owner _____ (face) financial problems.
5. If you _____ (work) for an established company, you _____ (gain) useful experience before starting your own business.
6. If entrepreneurs _____ (ignore) market risks, they _____ (increase) their chances of failure.

Практичне заняття №3.10

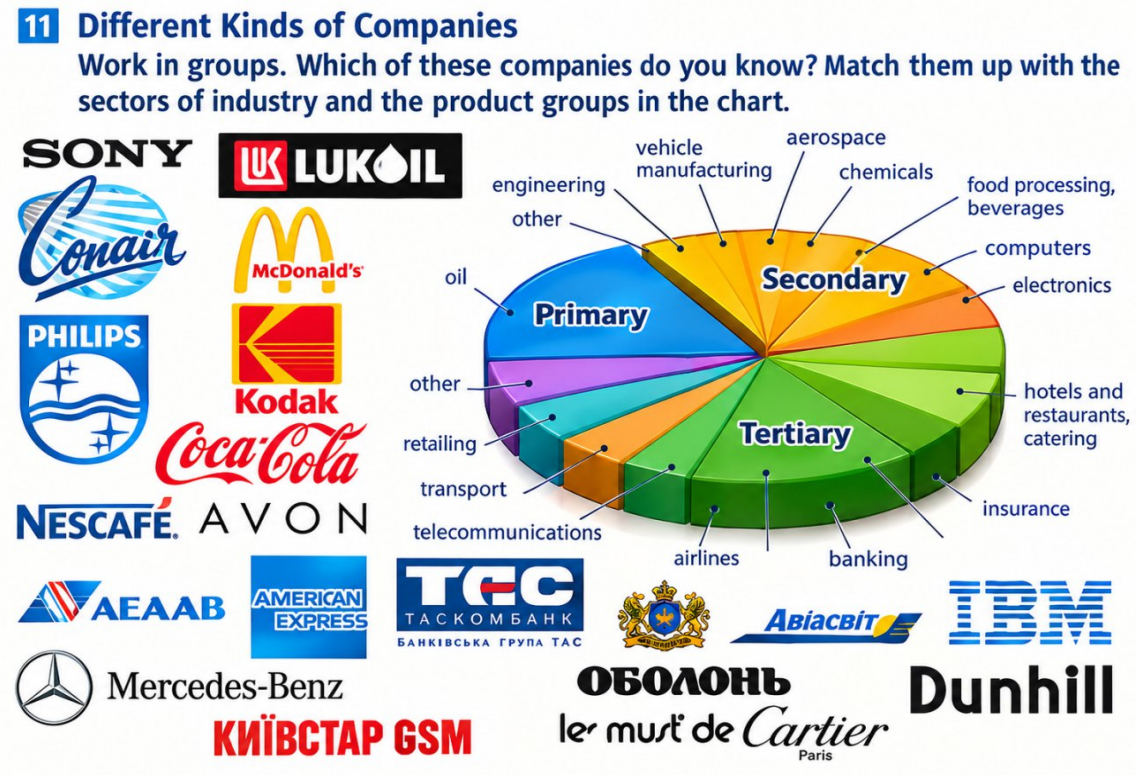
Тема роботи: «Розвиток ДМ. Робота з текстами. Лексико-граматичні вправи. Робота з текстом «The Definitions of Airline Management»

Мета роботи:

1) розвиток діалогічного мовлення;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) вдосконалення навичка вживання граматичної конструкції.

Starter. Discuss these questions:

1. Which are the five largest or more companies in your region (or country)?
2. Which sectors of industry or product groups do they belong to?
3. Make a list of the products they make or the services they supply. Compare your list with another group



Exercise 1. Match the title of the different positions in a company in A with their definitions in B

A	B
1. President 2. Board 3. Chairperson 4. Accountant 5. Manager 6. Secretary 7. Auditor 8. Purchasing Manager 9. Sales Manager 10. Receptionist 11. Clerks	a) a person who audits accounts b) a group of people controlling a company or some other organization c) a person who greets a visitor and tells him or her to get to the right office d) an employee in an office, usually working for another person, dealing with letters, typing, filing and making appointments and arrangements e) a person responsible for supplying goods to customers f) a permanent president of a committee, board of directors of a company g) head of a business firm or a bank h) a person controlling a business i) the employees responsible for carrying out general office duties, filling in forms and keeping statistics j) a person whose profession is to keep or inspect financial accounts k) a person who buys all the things that the company needs

Exercise 2. Read the dialogue. Answer the questions.

1. What does the organizational chart show?
2. What is the difference between a line position and a staff position?
3. What do the people in the staff department do?
4. What is the span of control? How many people does the span of control of the President include?

Dialogue

Peggy Forman is talking with Jaff Downing, an administrative assistant in her company.

Jaff: How are you today, Peggy?

Peggy: Oh, fine, thanks.

Jaff: Glad to hear that. By the way, are you familiar with the organizational chart for the company?

Peggy: No, I am not. What is it like actually?

Jaff: Well, the chart shows how the employees are divided into groups. It gives one an overview of the chain of command in the company.

Peggy: I see. The positions can be line and staff ones.

Jaff: Yes. The subject is not new to you. What else do you know about it?

Peggy: As far as I know a worker in a line position receives orders from his immediate subordinate.

Jaff: Exactly, that's the line chain of command.

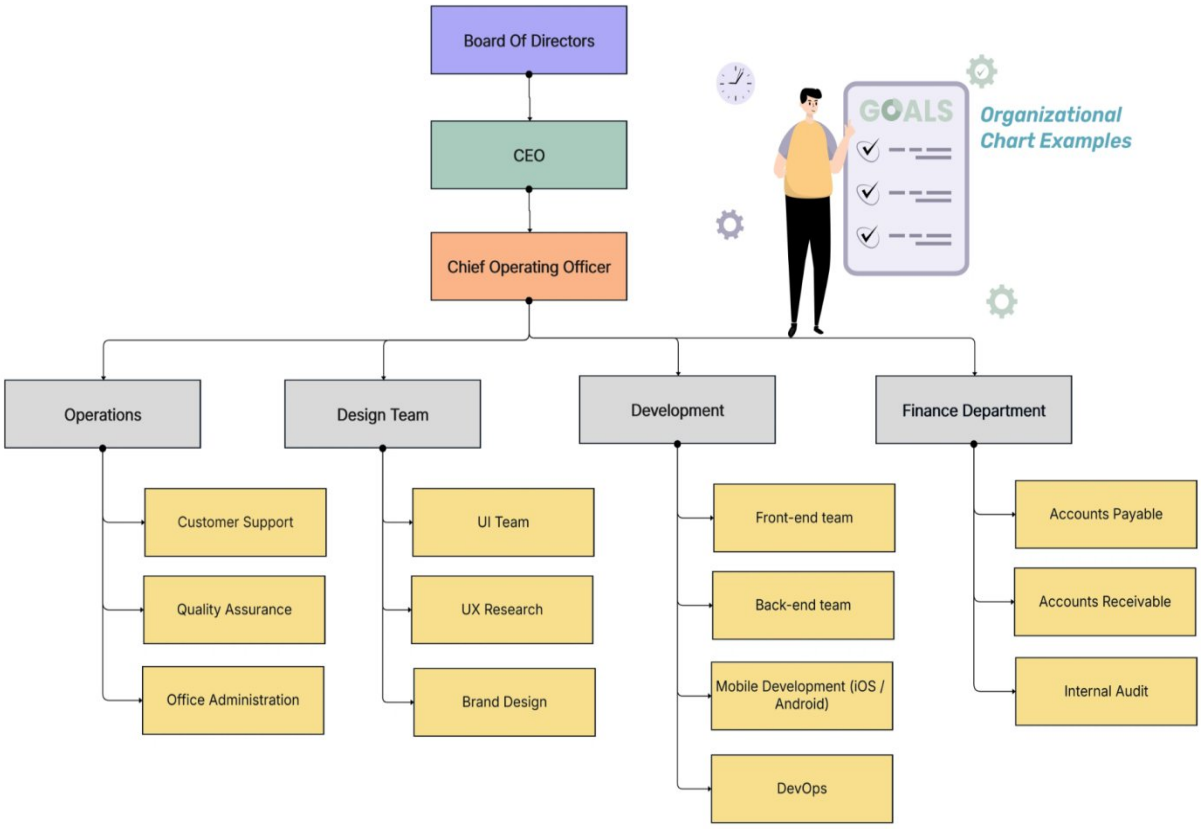
Peggy: A worker in a staff position reports directly to a line worker but he neither gives nor receives orders for line workers. Am I right?

Jaff: Yes, you are. But someone may have line authority over people in his department and not be

considered a line administrator.
Peggy: How can it be?
Jaff: That's possible when a whole department is a staff department. For example, in our company, the head of the credit department or the personnel department can hardly ever be president of the company.
Peggy: And what do the people in staff departments do? How is their work different?
Jaff: Well, they are usually busy with services and they could do the same service for any company. So they are not in the line.
Peggy: It seems to be rather complicated.
Jaff: It only seems so. I think the chart should help.
Peggy: Oh, sure. But, Jaff, would you explain me what span of control is?
Jaff: Oh, span of control refers to the number of people whom one manages directly.
Peggy: Can you give me an example?
Jaff: Well. The Executive manager of our company directly manages the Manager of Production, the Manager of Marketing and the Controller. Thus, his span of control includes three people.
Peggy: Yes, now I see. Thank you for your help.
Jaff: Not at all. Why don't we go to the coffee stall and have a snack together?

B. Have a look at the organizational chart of the company. Speak about the organizational structure of this enterprise answering following questions:

1. How many departments are there at the company?
2. How many managers work at the company?
3. What is in your opinion the most important department?



Exercise 3. Departments of the Company A. Match the activity in A with a department in B

A	B
1. checking quality 2. selling products 3. buying materials 4. organizing training 5. delivering goods 6. keeping a record of payments 7. researching the market	a) Accountants b) Purchasing c) Sales d) Production e) Human Resources f) Marketing g) Transport

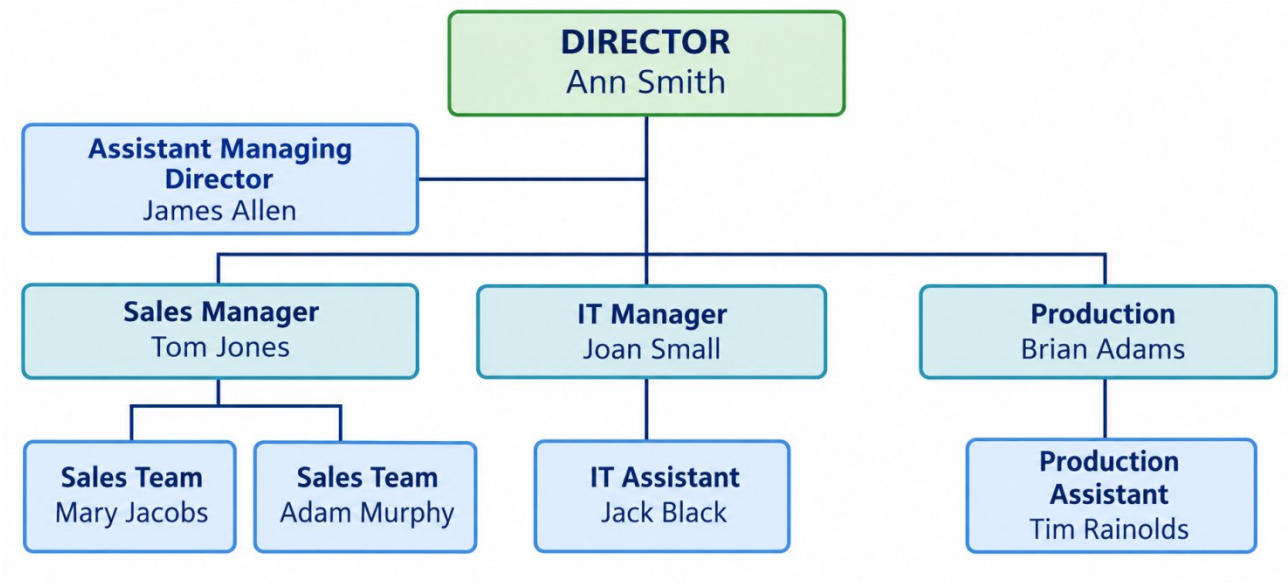
Exercise 4. Phrasal Verbs for Business

A. Match the verb in A with the in B.

l. deal	a) of
2. head	b) for
3. in charge	c) to
4. report	d) with
5. responsible	e) up

B. Complete the sentences with the phrases from part A.

1. Who will be _____ the department when Sophie leaves? 2. Paul is directly _____the efficient running of the office. 3. We need to _____the situation before ił gets worse. 4. Bob Fisher will _____ the new company. 5. She _____ the marketing director.



Exercise 5. Fill in the blanks

CEO - staff - charts - president - departments- purchasing - manufacturing - senior - offcers board of directors - head

1. Big companies employing a large _____ have rather complex organizational _____. 2. The _____ _____ is responsible for making policy decisions. 3. _____of some _____ report to the managing director. 4. Another title for the managing director is the_____or the _____ _____in the USA. 5. The senior management level consists of several _____6. The production department is responsible not only for _____finished product, but also for _____ _____raw materials.

Text 10. COMPANY STRUCTURE

In business organization structure means the relationship between positions and people who hold the positions. Organization structure is very important because it provides an efficient work system as well as a system of communication.

Organizational arrangements have many variants in order to suit specific needs of firms working in various sectors. The traditional organizational structure could be line or line and staff system.

Line system recognizes just one line between the higher function and a subordinate one. This system is typical for small enterprises and administrative organizations. Its main advantages are transparency and better control.

Line and staff system is based on the existence of staffs that provide information and consultancy to departments in their line.

The staffs also monitor the departments' work, but do not manage them. This system is preferred by bigger companies mainly because it improves the quality of decision-making.

Look at the example of Airline Organizational Chart and tell about its structure



https://quizlet.com/study-guides/airline-organizational-structure-departments-functions-and-i-53a5f8b7-35c0-45bb-90f8-10f161eb58b9

Практичне заняття №3.11

Тема роботи: «Робота з текстом «Factors Effecting Planning». Лексико-граматичні вправи»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Warm-up

1. What is planning?
2. What spheres of air transport activity have to be planned first of all?

Exercise 1. Translate the sentences with new vocabulary

1. to affect - впливати

Weather conditions can **affect** airport operations and flight schedules.

2. essential - суттєвий, важливий

Economic studies are **essential** for effective aviation planning.

3. to equate - прирівнювати, дорівнювати

In economic planning, costs and benefits can be **equated** in monetary terms.

4. rail and maritime services- залізничні і морські послуги

Aviation has developed rapidly compared with **rail and maritime services**.

5. circumstances - обставини

Local **circumstances** can influence the way an airport is planned and managed.

6. inevitably - неминуче

Different local conditions will **inevitably** lead to changes in planning methods.

7. to resist temptation - протистояти спокусі

Aviation planners should **resist the temptation** to introduce new methods without good reasons.

8. requirement - вимога

Planners must forecast future **requirements** for air transport services.

9. to devise - придумувати, винаходити

Aviation managers need to **devise** effective solutions to operational problems.

10. to implement- реалізувати, здійснювати

The airport needs to **implement** the agreed development plan.

11. ramification - розгалуження

Airspace planning involves many **ramifications** because different users have different needs.

12. consideration - міркування

Safety is an important **consideration** when planning airport facilities.

13. **to cover — охоплювати, стосуватися**

ATS planning **covers** many areas, including personnel, equipment and airspace.

14. **matter — питання, проблема для вирішення**

Facility location is an important **matter** in airport planning.

15. **accommodation — житло, приміщення**

Physical planning includes suitable **accommodation** for airport personnel.

16. **technical furnishings — технічне обладнання**

The planning team must consider the location of offices and **technical furnishings**.

17. **to resolve problems — вирішувати проблеми**

Managers must develop effective solutions to **resolve problems** in airport operations.

18. **to encounter — стикатися**

Aviation planners may **encounter** unexpected problems during a project.

19. **layout — план, схема**

The **layout** of the control centre must provide a safe and comfortable working environment.

20. **apart from — окрім**

Apart from financial issues, planners must consider safety and personnel requirements.

21. **evaluation — оцінювання**

Data collection and **evaluation** are important parts of the planning process.

22. **target date — встановлений термін**

The project team must complete the new facility by the **target date**.

23. **discipline — правила, порядок**

Effective coordination between different **disciplines** is necessary in aviation planning.

24. **staffing — укомплектування персоналом**

Staffing plans help airports determine how many employees they will need in the future.

25. **actual — фактичний**

Planners compare **actual** air traffic with forecast traffic.

26. **orderly — регулярний, упорядкований**

Effective planning helps ensure the **orderly** flow of air traffic.

27. **cost-effectiveness — рентабельність, ефективність витрат**

Cost-effectiveness is an important factor when choosing between different airport development projects.

28. **aerodrome traffic — рух у зоні аеродрому**

Planners analyse **aerodrome traffic** to determine whether the airport can handle future demand.

29. **en-route — на маршруті**

En-route traffic must be considered when planning the air traffic management system.

30. **approach — підхід до зони аеродрому / захід на посадку**

The planning team analysed **approach traffic** to improve the efficiency of the airport.

Exercise 3. Complete the sentences using the correct word or phrase.

1. Weather conditions can _____ airport operations.
2. Economic studies are _____ for aviation planning.
3. Local _____ can influence planning methods.
4. Planners must forecast future _____.
5. Managers need to _____ effective solutions.
6. The new plan must be _____ before the target date.
7. Safety is an important _____ in airport planning.
8. Physical planning includes accommodation and _____.
9. Planners may _____ unexpected problems.
10. _____, planners must consider safety and financial issues.
11. The project must be completed by the _____.
12. _____ is important when selecting a development project.
13. Planners analyse _____ traffic.
14. The system must ensure the _____ flow of air traffic.
15. Planners analyse actual and forecast _____ traffic.

Exercise 4. Define the tense-forms and voice of the predicates in the following sentences

1. Aviation has developed at a remarkable speed and complexity. 2. ICAO provisions have been developed collectively by member states. 3. This element includes the study of some matters. 4. Analyses of ATS data are being done now. 5. The plans are to be finished by the end of the week.

Exercise 5. Read the text and define the main idea of each passage

Text 11. Factors Affecting Planning

Economic studies are an essential element of planning. From this source costs and benefits can be analysed and equated in monetary terms and planning budgets prepared. The air transport services (ATS) priorities within the total civil aviation development programme can then be established.

Aviation has developed at a remarkable speed and complexity when compared with the rail or maritime services. In ATS planning, local circumstances and conditions will inevitably lead to some differences in the methods, procedures and systems used between states and even between units within the same states. However, planners should resist temptations to be original unless there are very convincing arguments in favour of new approaches or change. ICAO provisions have been developed collectively by member states. Therefore, the best platform from which to commence a planning project is to use ICAO provisions and also to profit from collective work already done by other states.

Objectives

The art of planning is to forecast future requirements as accurately as possible, to develop alternative ways of meeting these requirements and to devise the ways and means of implementing the agreed plan to meet the objectives.

To do this it is necessary to define the objectives clearly. In ATS planning, objectives will include:

a) planning the organization and management of the airspace with all the ramifications and

complexities which arise from the conflicting demands of the users;

b) investigating and recommending the best methods and technical equipment to operate the system;

c) planning for personnel and their appropriate qualifications;

d) functional planning and layout of the controller's working environment and changes or additions to operational and technical buildings.

General Considerations

Apart from specific project planning, ATS planning can form the basis for establishing many of the day-to-day requirements of the service.

These include such important issues as:

a) determining the type of airspace required for the most effective system;

b) developing standardized working methods;

c) identifying existing shortcomings or potential problems;

d) developing new and improved facilities to best satisfy the ATS task;

e) determining future personnel requirements;

f) investigating and developing improved training techniques.

Types of Activity Involved

Co-ordinated policy. This element covers the need for planning administrations to arrange for the establishment of data collection and evaluation methods, preparation of work programmes, including schedules and target dates, the establishment of co-ordination procedures with associated disciplines, arrangements for staffing programmes and the establishment of an efficient monitoring system.

Physical planning. This element includes the study of such matters as personnel environment, accommodation and technical furnishings, facility location and essential supporting services.

Economic planning. This element involves the preparation of analyses of applicable ATS data concerning aerodrome, approach and en-route traffic, both actual and forecast, from these analyses planners can determine the limitations affecting the orderly flow of traffic, study alternative methods of resolving problems encountered including detailed cost-effectiveness calculations for each proposal, and prepare economic studies for use not only in determining preferred methods but also for the benefit of associated planners.

Financial planning. This element involves the preparation of estimates and proposals for budgeting after final agreement is reached on a planning proposal.

Exercise 6. Complete the sentences using the words from the box

budgets | *objectives* | *personnel* | *airspace* | *equipment* | *problems* | *training* | *costs*

1. Economic studies help planners analyse _____ and benefits.
2. Economic studies are also used to prepare planning _____.
3. One objective is to organize and manage the _____.
4. Planners need to investigate the best technical _____.
5. ATS planning includes planning for _____ and their qualifications.
6. Planners should identify existing shortcomings and potential _____.
7. One important area is improving _____ techniques.
8. Before starting a project, planners should clearly define the _____.

Exercise 7. Give synonyms to the words:

expenditures, to begin, demand, aim, to determine, staff, scheme, everyday requirement, matter, to control, to meet, to influence, to achieve, offer, evaluation.

Exercise 8. Answer the questions. Use this useful language

- According to the text,...
- The text states that...
- One important objective is...

- Economic planning involves...

1. What can cause differences in the methods, procedures and systems of planning ATS?
2. What is the best platform from which to commence a planning project?
3. What is the art of planning?
4. What do objectives of air transport services planning include?
5. What issues of the air transport services planning are the most important?
6. What types of planning can you name? What are their peculiarities?

Exercise 9. Translate the following words and word-combinations:
впливати; суттєвий, важливий; прирівнювати, дорівнювати; залізничні і морські перевезення; обставини; неминуче; протистояти спокусі; вимога; придумувати, винаходити; здійснювати план; розгалуження; міркування; покривати, стосуватися; питання, проблема для вирішення; житло, помешкання; технічне обладнання; вирішувати проблеми; стикатися, зустрічатися; оцінки, підрахунки.

Exercise 10. Give the names to the following definitions:

1. the process of thinking about and deciding on a plan for achieving or making something;
2. the money that you must regularly spend in order to run a business; a home, a car etc.;
3. the money that is available to anorganization or person, or a plan of how it will be spent;
4. to take action or make changes that you have officially decided should happen;
5. an additional result of something you do, which may not have been clear when you first decided to do it;
6. something you must do because of a law or rule;
7. something that you are trying hard to achieve, especially in business or politics;
8. a subject or situation that you have to think about or deal with;
9. a calculation of value, size, amount etc. of something.

Практичне заняття №3.12

Тема роботи: «Лексико-граматичні вправи. Розвиток монологічного мовлення»
Мета роботи:
1) розвиток навичок монологічного мовлення за темою;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції.

Exercise 1. Complete the planning scheme. Use information from the text to complete the table

Type of planning	What does it involve?
Co-ordinated policy	1. _____
Physical planning	2. _____
Economic planning	3. _____
Financial planning	4. _____

Exercise 2. Professional Language — Make it More Formal. Rewrite the sentences using vocabulary from the text

Example: We need to find problems in the system. → Planners need to identify existing shortcomings and potential problems in the system.

Now rewrite: 1. We need to plan how people will use the airspace. 2. We need to choose the best technical equipment. 3. We need to decide how many employees we will need. 4. We need to find different solutions to the problem. 5. We need to calculate how much each solution will cost. 6. We need to prepare a budget for the project.

Exercise 3. Translate the following sentences into English

1. Економічні вчення - це суттєвий елемент процесу планування.
2. В плануванні авіатранспортних послуг місцеві умови і обставини неминуче призводять до відмінностей в методах, процедурах і системах планування.
3. Такі складові, як житло, умови роботи персоналу, технічне оснащення мають безпосередній вплив на процес планування.
4. Мистецтво планування полягає в тому, щоб спрогнозувати майбутні вимоги якомога точніше.
5. Планування авіаційних послуг може створювати основу для встановлення багатьох щоденних вимог до обслуговування.

Exercise 4. Communicative Task: You Are an ATS Planning Team

Situation. Your airport is growing rapidly. The number of flights is expected to increase by 30% over the next five years.

The airport management asks your team to prepare an ATS development plan.

You have four areas to consider:

- Airspace
- Personnel
- Facilities and equipment
- Finance

Step 1 — Discuss. In groups of 3–4, discuss:

1. What problems can the airport face if traffic increases?
2. How should the airspace be organized?
3. How many additional employees might be needed?
4. What equipment or facilities should be improved?
5. What training will employees need?
6. How can the airport use its budget effectively?

Step 2 — Make decisions. Complete your action plan:

Area	Problem	Proposed solution
Airspace	_____	_____
Personnel	_____	_____
Equipment	_____	_____
Training	_____	_____
Finance	_____	_____

Step 3 — Present your plan

Each group presents its recommendations. Students should use the following phrases :

We have identified the following problem...
We recommend...
We need to improve...
We should consider...
Our priority is...
This solution would be more cost-effective because...
We will need additional personnel because...
In our opinion, the best approach is...

Практичне заняття №3.13

Тема роботи: «Робота з текстом «Strategic Planning». Лексико-граматичні вправи»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. Warm-up

1. Is the profit the only real motive for a company's existence?
2. What are the dangers to a company of over-planning?

Exercise 2. Read the Vocabulary in Context. Translate the sentences

1. **fit – відповідність, відповідати**
   This job is a good **fit** for a person with strong communication skills.
2. **goal – ціль**
   The main **goal** of the company is to increase its market share.
3. **capability – потенційні можливості, спроможність, здатність**
   The company has the **capability** to develop new products.
4. **to rely on – покладатися на**
   Managers cannot **rely on** old information when making important decisions.
5. **to define the overall purpose – визначати загальні цілі**
   The mission statement helps **define the overall purpose** of the company.
6. **portfolio – портфель цінних паперів**
   The investor has a diversified **portfolio** of shares and bonds.
7. **to drift – бути пасивним, плисти за течією**
   A successful manager should not **drift** without clear objectives.
8. **fertilizer – добриво**
   Farmers use **fertilizer** to improve soil quality and increase production.
9. **hunger – голод**
   Better agricultural productivity can help reduce **hunger** in developing countries.
10. **productivity – продуктивність**
    New technology can increase employee **productivity**.
11. **to promise higher yield – обіцяти більший прибуток / вищу врожайність**
    The new farming technology **promises a higher yield**.
12. **to plough back – реінвестувати прибуток**
    The company decided to **plough back** its profits into new equipment.
13. **to reduce costs – зменшувати витрати**
    The company introduced new technology **to reduce costs**.
14. **to enlarge – збільшувати, розширювати**
    The company plans **to enlarge** its production facilities next year.
15. **to cut the price – зменшувати ціну**
    The company decided **to cut the price** of its products to attract more customers.
16. **mission – ціль, завдання, місія**
    The company's **mission** is to provide safe and affordable transport services.
17. **to turn into – перетворюватися на**
    A small local business can **turn into** a successful international company.
18. **in turn – у свою чергу**
    Higher productivity can reduce costs and, **in turn**, increase profits.
19. **in terms of – з точки зору, у плані**
    The new system is more efficient **in terms of** time and cost.
20. **to avoid – уникати**
    Good managers try **to avoid** unnecessary expenses.

21. **hierarchy – ієрархія**
    There is a clear **hierarchy** of management positions in the company.
22. **yield – прибуток; урожайність**
    The new technology can increase the **yield** of the farm.
23. **improved profit – підвищений прибуток**
    Reduced costs resulted in **improved profits** for the company.
24. **market share – частка ринку**
    The company is trying to increase its **market share**.
25. **availability – наявність, доступність**
    The **availability** of qualified workers is important for the company's development.
26. **to call on – звертатися до, закликати**
    The manager **called on** employees to suggest new ideas for reducing costs.

Exercise 3. Read the text with the short context and match the terms

The company's main **goal** is to increase its **market share** and improve its **productivity**. Managers cannot simply **drift**; they need to **define the overall purpose** of the business and develop a clear **mission**. They should **rely on** accurate information and **avoid** unnecessary costs.

New technology may help the company **reduce costs**, **enlarge** production and achieve **improved profits**. Higher productivity can, **in turn**, lead to a higher **yield**. The company may decide to **plough back** part of its profits into new equipment. In **terms of** long-term development, these investments can help the business **turn into** a stronger market competitor.

Exercise 4. Match the terms with their definitions

1. mission
2. strategic planning
3. capability
4. objective
5. market share
6. profitability
7. functional strategy
8. to reduce costs

a. the percentage of a market controlled by a company
b. the ability or capacity to do something
c. a specific result that an organization wants to achieve
d. the main purpose of an organization
e. to spend less money on business activities
f. the ability of a company to make a profit
g. a plan for a particular department or business area
h. the process of planning the long-term development of an organization

Exercise 5. Complete the sentences. Use the words below.

mission | objectives | market share | capabilities | reduce costs | profitability | strategic planning | customers

1. _____ helps an organization decide where it wants to be in the future.
2. A company's _____ explains its main purpose.
3. Managers need to understand the organization's _____ before making strategic decisions.
4. Clear business _____ help employees understand what they need to achieve.
5. Airlines try to increase their _____ by attracting more passengers.
6. Companies often introduce new technologies to _____.
7. Customer satisfaction is important because _____ are central to an aviation business.
8. Efficient management can improve the company's _____.

Exercise 6. Predict the text. Look at the words below and discuss the questions.
mission – objectives – aviation services – passengers – market share – costs – profit – strategy

1. What is the main purpose of strategic planning?
2. Why does an aviation company need a clear mission?
3. What objectives can an airline or airport have?
4. How can an aviation company increase its market share?
5. How can an airline or airport reduce costs?

Now read the text and check your predictions.

Text 13. Strategic Planning

Strategic planning is the process of developing and maintaining a strategic fit between an aviation organization's goals and capabilities and changing market opportunities. It relies on developing a clear **company mission**, supporting objectives, a sound business portfolio and coordinated functional strategies.

The steps in the strategic planning process are shown in **Table 1**. At the corporate level, the company first defines its overall purpose and mission. This mission is turned into detailed supporting objectives that guide the whole organization. Next, top management decides what **aviation services, routes and business activities** are best for the company and how much support to give each one. Each department and business unit must, in turn, develop detailed operational, marketing, financial and human-resource plans that support the company-wide strategy.

Table 1. Strategic Planning Process

Defining the company mission	•	•	•
Define the overall purpose and mission			

When aviation managers sense that the organization is **drifting**, they must renew their search for purpose. It is time to ask:

- What is our business?
- Who are our customers?
- What value do we provide to passengers?
- What will our business be in the future?
- What should our business be?

Airlines and airports can traditionally define their business in terms of their **products or services**, for example, "We provide air passenger transportation" or "We operate an international airport." However, a broader **market-oriented definition** may focus on particular customer groups and their needs.

For example, an airline should not think only about selling airline tickets. Its mission may be to **provide safe, reliable and comfortable air transportation** and connect people and businesses. An airport may define its mission as providing safe, efficient and customer-oriented airport services.

Management should avoid making its mission too narrow or too broad. Mission statements should be **specific, realistic and motivating**.

For example, an airport's mission could be:

"To provide safe, efficient and high-quality services for passengers, airlines and cargo operators."

This mission leads to a **hierarchy of organizational objectives, aviation management objectives and functional strategies**.

The mission of providing safe and efficient aviation services can lead to the main business objective of **improving the quality and efficiency of airport operations**. This, in turn, can lead to

objectives such as **improving passenger service, reducing delays, developing digital technologies and increasing operational safety**.

However, improving services and introducing new technologies require investment. Therefore, the company also needs to **improve profitability and use its financial resources effectively**.

Profit can be improved by **increasing revenue or reducing costs**. Revenue can be increased by attracting more passengers, developing new routes, improving customer services and increasing the airport's or airline's **market share**. Costs can be reduced through better resource management, digitalization, efficient staffing and improved operational procedures.

Thus, strategic planning helps an aviation organization connect its **mission, objectives, resources and functional strategies** and achieve long-term development.

Exercise 7. True or False. Read the statements and decide whether they are True (T) or False (F). Correct the false statements.

1. Strategic planning connects an organization's goals and capabilities with market opportunities.
2. A company mission is only concerned with its financial results.
3. Top management decides what business activities and services are important for the organization.
4. Each department should develop plans that support the company's overall strategy.
5. Aviation managers should avoid thinking about the future.
6. A mission statement should be specific, realistic and motivating.
7. An airport can define its mission in terms of passenger and airline needs.
8. A company can improve profitability only by increasing prices.
9. Reducing costs can help improve profitability.
10. Strategic planning connects the organization's mission, objectives, resources and strategies.

Exercise 8. Modal Verbs: should, must, can, may. Complete the sentences with the most appropriate modal verb.

1. Aviation managers _____ define clear objectives for their organization.
2. An airport _____ improve passenger services by introducing digital technologies.
3. Managers _____ avoid making the company's mission too narrow or too broad.
4. A new strategy _____ require additional financial resources.
5. Airlines _____ increase their market share by developing new routes.
6. Management _____ analyse changing market opportunities before making strategic decisions.
7. Companies _____ reduce costs through better resource management.
8. A good mission statement _____ be specific, realistic and motivating.

Exercise 9. Complete the Strategic Planning Chain

Complete the chain using information from the text.

Mission → Main Business Objective → Aviation Management Objectives → Functional Strategies → Results

Example:

Mission:

To provide safe, efficient and high-quality aviation services.

Main Business Objective:

Aviation Management Objectives

Functional Strategies

Results

Практичне заняття №3.14

Тема роботи: «Лексико-граматичні вправи. Розвиток монологічного мовлення»

Мета роботи:

1) розвиток навичок монологічного мовлення за темою;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції.

Exercise 1. Passive Voice. Complete the sentences with the correct Passive Voice form of the verbs in brackets

1. The company's mission _____ by top management. *(define)*
2. Supporting objectives _____ from the company's mission. *(develop)*
3. Functional strategies _____ by different departments. *(coordinate)*
4. New technologies _____ to improve airport operations. *(introduce)*
5. Operational costs _____ through better resource management. *(reduce)*
6. The market _____ carefully before a new strategy is developed. *(analyse)*
7. Financial resources _____ effectively to support the company's objectives. *(use)*
8. New routes _____ to attract more passengers. *(develop)*

Exercise 2. Infinitive or Gerund. Choose the correct form of the verb

1. The company plans to increase / increasing its market share.
2. Managers should avoid to make / making the mission too broad.
3. The airport needs to improve / improving passenger services.
4. The company can reduce costs by to introduce / introducing digital technologies.
5. Management decided to develop / developing a new strategy.
6. Aviation managers should consider to invest / investing in new equipment.
7. The main objective is to improve / improving operational efficiency.
8. The airport is interested in to attract / attracting new airlines.

Exercise 3. First Conditional. Complete the sentences using the correct form of the verbs in brackets

1. If the airport _____ passenger services, customer satisfaction _____.
   (improve / increase)
2. If the airline _____ new routes, it _____ more passengers.
   (develop / attract)
3. If the company _____ costs, its profitability _____.
   (reduce / improve)
4. If managers _____ clear objectives, employees _____ their responsibilities better.
   (define / understand)
5. If the airport _____ in digital technologies, its operations _____ more efficient.
   (invest / become)
6. If the company _____ its market share, it _____ its competitive position.
   (increase / strengthen)

Exercise 4. Rewrite the sentences. Rewrite the sentences using the word in brackets

1. The company wants to improve its profitability.
   (aim) → The company _____.
2. Managers need to analyse the market carefully.
   (should) → Managers _____.
3. The airport introduces new technology to reduce costs.
   (so) → The airport introduces new technology _____.
4. The company can increase its market share by developing new routes.
   (if)→ The company _____.

5. Management defines the mission and then develops supporting objectives.
   (after) → Management develops supporting objectives _____.
6. The airport wants to improve passenger satisfaction.
   (for)→ The airport introduces new services _____.

Exercise 5. Grammar Speaking Challenge. In pairs, students complete these sentences about an airline or airport:

- If we improve..., we will...
- Our company should...
- Costs can be reduced by...
- New services should be...
- Our main objective is to...
- We avoid... because...

Then students present three strategic recommendations for an airport using at least three different grammar structures from the exercises.

Exercise 6. Find the Evidence in the Text. Answer the questions using complete sentences

1. What does strategic planning help an aviation organization do?
2. What questions should managers ask when they feel that their organization is drifting?
3. Why should a mission not be too narrow or too broad?
4. What can an airline do to increase its market share?
5. What can an aviation organization do to reduce costs?
6. Why are financial resources important for strategic planning?
7. How can digital technologies improve aviation operations?

Exercise 7. Aviation Manager Problem-Solving Task

Work in pairs or small groups.

You are the **strategic planning team of an international airport**.

The airport has the following problems:

- passenger numbers are falling;
- flights are sometimes delayed;
- operating costs are increasing;
- passengers are dissatisfied with some services;
- the airport is losing market share to a competing airport.

Develop a **Strategic Action Plan**.

Discuss and decide:

Area	Your plan
Mission	What is the airport's main purpose?
Main objective	What is the most important goal?
Passenger service	What can be improved?
Safety	What measures are necessary?
Technology	What digital solutions can be introduced?
Staffing	What should be changed?
Costs	How can the airport reduce costs?
Market share	How can the airport attract more passengers?
Expected results	What will improve after implementing the plan?

Presentation

Present your plan to the class using these phrases:

- **Our mission is to...**
- **Our main objective is to...**
- **We need to improve...**

- **We should introduce...**
- **We can reduce costs by...**
- **We plan to increase our market share by...**
- **This strategy will help us...**
- **As a result, we expect...**

Практичне заняття №3.15

Тема роботи: «Робота з текстом «Data Collection and Use». Лексико-граматичні вправи»
Метароботи:
1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. Warm-up
1. What is forecasting?
2. Is there any difference between forecasting and planning?

Exercise 2. Read the Professional Contextand check how many words you already know and understand
The aviation planning process should be based on meaningful and relevant data. Information can be obtained from databases, surveys and previous operational reports. However, a lack of data may reduce the accuracy of forecasts and distort the results.
Planners should take into account passenger demand, air traffic trends, available facilities and equipment, navigation aids, operating costs and changes in airspace. Trend analysis and trend projection can help managers estimate future traffic and identify the most likely developments.
A sound approach combines statistical information with professional judgement. A bottom-up approach allows individual departments to provide their input, while management can later consolidate this information into an overall strategic plan.

Exercise 3. Vocabulary in Context. Read the sentences with new words
1. meaningful – змістовний, важливий
   The survey provided meaningful information about passengers' needs.
2. relevant – доцільний, відповідний, релевантний
   Managers should use only relevant data when making strategic decisions.
3. to split – розділяти(ся), поділяти
   The planning process can be split into several stages.
4. to supplement – доповнювати
   Statistical data can supplement the information obtained from surveys.
5. accuracy – точність
   The accuracy of the forecast depends on the quality of the data.
6. proven – доведений, перевірений
   The planning team should use proven methods of data analysis.
7. previously – попередньо, раніше
   The airport had previously collected data about passenger traffic.
8. to quantify – визначати кількість, представляти кількісно
   It is important to quantify the expected increase in air traffic.
9. to assist – допомагати
   Modern software can assist managers in analysing large amounts of data.
10. to distort – спотворювати, перекручувати
    Incomplete information can distort the results of the analysis.

11. survey – огляд, опитування
    The airport conducted a passenger survey to identify service problems.
12. lack of data – нестача даних
    A lack of data can make accurate traffic forecasting difficult.
13. to obtain – отримувати, здобувати
    Air traffic planners need to obtain reliable information before making decisions.
14. to refer to – стосуватися, посилатися на
    The report refers to the latest information about air traffic demand.
15. to derive from – походити від, отримувати з
    The forecast is derived from historical traffic data.
16. assumption – припущення
    The forecast is based on the assumption that passenger demand will continue to grow.
17. to take into account – брати до уваги
    Planners must take into account weather conditions and changes in air traffic.
18. sound – якісний, обґрунтований
    Sound planning is essential for the safe and efficient use of airspace.
19. overflight – проліт над територією
    The number of overflights in the region has increased significantly.
20. level – ешелон, рівень польоту
    Air traffic controllers assign an appropriate flight level to each aircraft.
21. facilities and equipment – засоби та обладнання
    The airport needs modern facilities and equipment to handle increasing passenger traffic.
22. navigation aids – навігаційні засоби
    Modern navigation aids help pilots navigate safely in difficult weather conditions.
23. likely – вірогідний, ймовірний
    A significant increase in air traffic is likely during the summer season.
24. demand – попит
    Airlines need to analyse passenger demand before introducing a new route.
25. database – база даних
    The planning department uses a database containing information about flights and passengers.
26. trend analysis – аналіз тенденцій / змін
    Trend analysis helps managers identify changes in air traffic demand.
27. airspace – повітряний простір
    Effective management of airspace is essential for aviation safety.
28. route – маршрут, повітряна траса
    The airline is considering opening a new international route.
29. in respect of – щодо, стосовно
    The airport needs to improve its procedures in respect of passenger safety.
30. operating costs – експлуатаційні витрати
    The airline is looking for ways to reduce its operating costs.
31. provision for – передбачені заходи / резерв на
    The financial plan includes a provision for unexpected operating costs.
32. trend projection – прогнозування тенденції
    Trend projection can help planners estimate future passenger numbers.
33. judgement – судження, міркування
    Statistical data should support the manager's professional judgement.
34. approach – підхід
    The airport needs a new approach to managing passenger flows.
35. to consolidate – об'єднувати
    The planning team decided to consolidate data from several departments.
36. bottom-up – знизу вгору
    A bottom-up approach allows employees to contribute ideas to the planning process.

37. reverse – зворотний, протилежний
    The reverse approach starts with information from individual departments and moves towards the overall plan.
38. input – вхідні дані, внесок
    Managers need accurate input from all departments before preparing the strategic plan.

Text 15. Data Collection and Use

The collection of meaningful and relevant statistical data is basic to sound air traffic services (ATS) planning. Such data can be used to determine short- or long-term policy. They should include the volume and composition of traffic, split into arriving, departing and overflights, direction of flight, the levels used and types of aircraft. From the statistics thus produced, forecasts can be prepared concerning systems planning and planning of services facilities and equipment (including navigation aids).

Forecasting methods

The method of forecasting will depend on the data available. Where an ATS system has been in operation for several years, historical data may be available which will indicate trends and growth areas and should supplement current data. Forecasts should be expressed in terms commonly used by those concerned with the planning of air navigation systems and should indicate likely seasonal, weekly or daily changes in the future traffic demand. Factors affecting the accuracy of forecasting include:

a) the availability of an adequate data base;

b) the use of proven forecasting methods, e.g. extrapolation or trend analysis;

c) the introduction of factors not previously considered such as changes in airspace requirements or alterations to routes;

d) the influence of factors which are difficult to quantify-changes in government policy regarding civil aviation, re-orientation of traffic flows due to changing customer habits especially in respect of holiday areas, airline operation costs, fuel economies or the introduction of new aircraft types.

Particularly in the case of c) and d) above, the preparation of differing sets of assumption will assist planners in building up alternative pictures of the economic, technological and commercial considerations and assist of data can distort the accuracy of forecasts which in turn may lead to in identifying and quantifying future traffic probabilities. Poor interpretation inadequate provision for the future.

Besides it is worth noting that the three main methods of forecasting civil aviation traffic are trend projection, econometric relationships (models) and market and industry surveys. These methods vary in the amount of data and statistical analysis required and in the degree to which subjective judgement plays a role.

The methods which are possible in particular circumstances may be limited by a lack of data or resources. In general, however, a more reliable forecasts may be obtained by employing more than one approach and consolidating different results through judgement.

Forecasts of total traffic may be built up from detailed judgements and forecasts relating to individual components of traffic. This is referred to as the «bottom-up» approach. As an example, a forecast of total airport traffic may be derived from forecast developments on individual routes connecting with the airport. Often the reverse «top-down» procedure is employed where the emphasis is initially on the preparation of forecasts of total traffic and further assumptions are then applied to derive the various traffic elements required for planning.

In the development of forecast it may be useful to take into account other published traffic forecasts which have some relationships to the traffic being forecast. For example, a forecast of airline traffic in a region may be useful input to a forecast for an airport in the region or vice versa.

Exercise 4. Answer the following questions

1. What is basic to sound ATS planning? 2. What data can be used to determine short- or long-term policy of air traffic services? 3. What should forecasts indicate? 4. What are the factors affecting the accuracy of forecasting? 5. What are the main methods of forecasting civil aviation traffic? 6. In what way are the most reliable forecasts obtained? 7. What does the term “bottom-up” approach mean? Can you give an example of such forecasting approach? 8. Will you comment on a «top-down» scheme of forecasting procedures? 9. What is considered useful in the preparation of aviation forecasts?

Exercise 5. Translate the following words and word-combinations into English:
змістовний; доцільний; розділятися; доповнювати; точність; доведений; завчасно; визначати кількість, представляти кількісно; допомагати; спотворювати, перекручувати; огляд; брак даних (інформації); отримувати, набувати; відноситися до; отримувати від, походити від; припущення; брати до уваги.

Exercise 6. Give the names to the following definitions:
- the ability to do something in an exact way without making mistake;
- directly relating to the subject or problem being discussed or considered;
- a description of what is likely to happen in the future, based on the information that you have now;
- to add something, especially to what you earn in order to increase it to an acceptable level;
- a general tendency in the way a situation is changing or developing;
- a small change that makes someone or something slightly different, or the process of this change;
- something that you think is true although you have no definite proof;
- a general description or report about a particular subject or situation.

Exercise 7. Translate the sentences into English
1. Підбір змістовної і доцільної статистичної інформації є основою планування авіатранспортних послуг. 2. Метод прогнозування буде залежати від наявної інформації. 3. Неналежне представлення даних може спотворити точність прогнозів. 4. Методи прогнозування, які можливі за певних умов, можуть бути обмежені через брак даних або ресурсів. 5. Під час розробки прогнозів корисно брати до уваги інші опубліковані транспортні прогнози, які мають певне відношення до перевезень, що прогнозуються.

Exercise 8. Give the synonyms to the words:
to define, present data, to predict, to point out, to utilize, changes, airplane, to help, to acquire, to pay attention to, to work out, goal, capability, overall, to back, to increase yield, to require, to decrease.

Exercise 9. Write the verbs from which given nouns have been formed
Translate into Ukrainian.

Verb	**Noun**
	composition
	collection
	facilities
	introduction
	requirements
	indication

	consideration
	preparation
	interpretation
	assumption

Exercise 10. Passive Voice. Complete the sentences with the correct Passive Voice form of the verbs in brackets.

1. The company's overall purpose _____ at the corporate level. *(define)*
2. Supporting objectives _____ from the company's mission. *(develop)*
3. Different aviation services _____ by top management. *(analyse)*
4. Functional plans _____ by individual departments. *(prepare)*
5. Passenger demand _____ before a new route is introduced. *(analyse)*
6. Relevant data _____ into account during strategic planning. *(take)*
7. New technologies _____ to improve airport operations. *(use)*
8. Operating costs _____ through better resource management. *(reduce)*
9. New routes _____ to increase the company's market share. *(develop)*
10. Financial resources _____ effectively to support the company's objectives. *(use)*

Challenge: Rewrite two sentences using a modal verb + Passive.

Example:

Managers should analyse passenger demand.→ Passenger demand should be analysed.

Практичне заняття №3.16

Тема роботи: «Лексико-граматичні вправи. Розвиток монологічного мовлення»

Мета роботи:

1) розвиток навичок монологічного мовлення;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції.

Exercise 1. Infinitive or Gerund. Choose the correct form of the verb in brackets

1. The main objective is _____ airport operations.
   (to improve / improving)
2. Aviation managers need _____ reliable data before making decisions.
   (to obtain / obtaining)
3. Managers should avoid _____ the company's mission too narrowly.
   (to define / defining)
4. The airport can reduce costs by _____ its resources more efficiently.
   (to manage / managing)
5. The airline plans _____ a new international route.
   (to develop / developing)
6. _____ passenger demand is essential for strategic planning.
   (To analyse / Analysing)
7. The company aims _____ its market share.
   (to increase / increasing)
8. Management should consider _____ in new technologies.
   (to invest / investing)
9. The airport needs _____ its passenger services.
   (to improve / improving)

10. The company can increase revenue by _____ more customers.
(to attract / attracting)

Exercise 2. First Conditional – Strategic Decisionsıo Complete the sentences using the correct form of the verbs in brackets

1. If passenger demand _____, the airport _____ more facilities.
(increase / need)
2. If the airline _____ a new route, it _____ more passengers.
(develop / attract)
3. If the airport _____ in new technologies, its operations _____ more efficient.
(invest / become)
4. If the company _____ operating costs, its profitability _____.
(reduce / improve)
5. If managers _____ reliable data, they _____ better strategic decisions.
(use / make)
6. If passenger numbers _____, the airport _____ to enlarge its terminal.
(increase / have)
7. If the company _____ its market share, it _____ its competitive position.
(increase / strengthen)
8. If the airport _____ passenger services, customer satisfaction _____.
(improve / increase)

Exercise 3. Strategic Planning Challenge. Work in pairs. Choose one situation and make three sentences

Situation A **Passenger demand is increasing rapidly.**
Situation B **The airport's operating costs are too high.**
Situation C **The airport wants to introduce new digital technologies.**
Situation D **An airline wants to open a new international route.**
Your answer must contain:
1. Passive Voice:
Passenger demand is analysed...
2. Infinitive or Gerund:
The airport needs to improve...
3. First Conditional:
If passenger demand continues to increase, the airport will...

Exercise 4. Vocabulary in Action "You are an Aviation Manager"
Task. Work in pairs or small groups. Read the situation and discuss the problem. Use the vocabulary from the text in your answer.. Try to use at least 3–4 target words or phrases in each situation.

Situation 1. Increasing Passenger Demand
Your airport has recorded a **15% increase in passenger demand** during the last two years. The management team needs to decide whether the airport should enlarge the terminal.
Discuss:

- What data do you need?
- How can **trend analysis** help?
- What should you **take into account**?
- What facilities and equipment may be necessary?

Useful vocabulary:
demand, trend analysis, database, facilities and equipment, to take into account, likely, to quantify

💬 **Your decision:**
Should the airport enlarge the terminal? Why?

Situation 2. Lack of Data
You are preparing a strategic plan for the next five years, but there is a **lack of data** about passenger numbers on several international routes.
Discuss:

- How can you **obtain** the necessary information?
- Can you rely on the available data?
- How could incomplete data **distort** the forecast?
- What additional sources could **supplement** the information?

Useful vocabulary:
lack of data, to obtain, to supplement, to distort, accuracy, survey, relevant
💬 **Your decision:**
What information should you collect before making the forecast?

Situation 3. New International Route
An airline is considering opening a new route between your city and a European capital. You are the aviation manager responsible for evaluating the proposal.
Analyse:

- passenger **demand**;
- competition;
- operating costs;
- airport facilities;
- possible revenue;
- availability of staff and equipment.

Discuss:

- What information should be obtained?
- What assumptions can you make?
- What factors are **likely** to influence the success of the route?

Useful vocabulary:
route, demand, operating costs, availability, assumption, relevant, likely, to quantify
💬 **Your decision:**
What information would you need before recommending the new route?

Практичне заняття №3.17

Тема роботи: «Робота з текстом «Review an Update Planning». Лексико-граматичні вправи»

Мета роботи:
1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. Warm-up
What can inaccurate planning result in?

Vocabulary
updating -оновлення, коректування
inaccuracy - неточність
abandon- відмовлятися, залишати

outcome - результат
trial - випробування, проба
resource availability - наявність ресурсів
outset - початок
alert - насторожений, пильний
anticipation - передбачення, чекання, передчуття
urgent - терміновий, невідкладний
formidable - важко здійснений, грізний, страшний
strive for - боротися за; старатися
discard - відмовляти, відкидати
appreciate- оцінювати
in need of review - який вимагає перегляду
follow-up- нові данні, додаткова інформація
be alert - бути напоготові
capacity - дієздатність, продуктивність
advancement - прогрес, розвиток, успіх
guideline - головний напрямок
orderly - регулярний, організований
expeditious - швидкий

Exercise 2. Read the text

Text 17. Review an Update Planning

In all planning activities a time arises when circumstances indicate the need for review and probably an updating of the plan. At this stage the inaccuracies of the original planning forecasts should have become evident and those points of the plan in need of review can therefore be more easily identified. Without abandoning forecasts, planners should arrange follow-up communications with user groups and establish planning exercises which actively encourage their critical but constructive contributions.

Based on the outcome of these reviews, alternatives may be examined or simulated or live trials may be staged and decisions taken to change or update the original concept.

The updating process itself follows, to some extent, the methods used in the original planning, in that the same checks and balances of personnel involvement, financial considerations, resource availability and over-all work priorities within an administration will apply.

In addition to reviewing forecasts, planners should carry out studies to ensure that any updating of the plan is based on current operational requirements. This periodic review should be incorporated into the planning programme from the outset. Planners should be alert to economic, environmental, financial and operational changes as they occur, not only in ATS, but also in the aviation industry as a whole so that they develop a sense of timing and anticipation which enables then to remain ahead of current developments.

The Realities of Planning

The variations of air transport affecting the air route networks, the introduction of advanced technology, the changes in operators fleet composition, taxes, as well as the capacity of established systems make the need for sound planning more urgent. Such variables, however, interact with and affect the accuracy of forecasts and make the planning task more formidable. As previously stated, inadequate, inaccurate or uncoordinated planning can result in misuse of personnel and material resources thus placing a heavy responsibility on planners to strive for accuracy, and ensure that only relevant and accurate data are used and anything which cannot be fully relied upon is discarded.

ATS planning cannot be done as an isolated activity; it involves everyone contributing to or using the ATS system. Planning is the function of gathering, assembling and disseminating the collective knowledge of many experts in such a way that there is a programmed advancement of

the art and practice of ATS. Operational and technical personnel should appreciate the fact that planning develops objectives, which in turn lead to guidelines which develop into a planning exercise,

followed by decisions and finally implementation and thus ensures the safe, orderly and expeditious movement of both national and international aircraft.

Exercise I. Answer the questions:
1. Why is reviewing and updating of a plan necessary? 2. What does the updating process follow? 3. How should reviewing forecasts be carried out? 4. What should planners be alert to? 5. What affects the accuracy of planning?

Exercise II. Translate the words and word-combinations into English:
оновлення, коректування; неточність; додаткова інформація; відмовлятися, залишати; результат; випробування, проба; наявність ресурсів; початок; насторожений, пильний; передбачення, чекання, передчуття; терміновий, невідкладний; грізний, важкоздійсненний; боротися за; відмовляти, відкидати; розвиток, прогрес; дієздатність; головний напрямок, регулярний, коригувати план, оцінювати.

Exercise III. Give the names to the following definitions:
- a change or addition to a program, plan so that it has the most recent information;
- to stop doing something because there are too many problems and it is impossible to continue;
- the result of doing something;
- people who are engaged in planning activity;
- a process of testing to find out whether something works effectively and is safe;
- giving your own attention to what is happening, being said;
- the new, progressive methods, techniques, technologies;
- an amount of money that you must pay to the government according to your income, property, goods etc and that is used to pay for public services;

Exercise IV. Translate the sentences into English.
1. Інколи виникають обставини, за яких необхідно переглядати 2. Процес коригування певною мірою здійснюється тими ж методам, які використовуються у первинному плануванні. 3. Люди, задіяні в процесі планування, повинні бути уважними щодо економічних, фінансових та кадрових змін, які можуть відбуватися. 4. Неточність планування може призвести до неправильного використання людських та матеріальних ресурсів. 5. Планування авіатранспортних послуг не може здійснюватися ізольовано; це стосується кожного, хто користується авіаційними послугами чи працює в цій системі.

Exercise V. Give the definitions to the following terms:
review; forecast; to abandon; resource availability; updating advance technology; fleet composition; sound planning; accuracy; responsibility objective; guideline; to assist; to encourage, follow-up, priorities, to be alert, interact, formidable misuse.

Exercise VI. Many verbs have derivative forms (noun, adjective, etc.). For example:
To construct-construction-constructive
To consider-consideration-considerate
Complete the sentences below by inserting the right derivative of the verb in brackets:
1. The contract is not _____(to negotiate).
2. We did a very_____survey of consumer behaviour. (to extend).
3. We need to assess the ____qualities of our new managers (to lead).
4. There is a_____between product mix and product depth. (to distinguish)
5. To increase _____ we have offered bonuses to the employees. (to produce)
6. Before we can decide about developing new products, we need to know how_____
the existing products are. (to profit)

7. He's one of the best_____I've met. (to negotiate)

Практичне заняття №3.18

Тема роботи: «Лексико-граматичні вправи. Розвиток монологічного мовлення»

Мета роботи:

1) розвиток навичок монологічного мовлення за темою;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. First Conditional — First Conditional for strategic decisions

According to the information about planning, forecasting and decision-making, read the following situations with construction

"If... , we will..."

- If passenger demand increases, the airport will need more facilities.
- If the airline develops a new route, it will attract more passengers.
- If we reduce operating costs, profitability will improve.
- If managers use reliable data, they will make better decisions.
- If the airport invests in new technology, operations will become more efficient.

Make more sentences according to the model: Passenger demand is expected to increase by 20%. -> If passenger demand increases by 20%, the airport will need to enlarge its terminal.

- **operating costs increase;**
- **a new airline enters the market;**
- **passenger numbers decrease;**
- **navigation equipment becomes outdated;**
- **a new international route is opened.**

Project. Final Speaking Task: Strategic Planning Meeting

Role-play. You are members of the Airport Strategic Planning Committee. The airport has three major problems:

- passenger demand is changing;
- operating costs are increasing;
- some airport facilities and equipment are outdated.

Your team must prepare a 5-year strategic plan. Discuss:

1. Data
   - What data do you need?
   - How will you obtain it?
2. Demand - What trends are likely to affect the airport?
3. Operations - How can you improve efficiency?
4. Costs - How can you reduce operating costs?
5. Infrastructure - What facilities and equipment should be improved?
6. Airspace - Are changes to routes or flight levels necessary?
7. Strategy - What approach will you use: bottom-up, top-down, or a combination?

Useful phrases

- In our judgement, ...
- The available data suggests that...
- We need to take into account...
- There is a lack of data concerning...
- We should obtain additional information about...
- Trend analysis shows that...
- It is likely that...
- One possible approach is to...

- We can reduce operating costs by...
- The input from different departments will help us...
- We need to consolidate the information before...
- Our main objective is to...

Challenge. At the end of the meeting, your team must present:
Mission → Objectives → Data needed → Actions → Expected results
Use at least 8 words from the target vocabulary.

Практичне заняття №3.19

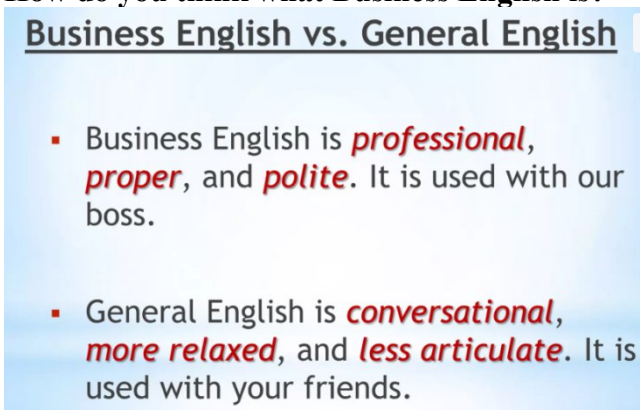
Тема роботи: «Лексико-граматичні вправи»

Мета роботи:

1) вдосконалення навички вживання термінів в комунікативних ситуаціях;
2) вдосконалення навички вживання граматичної конструкції.

Business English

How do you think what Business English is?

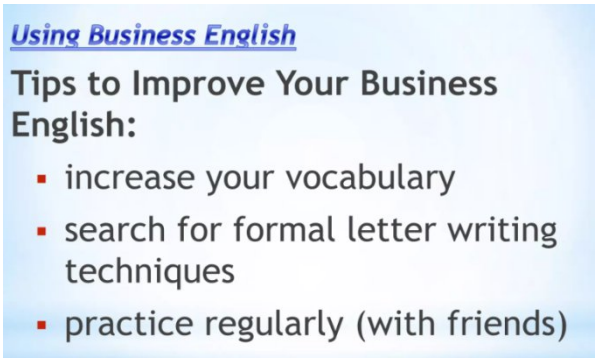


Video https://www.youtube.com/watch?v=EEkfOwMSKY0

What are the components of Business English



Video https://www.youtube.com/watch?v=Yj4T4O7ws5o



Watch the video and use information from it What's the Difference Between Business English and General English? Write short text about: 1. What is the difference between Business English and General English? 2. Where and why do we need Business English?

8 семестр

Розділ №4. «Ділове спілкування та документація»

Практичне заняття №4.1

Тема роботи: «Нові ЛО до тексту «The Economic Situation on Air Transport». Лексико-граматичні вправи. Представлення тексту «The Economic Situation on Air Transport»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом, вдосконалення навички читання;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Warm-up
1. What facilities and services are provided for aircraft operators?
2. How to analyze economic results?
Indicator - показник
Vocabulary

- to review оглядати, переглядати
- fleet - парк (повітряних суден)
- personnel-персонал, кадри
- traffic - перевезення, рух
- make-up - склад
- data correlation - співвідношення даних
- percentage процентне відношення
- aircraft registration- реєстрація повітряного судна
- to vary- варіювати, змінюватися
- to embrace - охоплювати
- to reflect - відображати
- increase 1) зростання; 2) зростати
- decline - 1) спад, занепад; 2) знижуватися, погіршуватися
- average cost - 1) середні витрати 2) середня вартість
- significant - значний, істотний
- impact - вплив
- to predict - передрікати, прогнозувати

- attrition - зношування
- to arise - виникати з, бути наслідком чогось
- assumption - припущення
- transaction - угода
- consequently - отже, тому, в результаті
- to experience зазнавати, знати з досвіду
- to acquire - набувати, здобувати
- shortfall - збій
- allocation - асигнування
- surveillance - нагляд, спостереження
- foregoing - попередній
- adequate - відповідний
- operator - оператор, диспетчер
- turbo-prop - турбогвинтовий
- piston-поршневий
- wide-body jet - широко фюзеляжні реактивні літаки
- in numerical terms - численними термінами
- capacity - вантажопідйомність
- air carrier - авіакомпанія, перевізник
- tonne-kilometres performed through month - виконані тоно-кілометри протягом місяця
- unit expenses - витрати на одиницю
- assumption - припущення
- competition - конкуренція
- air traffic management - управління авіаперевезеннями

The Economic Situation on Air Transport and Financing

Air transport development is related to some general economic indicators reflecting the most significant aspects of air transport trends and developments within some time period.

They are usually reviewed and analyzed on the headings: fleet, operators, personnel; traffic; financial trends.

1. **Fleet, operators and personnel.** Here usually attention is focused on the development, makeup, and distribution of commercial transport fleet. All necessary data are given in tables and figures, which shows all considerable changes in the makeup of the world fleet by categories of aircraft within some time period, usually a **decade.** Here the correlation of wide-body jets, metal body jets and turbo-prop and piston types is analyzed in numerical terms and their percentage in the total fleet and the capacity offered.

Regional distribution, i.e. the distribution of the world fleet according to the region of aircraft registration, should also be studied, as the numbers registered vary widely from region to region, as the regions vary in size, population and economic development. Under the heading “air transport operators” a review of services according to the type of operator is made, which concerns the number of international air carriers, mixed and all cargo operators, both scheduled and non-scheduled.

2. Traffic. Here many data on scheduled and non-scheduled traffic are analyzed in tables and figures presenting different trends in the world traffic development. For example, the distribution of scheduled traffic between passenger, freight and mail loads, between international and domestic services, is shown in terms of percentages of tonne-kilometres performed. Of great importance are also regional distributions of internal traffic. There are significant differences between the regions, so they show the different growth rates for passengers, freight and total traffic being achieved by the airlines of the world. Monthly traffic variation is also studied among other valuable information on air traffic as it shows the monthly variations for traffic and spread between peak and through month.

3. Financial trends. The analysis of financial data is based on the available information on statistics embracing many sides of financial activity of airlines. Thus they reflect the levels of total expenses, revenues, rates of increase or decline in operating results, measured, as a percentage of

revenues, figures for unit expenses and revenues, all showing the average cost of air transport to the user.

A review of trends in air transport activity is made in the light of socio-economic, technological and other operating conditions, in order to present world, and regional traffic forecasts.

On a macro level, there are five major factors that will likely have significant impact on the size, composition and financial structure of the civil aviation fleets of the future.

Firstly, there is the predicted growth of civil aviation travel. Secondly, there will be a significant impact caused by the attrition of aircraft due to noise, environmental and safety regulations.

Thirdly, there will be the impact on the financial markets arising from changes to the parameters and assumptions on which aircraft financing will be based.

Fourthly, there will be increased competition for whatever funding is available at any given time.

And finally, there will be the continuing trend, to internationalization of already complex transactions which can only make the transactions more complex.

On the aviation side, it is predicted, by most people who study aviation planning, that civil aviation travel will double in the beginning of the century although not necessarily on a straight line projection.

Consequently, the civil aviation industry will experience a large and growing need for the financial resources to acquire not only additional aircraft, but also the ground equipment and other assets essential to support an expanding airline infrastructure. The expected shortfall in available funding for new aircraft alone is expected to be 55 percent of the planned allocations.

Add to this the enormous cost of communications, navigation and surveillance and air traffic management (CNS/ATM) systems, and it is easy to see that they will be available for air space.

There are several good reasons to believe that the foregoing predictions are realistic. In the Developing World, there is a trend towards the use of aviation as a means of transporting population that are becoming increasingly mobile in the absence of adequate road or rail infrastructure.

Assignments

Exercise 1. Answer the questions

1. What economic indicators reflect the most significant aspects of air transport development?
2. What data concerning fleet are given attention to?
3. What does the distribution of the world fleet according to the region of aircraft registration show?
4. What does the heading “Air transport operators” mean?
5. In what terms are the traffic data given?
6. What kinds of traffic are to be analysed?
7. How often is the traffic variation studied?
8. What does the analysis of financial data reflect?
9. How are expenses, revenues, rates of increase or decline in operating results measured?
10. What is the aim of reviewing of trends in air transport activity?
11. What are five major factors influencing the prospects of airline activities?
12. What are the predictions about the future of civil aviation? Do you consider them realistic?

Exercise 2. Translate into Ukrainian words and word combinations:

operator, financial trend, distribution, capacity, region, scheduled traffic, non-scheduled traffic, rate, to achieve, level, expenses, revenue, to airline infrastructure, expected shortfall, funding, enormous cost of measure, user, forecast, environmental and safety regulations, expanding communications, finite amount of capital, intense competition.

Exercise 3. Translate the sentences into English.

1. Загальні економічні показники зазвичай переглядаються та аналізуються під заголовками: парк, оператори, персонал; перевезення; фінансові тенденції.
2. Необхідні дані подаються в таблицях та цифрах, які показують всі значні зміни у складі світового парку за категоріями літаків в рамках певного часового періоду.

3. Багато даних з регулярних перевезень і перевезень поза розкладом аналізуються у таблицях та цифрах, що представляють різні тенденції розвитку світового руху.
4. Аналіз фінансових даних базується на доступній інформації з статистики, яка охоплює різні аспекти фінансової діяльності авіакомпаній.
5. Багато тих, хто вивчає авіаційне планування, прогнозують, що перевезення літаками цивільної авіації подвоїться на початку століття.
6. Є п'ять основних факторів, які, ймовірно, значною мірою впливатимуть на розмір, склад та фінансову структуру майбутніх парків цивільної авіації.

Exercise 4 . Match the terms and definitions

Terms	Definitions
1) average cost	a) anything owned by an individual or business that has commercial or exchange value;
2) assets	b) gathering together of outstanding debts of a business, leading to a reissuing of new bonds or obligations for the purpose of paying off debts;
3) distribution	c) the sum of money of all output costs divided by the quantity of production;
4) funding	d) division of something among several people or entities.

Exercise 5. Write a short report on financial analysis of a company's performance

Практичне заняття №4.2

Тема роботи: «Робота з текстом «Economic Situation on Air Transport and Financing». Лексико-граматичні вправи»

Мета роботи:

1) розвиток навичок монологічного мовлення за темою;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Match the words and transcription

Transcription	**Word**
1 /prəʊˈsiːdʒər/	a) vehicle
2 /ˈpɜːpəs/	b) infrastructure
3 /ˈviːɪkl/	c) purpose
4 /ˈɪnfrəˌstrʌktʃər/	d) procedure
5 /ˈfaɪnæns/	e) financial
6 /faɪˈnænʃəl/	f) finance

Transport is everywhere! In the air, by rail or road, on the water, by cable or pipeline and even in space – people, animals and goods are constantly on the move. Transport is fundamental both for trade between people and for establishing cultural exchanges and increasing understanding between different cultures. As a field of study transport can be divided into three categories: infrastructure, vehicles, and operations. Infrastructure for transport is all around us – from airports, railway and bus stations to warehouses, trucking terminals, refueling depots and seaports. Vehicles include automobiles, bicycles, buses, trains, trucks, people, ships, helicopters and airplanes. Operations deal with the way the vehicles are operated, and the procedures set for this purpose, including financing, legalities and policies. Passenger transport may be public or private. Freight transport is today focused on containerisation. Transport plays an important part in economic growth and globalisation, but can also cause air pollution and use large amounts of land. It is commonly heavily influenced by governments, both in terms of subsidies and planning, which is essential to make traffic flow and control urban sprawl.



1 **Read the text and answer the questions.**

1 What are the most common forms of transport?
2 Why is transport so important?
3 What are the most common forms of infrastructure for land-based transport?
4 Which category of transportation controls its regulations?
5 Name two problems that can result from the transport industry.
6 What areas do governments need to influence in the transport industry?

2 **Match these words with their definitions.**

1 cable	a ☐	the systems and services necessary for a country to function well
2 goods	b ☐	a place where goods are stored
3 infrastructure	c ☐	issues connected with the law
4 depots	d ☐	thick, strong metal rope or wire
5 legalities	e ☐	the process of transporting goods in enormous boxes
6 containerisation	f ☐	to move smoothly and constantly
7 subsidies	g ☐	products destined for sale, carried by truck, plane or ship
8 flow	h ☐	money that governments give to help organisations

3 **The following table summarises the CO_2 emission factors by freight transport mode, established by Essen in 2003. Match transport modality and green tonality. Which is the greenest means of transport? Which is the most polluting one? Write a short paragraph to summarise these data.**

	Modality	CO_2 emission g-t/km (expressed in grams CO_2 per ton-kilometre)		
1	Articulated lorry	60-80	A	
2	Lorry 10-20 Tons (local delivery)	120-150	B	
3	Electric Train	30-40	C	
4	Diesel electric train	35-45	D	
5	Ship 250-1000 tonnes	35-70	E	
6	Ship 1000-3000 tonnes	30-55	F	

CO_2 emission factors by freight transport mode (Essen et al., 2003)

Air Freight

Today an increasing number of goods are transported by air. Planes can transport letters, cars and even horses as well as other planes! Virtually every passenger flight also transports cargo, and of course many flights are for the transportation of goods only. The planes used may be similar to passenger planes or are sometimes old passenger planes which have been converted for goods transportation, or they may be cargo aircraft, some of which are enormous. The Boeing 747-400, for example, can transport the same quantity of goods as 5 articulated lorries! But there is yet another category of plane which was developed exclusively for cargo: the super transporter. The largest of these, the Antonov AN-225, can carry over 250 tons of cargo!

4 10 **Complete the table referring to the text above with the words from the box. Then listen and check.**

Russia Europe two Super Guppy four USA four Antonov four Airbus six 747 Dreamlifter USA 124 Antonov

		Aircraft and company name	Number of engines	Country
1		*Beluga,* _____	_____	_____
2		_____ *Nasa Aero Space lines*	_____	_____
3		_____ *Boeing*	_____	_____
4		_____ _____	_____	*Russia*
5		*225* _____	_____	_____

Практичне заняття №4.3

Тема роботи: «Робота з текстом «General Definition of Accounting». Лексико-граматичні вправи»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом, вдосконалення навички читання;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Exercise 1. Warm-up.

Translate the following word combinations: to manage a business operation, government agency, reporting financial information, sales territory, individual salesperson, to set goals, to evaluate credit risks, to evaluate soundness of investments.

Exercise 2. Vocabulary. Read and translate the sentences

1. **Accounting** — бухгалтерський облік, бухгалтерська справа
   Accounting helps an airline monitor its financial performance and make effective business decisions.
2. **Bookkeeping** — ведення бухгалтерської документації
   Accurate bookkeeping is essential for recording an airport's daily financial transactions.
3. **Lender** — кредитор
   The airline approached a lender to obtain a loan for purchasing new aircraft.
4. **Stockholder** — акціонер
   Stockholders expect the company to generate profits and increase the value of their shares.
5. **Financial statement** — фінансовий звіт
   The company prepares a financial statement to show its financial position and performance.
6. **Balance sheet** — балансовий звіт, баланс
   The balance sheet shows the company's assets, liabilities, and equity at a particular date.
7. **Income statement** — звіт про прибутки та збитки
   The income statement shows the airline's revenue, expenses, and profit or loss over a specific period.
8. **Revenue** — дохід, надходження
   The airport increased its revenue by attracting more airlines and cargo operators.
9. **Costs** — витрати
   Fuel, aircraft maintenance, and personnel are major operating costs for an airline.
10. **Return on investment (ROI)** — прибутковість інвестицій
    The airport calculated the return on investment before purchasing new security equipment.
11. **Tax** — податок
    The company must pay tax on its taxable profits in accordance with the law.
12. **Stocks and bonds** — акції та облігації
    Investors may buy stocks and bonds to invest in companies and financial markets.
13. **Accounts receivable** — дебіторська заборгованість
    The airline monitors its accounts receivable to ensure that customers pay their invoices on time.
14. **Tax liabilities** — податкові зобов'язання
    The accounting department calculates the company's tax liabilities before submitting its tax returns.
15. **Payroll** — фонд заробітної плати; нарахування заробітної плати
    The payroll department ensures that airport employees receive their salaries on time.
16. **Deductions** — відрахування, утримання
    Payroll deductions may include income tax and other legally required contributions.

Exercise 3. Read the text

Text 3. General Definition of Accounting

Accounting is the process of systematically collecting, analyzing, and reporting financial information. The basic product that an accounting firm sells is information needed for the clients. Many people confuse accounting with bookkeeping. Bookkeeping is a necessary part of accounting. Bookkeepers are responsible for recording (or keeping) the financial data that the accounting system processes.

Today it is impossible to manage any business operation without accurate and timely accounting information. Managers and employees, lenders, suppliers, stockholders, and government agencies all rely on the information contained in two financial statements. These two reports- the balance sheet and the income statement are summaries of a firm's activities during a specific time period. They represent the results of perhaps tens of thousands of transactions that have occurred during the accounting period.

The primary users of accounting information are managers. The firm's accounting system provides the information dealing with revenues, costs, accounts receivable, amounts borrowed and owed, profits, return on investment, and the like. This information can be compiled for the entire firm; for each product; for each sales territory, store, or individual salesperson; for each division or department; and generally in any way that will help those who manage the organization. Accounting information helps managers plan and set goals, organize, motivate, and control.

Lenders and suppliers need this accounting information to evaluate credit risks. Stockholders and potential investors need the information to evaluate soundness of investments, and government agencies need it to confirm tax liabilities, confirm payroll deductions, and approve new issues of stocks and bonds. The firm's accounting system must be able to provide all this information, in the required form.

Exercise 4. Answer the questions

1. What is accounting?
2. What is bookkeeping?
3. What is the basic product that an accounting firm sells?
4. Who are the primary users of accounting information?
5. What are these two reports?
6. What do these two financial statements represent?
7. What does the firm's accounting system provide?
8. What does accounting information help managers do?
9. Why do lenders and suppliers, stockholders and potential investors and government agencies need accounting information?

Exercise 5. Translate the following sentences into Ukrainian. Put questions them

1. Managers and employees, lenders, suppliers, stockholders, and government agencies all rely on the information contained in two financial statements- the balance sheet and the income statement.
2. Accounting is the process of systematically collecting, analyzing, and reporting financial information.
3. Many people confuse accounting with bookkeeping, which is a necessary part of accounting. 4. The firm's accounting system provides the information dealing with revenues, costs, accounts receivable, amounts borrowed and owed, profits, return on investment, and the like.
5. This information can be compiled for the entire firm; for each product; for each sales territory, store, or individual salesperson; for each division or department; and generally in any way that will help those who manage the organization.

Exercise 6. Translate the following sentences into English

1. Сьогодні неможливо керувати будь-яким бізнесом, не маючи точної та вчасної інформації з бухгалтерського обліку.

2. Інформація з бухгалтерського обліку допомагає менеджерам планувати та ставити цілі, організовувати, мотивувати та керувати.
3. Тим, хто надає позики, та постачальникам інформація з бухгалтерського обліку потрібна для того, щоб оцінювати ризики кредитування.
4. Акціонерам та потенційним інвесторам ця інформація потрібна для оцінювання надійності інвестицій.
5. Урядові агенції потребують цієї інформації для підтвердження податкових зобов'язань, відрахувань з фонду заробітної плати та схвалення нових випусків акцій та облігацій.

Exercise 7. Name the following definitions
1. Two reports, which are summaries of a firm's activities during a specific time period.
2. The process of systematically collecting, analyzing, and reporting financial information.
3. A necessary part of accounting, which provides recording (or keeping) the financial data that the accounting system processes.

Exercise 8. Fill in the following table

Persons and institutions	Needs in accounting information
Managers	
Lenders and suppliers	
Stockholders and potential investors	
Government agencies	

Exercise 9. Find all Participles in the text and analyse them
Exercise 10. Complete the following sentences using the correct form of the Participle.
1. The basic product that an accounting firm sells is information (need) for the clients.
2. Managers and employees, lenders, suppliers, stockholders, and government agencies all rely on the information (contain) in two financial statements.
3. They represent the results of transactions (occur) during the accounting period.
4. The firm's accounting system provides the information (deal) with revenues, costs, accounts receivable, amounts (borrow) and (owe), profits, return on investment, and the like.
5. The firm's accounting system must be able to provide all this information, in the (require) form.

Exercise 11. **Sum up what the text says about accounting**

Практичне заняття №4.4

Тема роботи: «Нові ЛО за темою «Career in Travel». Лексико-граматичні вправи. Робота з текстом»
Мета роботи:
1) розвиток навичок монологічного мовлення за темою;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичної конструкції

Starter. Have you thought of the career you want to have? What is it? Why? What are your goals? What are your plans to achieve your goals?

Exercise 1. Pronounce correctly and transcribe. Consult the dictionary if necessary. Buzzword, council, human, resources, incredibly, diverse, ancillary, piece, merging, to acquire, career, security, obvious, increase, patience, flexibility, excellent, interpersonal, service, first, foremost, awareness, senior, executive, experience, credentials, might, while, gratis, actually, especially, ethics, required, profound, communities, fair, wages, exploiting, environment.

Exercise 2. Which three skills are most important for a career in tourism? What is your working style? Look at the questionnaire and tick the qualities and skills which describe you.



Questionnaire

QUALITIES

I am

smart ☐	extrovert ☐	hardworking ☐
flexible ☐	organized ☐	practical ☐
creative ☐	creative ☐	confident ☐

SKILLS

I enjoy meeting new people. ☐
I enjoy working as part of a team. ☐
I like working independently. ☐
I am good at explaining things. ☐
I am good at dealing with people. ☐
I can make people relax. ☐
I am able to do more than one thing at the same time. ☐
I like working under pressure. ☐
I know how to use computers and technology. ☐
I feel confident about dealing with money. ☐
I am willing to work long hours. ☐
I am good at languages. ☐

Exercise 3. Read the text

Text 4. CAREERS IN TRAVEL AND TOURISM

Globalization is not a buzzword solely associated with international business. Ił has translated into a booming new career possibility: expanded services in the travel and tourism industry. According to the World Travel and Tourism Council (WTTC), the industry "already is responsible for more than 10 percent of global employment." Dr. Brian White, director of the WTTC's Human Resources Center in British Columbia, says the field is incredibly diverse and comprised of seven major areas: Airlines/transport; Conferences and conventions; Arts and culture; Hotels, food and beverage; Ecotourism; Outdoor recreation; Ancillary services associated with tourism.

Industry Trends

With all this opportunity, where should you concentrate your efforts? Focusing on the market's demands may lead to more job openings. On the corporate side, according to a piece on the industry trends online, the travel and tourism industry is "in consolidation mode." This means that smaller companies are merging or being acquired by the big players like American Express, Marriott and Carlson Wagonlit. So it might make sense to begin your career with one of the larger corporations, where you can gain exposure to many facets of the business while having relative job security. An obvious trend is the increase in Internet service. The Web has created new and different career options for those interested in travel careers. Individuals can work for sites like CheapTłckets.com, Orbitz and Travelocity.com. Additionally, journalists may see more travel writing opportunities available in the traditional magazines like Conde Nast Traveller and National Geographic Traveller, as well as online publications.

Characteristics for Success

You must have patience, flexibility and excellent interpersonal skills. This is a service industry, first and foremost. Cultural sensitivity and awareness are critical, as tourism professionals deal with different countries and cultures. Senior level executives generally have MBAs and develop skills and competencies that can be transferred across sectors. Mid-level professionals need a mix of practical experience and academic credentials, according to Dr. White, who also teaches in the field. For example, individuals might work full-time in the travel sector while going part-time for an advanced certificate in travel and tourism.

Pros and Cons

One obvious benefit of working in the travel and tourism industry is the opportunity to actually

hop on a plane and see many locales at low prices, or even gratis. Another benefit for many is the fact that ił is an international field that changes along with global trends. One of the downsides to the business, especially the hotel and restaurant side, is the long hours. Management must often work evenings and weekends. Individuals are often asked to move to a new location without much notice.

Ethics and Tourism

Dr. White reminds us there is a strong set of ethics required in the field of tourism, noting the industry has profound economic implications for a country's economy and people. It is important for individuals to consider their responsibilities, says Dr. White. Tourism is about more than making a profit; it involves benefiting local communities, creating jobs that provide fair wages and not exploiting the environment.

By Nina Segal

Exercise 4. Give English equivalents to the following words and word combinations

Асоціюється лише з...; міжнародний бізнес; згідно..; відповідає за..; дуже різноманітний; складається з; мистецтво і культуру; готелі; їжа та напої; асоціюється із туризмом; направлення розвитку промисловості; сконцентрувати свої зусилля; вимоги ринку; може призвести до...; злиття компаній; знаходять великі компанії; розпочати кар'єру; відносна впевненості у збереженні роботи у даного роботодавця; очевидна тенденція; збільшення Інтернет-послуг; традиційні журнали; особисті якості, необхідні успіху; терпіння; гнучкість; комунікабельність; обізнаність; мати справу з…; навички та компетенції; професіонали середньої ланки; суміш практичного досвіду та академічної освіти; працювати неповний робочий день; за та проти; можливість; побачити багато місць за низьку плату чи навіть безкоштовно; інша перевага; змінюється у ногу з глобальними тенденціями; працювати ввечері та у вихідні; переїхати на нове місце; нагадувати нам; економіка країни; отримувати прибуток; створювати робочі місця.

Exercise 5. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text

Buzzword, booming new career possibility, expanded services, World Travel and Tourism Council, global employment, Human Resources Center, conferences and conventions, outdoor recreation, with all this opportunity, more job openings, on the corporate side, a piece, in consolidation mode, make sense, gain exposure to many facets of the busi- ness, career options, individuals can work for sites, additionally, online publications, a service industry, first and foremost, cultural sensitivity, senior level executives, MBAs, transferred across sectors, work full-time, advanced certificate in travel and tourism, obvious benefit, hop on a plane, downsides to the business, long hours, without much notice, a strong set of ethics required, profound economic implications, consider their responsibilities, benefiting local communities, fair wages, not exploiting the environment.

Exercise 6. Answer the questions

l. What impact has globalization on the tourism industry? How many people does the tourism industry employ? 2. 3. What is tourism business comprised of? 4. What should you concentrate on to be successful? 5. What is the trend in tourism industry on the corporate side? 6. Why is ił bełter to start a career with one of the larger corporations? 7. What is going on with the Internet services? 8. Which way does this change influence different career options? 9. What career opportunities does the Internet offer? 10. What characteristics do you need for success? I l. What education does a senior manager need? 12. What are the benefits of working in the travel and tourism indus- try? 13. What are the downsides of the business? 14. What ethic principles are required in the field of tourism? Why? 15. What is tourism business all about?

Exercise 7. Agree or disagree with the following statements

For agreement use:	For disagreement use:
I entirely agree.	*I don't really agree.*
I think iŧ is so.	*I don't think so.*
I'm with you here.	*I think you are mistaken here.*
As far as I know it's true.	*As far as I know that's not right.*

1.Globalization has no impact on international business. 2. The tourism industry is incredibly diverse. 3. The industry is comprised of ten major areas. 4. Travel and tourism industry is in consolidation mode now. 5. The increase of Internet services offers more job opportunities. 6. Tourism industry is a service industry. 7. Tourism professionals must be patient and tolerant. 8. Travel business is an international business field. 9. One of the benefits of the restaurant business is long hours. 10. Tourism has no economic implications for a country and iŧs people. I l. Tourism is all about making a profit.

Exercise 8. Discuss:

l. The impact globalization has on tourism industry. 2. The trends that help you find a good job in travel and tourism in dustry. 3. The impact Internet development has on the travel and tourism industry. 4. Characteristics you need for success in travel and tourism business. 5. Education needed for senior management and mid-level profes- sionals in the travel and tourism industry. Economic implications of travel and tourism industry for countries and people.

Exercise 9. Divide into two groups: discuss pros and cons of the travel and tourism industry

Exercise 10. Listening

The future of tourism

10 **Listen to four experts in the travel industry make predictions for the future of tourism. Match each speaker to one of the following subjects.**

a) a new type of tourist
b) changes in the type of holidays
c) technological changes
d) changes in developing nations

11 **Listen to the four speakers again. Are these statements true or false? Correct any false statements.**

1 There will need to be more holidays for older tourists in future.
2 People will take longer holidays in future.
3 The cost of travel is predicted to increase.
4 The market for tourism will only increase in western countries.
5 The majority of people will not want mass-market holidays.

Exercise 11. Match the words with the opposite meaning

1. go down	a) long-term
2. further	b) increase
3. more	c) worse
4. growth	d) nearer
5. short-term	e) less/fewer
6. better	f) reduction

Text for listening in ex. 10

Unit 8. Exercise 10 (CD Track 24)

One

As we know, people in western, industrialised countries generate most of the demand in the tourism industry. These people are now living longer and I believe this will affect the types of tourism people will want in the future. People will also probably take fewer long holidays, that is, a week or more, say, but instead short weekend breaks will become more popular because of changes in the way people work.

Two

It seems clear that travel times and costs will continue to come down and people will want to travel to more distant and exotic destinations in future. But the biggest change is the trend for more and more people to buy their holidays on the internet. New technology will even allow people to go on 'virtual tours' on their computers to see a holiday before they book it.

Three

With economic growth in countries like Russia, China, India, Indonesia and Thailand, there will be new tourists looking for holidays. What's more, we're likely to see more tourists travelling from eastern to western countries than in the past.

Four

I think that the number of 'new tourists' will increase in future. What I mean is someone who doesn't want mass-market tourism and wants more adventurous holidays. The majority of tourists will continue to buy package holidays, visit popular destinations and make their holiday choices based on the price, but increasingly the customer will expect more choice in how their package holiday is put togther.

Практичне заняття №4.5

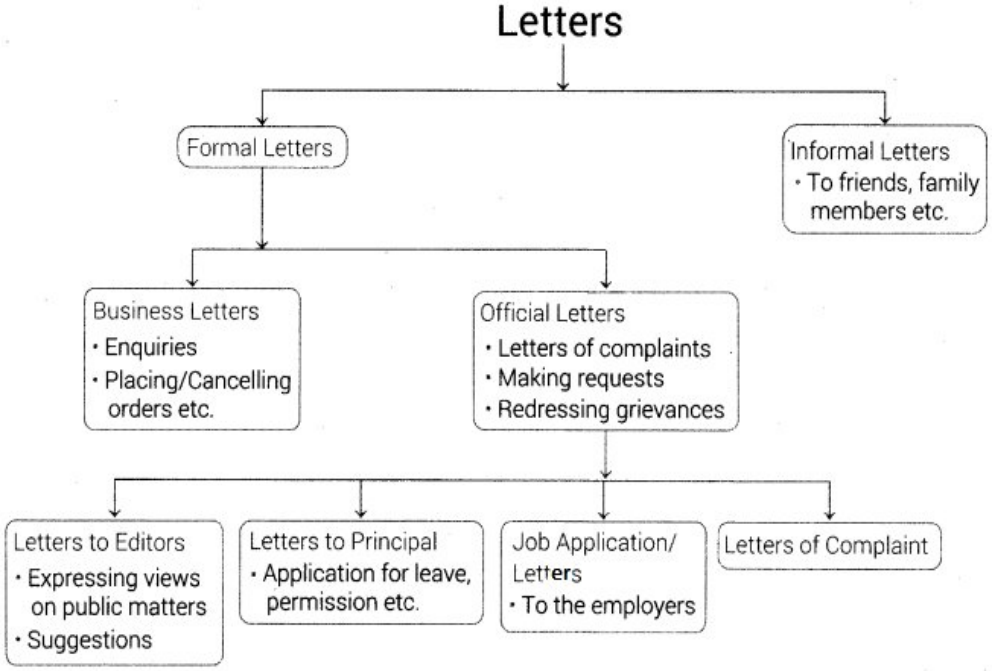
Тема роботи: «Нові ЛО до тексту «Business Letters». Робота з текстом. Лексико-граматичні вправи»

Мета роботи:

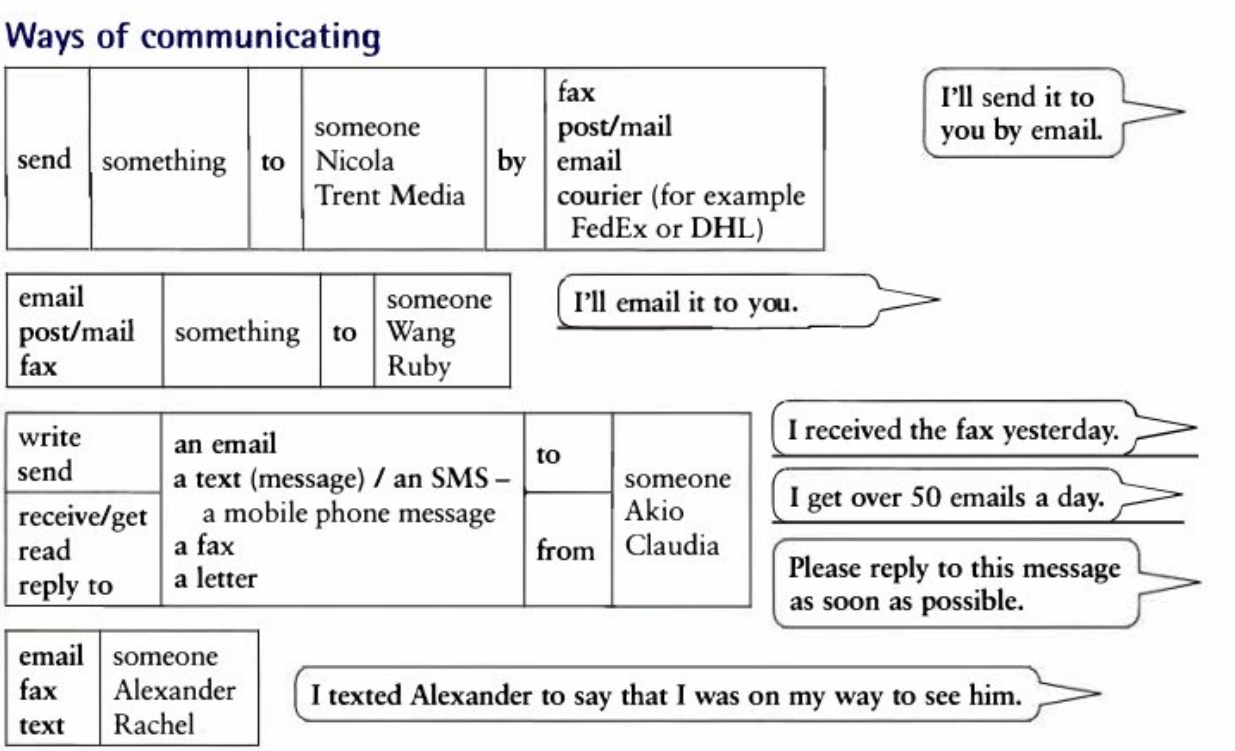
1) ознайомлення з основною термінологією та лексикою до теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навичка вживання граматичних конструкцій

Starter. What is business correspondence? Is it popular to write letters nowadays? What about emails?

Exercise 1. Translate the words and phrases into Ukrainian. Do you know all of them?: Yours sincerely, accept apologies, occur (about the mistake), cause trouble, prompt, unfortunately, envelope, intend, Yours faithfully, subsequent, otherwise, take steps, polite, regret, be unable be delighted, apologize, address, take into account, owing to.



Exercise 2. Look at the phrases below and read examples how to communicate at work

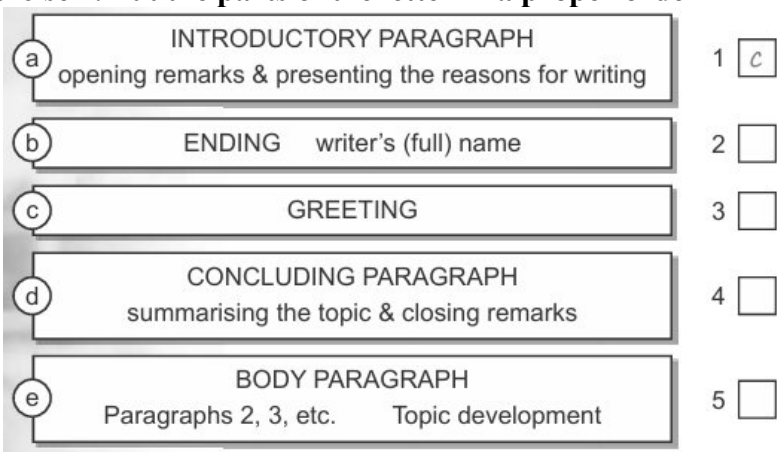


Look at the phrases above and complete the text. Choose the correct form of the right verb.
1 I've .... (write / send) five faxes this morning, but I haven't sent them yet. 2 I ..... (reply I receive) her letter yesterday. 3 There's no need to ..... (read / reply) to this email. 4 I .... (get / post) this email from Rebecca. 5 I've ..... (write / read) your text, but I haven't .... (reply/ send) to it yet. 6 I'll ..... (fax I reply) the information to her. 7 He ..... (text/ receive) me to say he was on the train.

Exercise 3. Read and memorize the following words:

1. heading	заголовок
2. irrelevant	недоречний
3. draft	чернетка
4. to include	містити (в собі)
5. essential	необхідний, обов'язковий
6. concise	короткий, стислий
7. courteous	ввічливий, чемний
8. letterhead	друкований бланк (установи)
9. addressee	адресат
10. range	низка, ряд
11. to enclose	вкладати (в пакет), прикладати до листа
12. up-to-date	сучасний
13. p.p. ("per procuretionem")	за дорученням
14. enc. ("enclosure")	вкладка, додаток
15. advertisement	оголошення, реклама
16. to cancel	анулювати, скасувати
17. quality	якість
18. commodity	товар
19. on the average	у середньому
20. to reduce	зменшувати, знижувати
21. concession	поступка
22. letter of intent	лист-зобов'язання
23. execution	виконання
24. exclusive right	виключне право

Exercise 4. Put the parts of the letter in a proper order



Exercise 5. Learn the following tips for the business letter writing:

The lay-out of the business letter differs in some respects from that of the personal letter. Not only the sender's address is given (as in personal letter) but also the name and address of the person or organization to which the letter is being sent. This is written on the left-hand side of the page against the margin slightly lower than the date (which is on the opposite side). It should be the same as the name and address on the envelope.

A letter written to a man should be addressed to, for example, Mr. D.Smith or to D.Smith (Esquire). A letter to a woman, should be addressed to, for example, Mrs.C.Jones or Miss C.Jones. If you do not know the name of the person for whom your letter is intended you may address it directly to the company, e.g.: The Branded Boot Co.Ltd., 5 Rubberheel Road, Wellingborough, Northants, England.

Co. and Ltd. are the usual abbreviations for Company and Limited. However it's better to address your letter to some individual — The Managing Director, The Personnel Manager, The

Secretary, The Branch Manager, The Export Manager — followed by the name of the company.

If the person you are writing to is known to you, you should begin with, for example, Dear Mr.Thompson, Dear Mrs.Warren, etc. Otherwise you should begin Dear Sir(s), Dear Madam, or Gentlemen: (Am.).Note that Gentlemen is followed by a colon.

The body of the business letter usually includes: a) Reference, b) Information, c) Purpose, d) Conclusion.

You should begin your letter with a reference to a letter you have received, an advertisement you have seen, or an event which has prompted the writing of your letter.

e.g.: Thank you for your letter of May 3 rd.

In your letter of January 13th you inquire about....

It was a great pleasure to receive your letter of July 1st that.....

I recently called your agent in this country to ask about .... but he was unable to help me.

It is sometimes necessary to add some detailed information related to the reference, in a subsequent paragraph.

Purpose is the most important part of the letter, where you are expected to state clearly and concisely what you want and answer carefully and clearly all the questions that you have been asked.

Conclusion usually consists of some polite remark to round the letter off. e.g.: *I look (I am looking) forward to hearing from you soon.*

I sincerely hope you will be able to help me in this matter.

I should greatly appreciate an early reply.

Please accept our sincere apologies for the trouble this mistake has caused you.

We apologize sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake does not occur.

Then usually follows the **complimentary close**. If you begin your letter with Dear Sir(s) or Dear Madam you may end it with the words "Yours faithfully". If you address a person by name the words "Yours sincerely" are preferable. There is a modern tendency however to use "Yours sincerely" even to people you have never met.

The signature: sign you name clearly, in full, as it should appear on the envelope of the letter addressed to you.

The connectives play an outstanding role in writing a business letter. They are used for better comprehension of the contents. e.g.: Owing to, Unfortunately, However, We should be delighted, We do hope. It is possible that. We should be pleased, For this reason, We regret about, Taking into account that, Hopefully.

Summarizing all the above said it should be stressed that any business letter can be written using the following general scheme:

1. Heading (writer's address, date of the letter)

2. Inside address (name and address of the person or company receiving the letter)

3. Greetings (Dear Sir:)

4. Body of the letter (reference, information, purpose, conclusion)

5. Closing or complimentary close (saying good-bye)

6. Signature.

Exercise 6. You have found different parts of many letters; 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:

We have pleasure in informing you

Yours sincerely

In reply to your letter dated

We look forward to a visit of the President

We wish to inform you

Further to our telephone conversation

Yours faithfully

We thank you for your letter dated 23rd March, 2012.
We have to inform you I'm looking forward to meeting you soon
We enclose with the letter the design documents
Best regards
We highly appreciate the work you have done for us
It allows us to make a decision
Please, contact us as soon as possible
You are kindly requested to study this material and inform us about the decision at your earliest convenience.
I look forward to hearing from you.
We are ready to assist you in this endeavor.
We have attached the payment documents to the letter.
We should like to stipulate the fact that

Exercise 7. **Translate the words and phrases into English:**
Щиро Ваш, наступний, на жаль, конверт, спонукати, вживати заходів, бути у захваті, брати до уваги, вибачатися, завдавати клопоту, з'ясовувати, траплятися (про помилку), шкодувати, бути не в змозі, в іншому разі, прийняти вибачення, ввічливий, адресувати, мати намір, завдяки.

Exercise 8. **Notes on letter writing. Structure of the letter:**
1. Sender's address/date. 2. Inside address (receiver's address). 3. Attention line. 4. Salutation.
5. Body of the letter. 6. Complimentary close. 7. Signature
Opening phrases:

Dear Sir/Madam,	Шановний/-а пан/пані!
Dear Sirs,	Шановне панство!
We have received your letter of …	Ми отримали Вашого листа від …
We thank you for your letter of …	Дякуємо за Ваш лист від …
We have pleasure to inform you …	Ми раді повідомити Вас …
In reply to your letter of …	У відповідь на Ваш лист від …
We apologise for the delay in answering your letter …	Просимо пробачення за затримку з відповіддю на Ваш лист …

Closing phrases:

We are looking forward to receiving your answer.	З нетерпінням чекаємо Вашої відповіді.
Your prompt execution of our order would be appreciated.	Будемо Вам вдячні за швидке виконання нашого замовлення.
We are looking forward to hearing from you.	Сподіваємося найближчим часом отримати від Вас відповідь.
We wish to maintain cooperation with you.	Сподіваємося підтримувати співпрацю.
If we can be of any assistance, please do not hesitate to contact us.	Просимо звертатися до нас, якщо Ви потребуватимете допомоги.
Yours faithfully/sincerely …	З повагою …

Exercise 9. Use one of the words or word combinations from the box in an appropriate form to fill each gap
letter of application; layout; stationery; concise; Elaborate; revise; intent ; rehash
1. Send your CV and ……. to the address below. 2. He simply …… the same story. 3. There is so much …….. in this shop. You can buy everything you need for school. 4. We use the same technique in the …… of this business letter. 5. He is charged with possession of a gun

with …….. to commit a robbery. 6. Please ……. on this question, we need to know more. 7. We have …… our estimates of population growth. 8. Your summary should be as clear and ……. as possible.

Exercise 10. Read the text about cover letter

Cover letters generally fall into one of two categories:

1. Letter of application: applying for a specific, advertised opening.
2. Letter of inquiry: expressing interest in an organization, but you are not certain if there are current openings.

The letter of application normally contains four paragraphs in which you should:

1. State why you are writing and how you learned of the organization or position, and basic information about yourself.
2. Tell why you are interested in the employer or type of work the employer does (simply stating that you are interested does not tell why, and can sound like a formal letter).
3. Mention specific qualifications, which make you a good fit for the employer's needs. This is an opportunity to explain in more detail relevant items in your resume. Refer to the fact that your CV is enclosed. Mention other enclosures if such are required to apply for a position.
4. Indicate that you would like the opportunity to be interviewed for a position or to talk with the employer to learn more about their opportunities or hiring plans. State what you will do to follow up, such as telephone the employer within two weeks. If you are in the employer's location and could offer to schedule a visit, indicate when. State that you would be glad to provide the employer with any additional information needed. Thank the employer for her/his consideration.

Phrases used in cover letters:

Referring to the advertisement:

I am writing with reference to your advertisement for... ➤ *Пишу Вам, посилаючись на Ваше оголошення...*

I am interested in the position of ... advertised in ..., and would like to apply. ➤ *Мене зацікавила посада ..., яка була оголошена у ..., і я маю бажання подати свою заяву.*

Describing work record:

I have 9 years experience of... ➤ *Я маю дев'ятирічний досвід роботи...*

After leaving ..., I have worked for 8 months in ... as a... ➤ *Після закінчення ..., я працював 8 місяців в ... на посаді...*

For the last 2 years, I have worked as ... with... ➤ *Останні 2 роки я працював <на посаді...> у <...>*

Describing qualifications:

My main qualification for the position is my 8 years sales experience with... ➤ *Моя основна кваліфікація на цій посаді – 8 років досвіду продаж у <...>*

I trained for 3 years in ... as a ... and have a Higher Certificate in... ➤ *Я стажувався 3 роки в <...> як <...> і маю Сертифікат з <...>*

A am quite fluent in English and use the language regularly. ➤ *Я достатньо вільно говорю англійською мовою і регулярно нею користуюся.*

Describing present job:

My main duties are to sell to ... and to give demonstrations on... ➤ *Мої основні обов'язки – продавати <...> та проводити демонстрації <...>*

My present responsibilities consist of... ➤ *Мої теперішні обов'язки складаються з <...>*

I am in charge of... ➤ *Я відповідю за <...>*

Describing achievements / personal qualities:

I hope you will see this as evidence of my capacity for hard work. ➤ *Сподіваюсь, Ви розглянете це як доказ моєї спроможності щодо важкої праці.*

I believe that these qualities have enabled me to... ➤ *Сподіваюсь, що ці якості дають мені можливість <...>*

Explaining the reasons for applying:

Due to ..., my contract expires at the end of...	➤ *Відповідно до <...>, мій контракт закінчується у кінці <...>*
I would like to apply as I would welcome the challenge / the opportunity to work for a...	➤ *Я б хотів зайняти цю посаду, тому що я був би радий змінити / мати можливість працювати з <...>*
I wish to gain experience in...	➤ *Я бажаю набути досвіду в <...>*

Closing the letter:

I can arrange for you to receive letters of reference...	➤ *Можу підготувати для Вас лист-рекомендацію...*
Please do not hesitate to tell me if there is anything else you would like to know.	➤ *Будь ласка, дайте мені знати, якщо є щось, що Ви б хотіли у мене запитати.*
I enclose my curriculum vitae and hope to hear from you soon.	➤ *Я додаю свою автобіографію і сподіваюсь на скору відповідь.*

Exercise 11. read the example of a sample letter. What phrases are used in the text

Sample Letter of Application

Mr Field
Chemical Machinery
873 Fulham Road
London SW3 6RD

5 January 2010

Dear Mr Field,

I read about a job opening for the post of Divisional Software Engineering Manager on the NetLives Web site. I am very interested in this position with your firm, and believe that my education and employment background are appropriate for the position.

I am one of six members on a software development team. My responsibilities include designing, coding, and testing of a graphical portion of the program. I have a strong background in computer aided design, software development, and engineering, and believe that these skills would benefit the designing and manufacturing aspects of Template software. Enclosed is my CV, which further outlines my qualifications.

I have added the name of one of my referees, Dr Digby-Smith. You may contact him at any time. If you require other referees, perhaps you will be so kind as to let me know.

My qualifications make me well suited to the projects areas in which your division of Chemical Machinery is expanding efforts. I would appreciate the opportunity to discuss a position with you, and will contact you in a week or ten days to answer any questions you may have and to see if you need any other information from me such as a company application form or transcripts. Thank you for your consideration.

Yours sincerely,
Roger Fenton

Roger Fenton
Enc: CV

Write down a cover letter using the information below.

Dear Mr Jackson,

From your company's website / your need for a sales representative for the Virginia, Maryland, and North Carolina areas. I am very interested / with Acme Pharmaceuticals, and believe / education and employment background / for the position.

I / as a sales representative / small dairy foods firm. I increased my sales volume and profit margin appreciably while at Farmer's Foods, and I / to repeat that success in the pharmaceutical industry. I / academic background in biology and marketing, and think that I / apply my combination of knowledge and experience to the health industry.

Enclosed / my resume, which / qualifications for the position.

I / to talk with you regarding sales opportunities with Acme Pharmaceuticals. Within the next week I / contact you / to confirm / received my e-mail and resume and to answer any questions you may have.

Thank you for your consideration.

Sincerely,
Lynn A. Johnson
5542 Hunt Club Lane, #1
Blacksburg, VA 24060
(540) 555-8082
lajohnson@vt.edu

Exercise 12. look at the letter and put it in the correct order


1 2 3 4 5 6 7 8 9
a
I am twenty-four years old and am about to finish a course in hotel administration. Earlier this year I worked for three months as a trainee in a small family-run hotel. Your vacancy is of a particular interest to me as my duties involved taking phone calls, making bookings and providing guests with a warm welcome, which I feel is important for this kind of post.
b
I would like to apply for the position of hotel receptionist, as advertised in the *Hotel & Catering Reporter* on May, 12.
c
I enclose a copy of my current CV for your information. Please contact me should you require any further details.
d
I look forward to hearing from you.
e
Dear Mrs Willis,
f
Yours sincerely,
g
Enc. CV
h
I have a very pleasant, outgoing personality and am used to dealing with people of all ages and levels.
i
Re: Hotel receptionist vacancy

Практичне заняття №4.6

Тема роботи: «Виконання лексичних вправ. Читання та переклад прикладів ділових листів. Скласти діловий лист»

Мета роботи:

1) вдосконалення навички вживання термінів під час складання тексту;

2) ознайомлення та набуття навичкаи вживання граматичної конструкції

Starting the message

Thank you (very much) (Many) thanks	for	your email. your message. your invitation to …
		inviting me to … offering to …

I'm writing This (email) is	to	confirm the details of my trip. let you know about our plans. let you have my latest ideas about the project.

Attachments

An **attachment** is something that you send with an email. You can write:

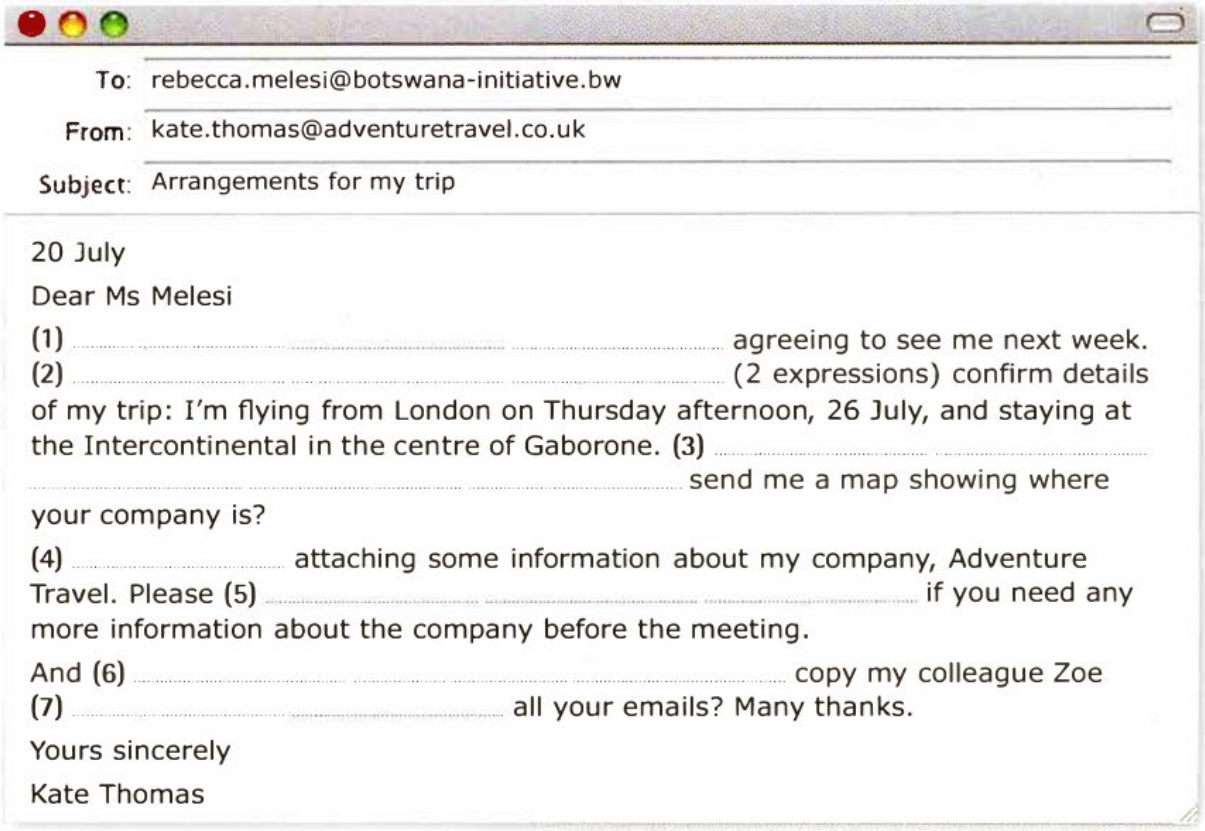
Here is Please find attached I'm attaching	a file – information stored electronically. a document: for example, a catalogue – a list of products and prices; a report – a document about a particular subject; or a spreadsheet with numbers. a drawing, a photo or a map that I scanned – made a copy of words or pictures from paper onto a computer.

Requests

(Please) could you Would it be possible to	call/phone me next week? copy Ben in on all our emails? forward this email to your colleagues? let me know if you need anything else? send me the document as soon as possible?

Please (don't)	call/phone me next week. delete the emails that I send you. talk about our plans with your colleagues.

Exercise 1. Look at the information above and complete this message



To: rebecca.melesi@botswana-initiative.bw

From: kate.thomas@adventuretravel.co.uk

Subject: Arrangements for my trip

20 July

Dear Ms Melesi

(1) ..... agreeing to see me next week.
(2) ..... (2 expressions) confirm details of my trip: I'm flying from London on Thursday afternoon, 26 July, and staying at the Intercontinental in the centre of Gaborone. (3) ..... send me a map showing where your company is?

(4) ..... attaching some information about my company, Adventure Travel. Please (5) ..... if you need any more information about the company before the meeting.

And (6) ..... copy my colleague Zoe (7) ..... all your emails? Many thanks.

Yours sincerely

Kate Thomas

Exercise 2. Match the situations (1-6) with the sentences (a-f)

With an email, you want to send:	
1.a drawing to help understand something 2 information about your company's products 3 a drawing to show your company's location 4 a document with detailed figures on costs 5 a document with information about a particular subject 6 copies of some letters received through the post	a I've scanned the correspondence and am attaching it. b Please find attached a report. c I'm attaching a scan of something I drew quickly to show you what I mean. d I'm attaching a product catalogue. e Please find attached a map. f Here's a spreadsheet.

Exercise 3. Complete these sentences with one extra word where necessary or write '-' if the sentence is already complete

1 Could you call ---------- me next week? 2 Please could you copy my colleagues ---------- on any emails that you send? 3 Would it be possible to let me---------- know if you need anything else? 4 I sent the wrong attachment just now. Please delete ---------- it. 5 Please forward the attached photos ---------- the sales team.

Good and bad news

It was	(very) nice great a pleasure	to meet you meeting you to see you seeing you	in Seoul yesterday. in Manila last week.

I'm	pleased delighted	to	let you know confirm	that	we agree to your plan. we would like to go ahead with – start – the project.

Unfortunately, we I'm sorry to say that we	**cannot agree to your proposals** – suggestions – **because** … **are unable** to continue our discussions. **have decided not** to put money into this business idea.

Ending emails

Please don't hesitate to	**get in touch** if you need more information. **phone me** if you would like to discuss things.

Looking forward to	**hearing** from you. **getting** the information. **finalizing** – finishing – the details. **doing business with you.**

More formal ← → Less formal

Best regards Yours sincerely	Regards	Best wishes	All the best	Best Yours

Exercise 4. Complete the email with these expressions from information above

Best cannot pleasure say sorry unable unfortunately

Dear Mr Takeshita

It was a (1) ..... to meet you in Seoul last month to discuss the idea of working together with your company. We really liked your products. We have looked at the figures in more detail and we have decided that (2) ..... it would be difficult to sell your company's products here in South Korea. I am (3) ..... to (4) ..... that we (5) ..... agree to your proposals and we are (6) ..... to continue our discussions.

However, I hope we may be able to do business together in the future.

(7) ..... regards

Rae Woo

Exercise 5. Use correct forms of expressions from A and B opposite to complete this email

Dear Rebecca

It was very (1) ..... (2) ..... (2 expressions) you in Botswana last week. Thanks also for a great game of golf.

I have discussed your proposals with my colleagues, and (3) ..... (2 expressions) to say that we have decided to (4) ..... and look at them in more detail.

We would like to discuss your ideas for holidays in Botswana for UK customers starting next year. I'm attaching a spreadsheet with some figures – possible prices, numbers of customers, etc.

Also attached is some information about Adventure Travel. Please (5) ..... to ask if you need any more information about the company.

Looking forward to (6) ..... from you and to (7) ..... business with you.

Yours sincerely

Kate Thomas

Sales director, Adventure Travel

Email and text language

In emails and texts, many people use the following. They are a little informal.

abbreviations	**doc** – document; **info** – information; **pls** – please; **v** – very
contractions	**I'll** – I will; **she's** – she is; **they've** – they have
missing words	**Pleased to hear** – I am pleased to hear; **Hope you got** – I hope (that) you got

In texts only, many people use the following. They are very informal.

abbreviations	**evry** – every; **in tch** – in touch; **agn** – again
letters for words	**B** – be; **CU** – See you; **BTW** – by the way; **AFAIK** – as far as I know
numbers used for words or in words	**2** – to, too; **L8R** – later

Exercise 6. Change these sentences from formal to informal. Look at the example before you begin

1. I have posted the brochure to you. (contraction) .. ... I've posted
2. I enjoyed meeting you last week. (missing word) ..
3. I am so glad you had a nice trip back to Jakarta. (contraction)..... .
4. They are very interested in working with you. (contraction) ..... .
5. Please be very careful not to tell anyone. (2 abbreviations, a letter and a number)

Практичне заняття №4.7

Тема роботи: «Робота з текстом «The kind of job you want». Виконання лексико-граматичних вправ»

Мета роботи:

1) ознайомлення з основною термінологією з теми;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навички вживання граматичної конструкції

Starter. Answer the questions. 1. How do you make important decisions? 2. Who do you ask for advice? 3. How did you make a decision about your future profession?

Exercise 1. Read and memorize the following words:

1. job	робота
2. your job interests and concerns	тут: робота, яка Вас цікавить
3. job advertisements = want ads	оголошення про прийом на роботу
4. to apply for a job	звертатися про прийом на роботу
5. employer	роботодавець
6. required and preferred qualifications	обов'язкові та бажані вимоги до кваліфікації
7. job search	пошук роботи
8. resume / curriculum vitae (CV)	резюме, автобіографія
9. chronological resume	хронологічне резюме
10. accomplishment	досягнення
11. cover letter	супровідний лист
12. recruitment	набір
13. position	посада
14. vacancy, job opening	вакансія
15. application	заява
16. applicant,candidate	кандидат
17. career	кар'єра
18. experience	досвід
19. background	біографічні дані
20. reference	рекомендація
21. an employer	роботодавець
22. employ/recruit/hire	наймати на роботу
23. discharge/lay off /dismiss	звільняти
24. to earn	заробляти
25. term of probation	випробний термін
26. curriculum vitae (CV)	автобіографія
27. cover/accompanying letter	супровідний лист
28. marital status	сімейний стан
29. hunting for a job	пошук роботи
30. personnel department	відділ кадрів

Exercise 2. Complete the text with the given words:

conditions experience hours job part time qualifications temporary work

Nowadays in many countries there is not enough _____ for everybody and many people are looking for a _____ . If they are lucky enough to find one it is often _____ (only a few hours a day) not full time, or it is a _____ job (only for a few months) not a permanent one. Many jobs involve working long _____ and often the working _____ (e.g. salary, holidays) are not good. To get a good job, it‘s important to have _____ (e.g. a university degree) and some _____ .

Exercise 3. Read and discuss the text

«The Kind of Job You Want»

The first step in a successful search for a job is to decide on the kind of job you want and the kind you are qualified for. This means that first you should answer the questions "What can I do well?" and "What do I really want to do?" Begin with thinking about the work you can do. Include work you have been trained to do, work you have actually done, and work you enjoy doing. Therefore, you have to answer some questions.

- Do you like to work with your hands?
- Do you like to work outdoors?
- Do you like to work with others?

Next, talk to as many people as possible about your job interests and concerns. Talk to your friends, neighbours, and your family or relatives. These contacts may help you to get more information about different jobs; to form a "network" of people interested in helping you; to find people who work (or who know people who work) in the area of your interest; each discussion will give you additional practice in expressing yourself.

Now when you know the kind of job you want, the next question to answer is "Where can I find that job?"

People use many methods of finding a job. They answer job advertisements (want ads), or apply directly to employers. Of course, some methods are better than the others.

Exercise 4. Answer the following questions:

1) What is the first step in a successful search for a job?
2) What questions must you ask yourself when beginning to search for a job?
3) What methods of finding a job do you know?

Exercise 5. Read, translate and try to identify your interests

1. What are you looking for: money, power, prestige, security, travel opportunities, spare time?
2. How important are the salary, environment, benefits, and job stability?
3. Do you enjoy working with people, information, or things?
4. Is it important to be your own boss?
5. What is your idea of a perfect job? A perfect boss? A perfect colleague?

Exercise 6. Use the following words to complete the text

job requirements; candidate; job advertisement; job vacancy; interview; job title; experience; personal details; covering letter; career prospects; resume; short list; salary appointment; working conditions; qualifications

The company usually advertises the j_____ v_____ in a newspaper. The j_____ a_____ usually gives the j_____ t_____ and describes the j_____ r_____. It sometimes gives the s_____ and gives the description of the w_____ c_____ and c_____ p_____ as well.

The applicant then sends in a c_____ l_____ and a r_____ or curriculum vitae, which gives p_____ d_____ and lists q_____ and e_____. The company then makes a s_____ l_____ of the most suitable candidates and invites them for an i_____. The company then chooses the best c_____ and makes an a_____.

Exercise 7. Phrasal verbs. Read the meaning of phrasal verbs and fill in the prepositions in the sentences

get across	to succeed in communicating an idea or piece of information to someone, or to be communicated successfully
get ahead	to be successful and do better than other people in a job or work
get at	to discover information, especially the truth about a situation
get behind	if you get behind with a job, payments, rent etc., you do not do or pay as much of it as you should have by a particular time
get into	to begin to be involved in doing something
get out	if information gets out, a lot of people then know it although it is meant to be secret
get over	to successfully deal with a problem or difficulty
get through	to do an amount of work

1. It is important that we get this message ____ to voters. 2. I was determined to get ____ the truth. 3. You can always catch up later if you get ____. 4. She was starting to get ____ politics. 5. She soon found that it was not easy to get ____ in the movie business. 6. We have to make absolutely certain

that none of this gets ____. 7. I do not know how we're going to get ____ this problem. 8. We have got ____ half the application forms this morning.

Exercise 8. Match the words to their definitions:

1. executive	a) to leave your job because you want to go
2. to resign	b) a form person fills in when he/she wants to get job or a place in a university
3. to retire	c) a group of people who represent workers and protect their rights
4. staff	d) payment for work or services made to workmen on a daily, hourly or weekly basis
5. trade union	e) a person who is hired to work for a company in return for payment
6. application form	f) all people who work in a company
7. employer	g) a fixed monthly payment for professional or office work
8. employee	h) a person who is responsible for running a company
9. salary	i) to leave your job because of your age e.g. 65
10. wage(s)	j) a person or a company that hires people and pays money for their work

Exercise 9. Translate the following sentences into English:

1. Працівники, які працюють в нічну зміну, отримують вищу зарплату. 2. Прем'єр міністр подав у відставку, тому що його уряд не зміг вирішити економічні проблеми країни. 3. Коли Майк був студентом він працював неповний робочий день, щоб оплатити навчання в коледжі. 6 4. Багато українців їде на роботу за кордон. Зазвичай це тимчасова робота, однак вона дає гарний заробіток. 5. Він часто запізнювався на роботу і не виконував свої обов'язки належним чином, тому його звільнили. 6. Після того, як він запропонував нові способи збільшення прибутків компанії, він отримав підвищення на посаді. 7. Вона не задоволена своєю новою роботою, оскільки їй часто доводиться працювати надурочно. 8. В європейських країнах профспілки відіграють важливу роль у захисті прав працівників.

Exercise 10. Answer the questions

Where do people find out about the jobs in the travel or aviation industry?
What kind of job would you like?

Exercise 11. Listen and read part of the job posts from a company's website. Mark the following statements as true or false. Where are the available positions located?

Book 3 Unit 13 **Listening** time
Express Career Paths - Tourism - St's Book CD 2



Hermes Airways

Career Opportunities

With nearly 50,000 employees around the world, Hermes Airways knows a thing or two about treating our workers well. That's why you'll find only the best people working at Hermes Airways. Do you think you have what it takes to be a part of the team at Hermes Airways? We are currently looking to **fill a number of positions**. Please see below for information about available positions.

Title: **Full-time** ticket agent
Job ID: 90731
Location: Houston, USA
Position Type: entry-level

Ticket agents are responsible for the following duties:

- Advising customers about fares
- **Processing** group requests
- Issuing refunds
- Assigning seats

The ideal **candidate** will have the following qualifications:

- Excellent customer service skills
- Flexible
- Ability to learn current ticketing policies quickly
- Some experience in the **hospitality industry** is preferred

Wages, benefits and privileges

- Salary **commensurate with experience**
- Travel discounts
- **Competitive** health insurance package after six months
- On-the-job training
- Paid holidays and paid vacation for eligible employees

To apply for this job, submit your **application** online.
Just click on the **link** below to get started!

APPLY NOW!

1.The job is best for candidates with several years of experience in the airline industry.
2.The job involves frequent work-related travel.
3.Interested applicants can apply for the job through the website.

Exercise 12. Choose the sentence that uses the underlined part correctly

1. A. Alex filled out an <u>application</u> for the clerk job.
   B. The ticket agent <u>processed</u> the air fare to the client.
2. A. Mike receives a <u>wage</u> because he is unemployed.
   B. The <u>benefits</u> provided by the company include healthcare.
3. A. Ally is required to work fifteen hours per week for her <u>full-time</u> job.
   B. The company offers a salary that is <u>commensurate with her experience.</u>

Exercise 13. Read the sentence pairs. Choose where the words best fit in the blanks

1. candidate/position
The company offered the successful_____a job.
The clerk _____was quickly filled.
2. entry-level / commensurate
The amount the company pays is _____skills and experience.

The _____job didn't require a lot of previous experience.
3. link / salary
Lisa clicks on the _____and goes to another webpage.
Jerry asked his employer to increase his_____.
4. qualifications / hospitality industry
The job advertisement lists the required_____for those applying for the job.
Workers in the_____deal with people from all over the world every day.

Exercise 14. Listening. Listen to the conversation between a job candidate and an employee at Hermes Airways. Then answer the questions
1. What is the conversation mostly about?
A. The candidate asks about how to apply for the job.
B. The candidate wants details about required qualification:
C. The employee has a question about the woman's application
D. The employee explains why the application wasn't accepted.
2. What is true about the job candidate?
A. She does not have access to the Internet.
B. She currently works as a hotel clerk.
C. She has little experience in the hospitality industry.
D. She has already completed the online application.

6 **Listen again. Fill in the blanks.**

Candidate: On the webpage, it says that some experience in the hospitality industry **1** _____ _____.
Employee: That's right. That just means candidates should have some experience dealing with **2** _____-_____ problems in particular.
Candidate: Well, I worked in a hotel before. **3** _____ _____ _____?
Employee: Absolutely.
Candidate: Good. But how much experience is needed, exactly?
Employee: There's no **4** _____. We just like for candidates to have some experience in the industry.
Candidate: See, I only worked at the hotel for a couple of months. I was worried that my application might be **5** _____ because I didn't have enough experience.
Employee: It really shouldn't be problem. Since this is an entry-level position, we're pretty flexible about prior experience.
Candidate: That's good.
Employee: In fact, we provide **6** _____-_____-_____ _____ for all new hires.
Candidate: Great. That answers all of my questions. Thanks for your help! Bye!

Speaking

7 **With a partner, act out the roles below, based on the dialogue from Task 6. Decide who Student A and Student B are. Then switch roles.**

USE LANGUAGE SUCH AS:
I'm calling about the ... position.
On the webpage, it says that ...
How much experienced is needed?

Student A: You are a job candidate. Make up a job position to apply for. Then talk to Student B about:
- The position you are calling about
- The qualifications for the job
- How to apply for the job

Student B: You are an employee at Hermes Airways. Talk to Student A and answer his or her questions. Make up qualifications needed for the job.

Практичне заняття №4.8

Тема роботи: «Робота з текстом «Want Ads». Робота з лексикою: переклад оголошень по працевлаштуванню»

Мета роботи:

1) ознайомлення з основною термінологією та лексикою за темою;
2) вдосконалення навички вживання термінів під час роботи з текстом;
3) ознайомлення та набуття навички вживання граматичних конструкцій

Exercise 1. Read and memorize the following words:

1. advertisement	реклама, оголошення
2. reason	причина
3. experience	досвід
4. employer	роботодавець
5. job search.	пошук роботи

Exercise 2. Read and translate the text. Write out the unknown words

«Want Ads»

"Want ads" are job advertisements you can find in the classified advertising section of newspapers, professional or trade journals. You should read the want ads at least for two reasons:

• to learn more general information about jobs available;

• to learn specific information about a particular job that is of interest to you.

The ad may tell you about the education and work experience required for the job, the location of the job, the working hours, and the pay. It also tells you how to apply for that particular job.

Some want ads say that certain qualifications are required, while other qualifications are preferred or hoped for. The employer will try to find someone who has all of the required and preferred qualifications. However, if no one has all the qualifications that the employer requires and prefers, he may hire someone who has only some of those qualifications. It is usually best to apply only for jobs for which you have at least all the required qualifications. However, this is not always true.

Not all want ads are easy to read. The longer a want ad is, the more money it costs to print. In order to save money, employers leave unnecessary words out of the advertisement. They also use abbreviations.

There are many good reasons for using the want ads in your job search. The following suggestions will help you to use want ads effectively:

a) Remember that want ads are only one of the methods you may use. Save time to use other methods.

b) Reading all the want ads you will learn useful general information.

c) Avoid ads that make unrealistic offers.

d) Analyze ads, which are of interest to you.

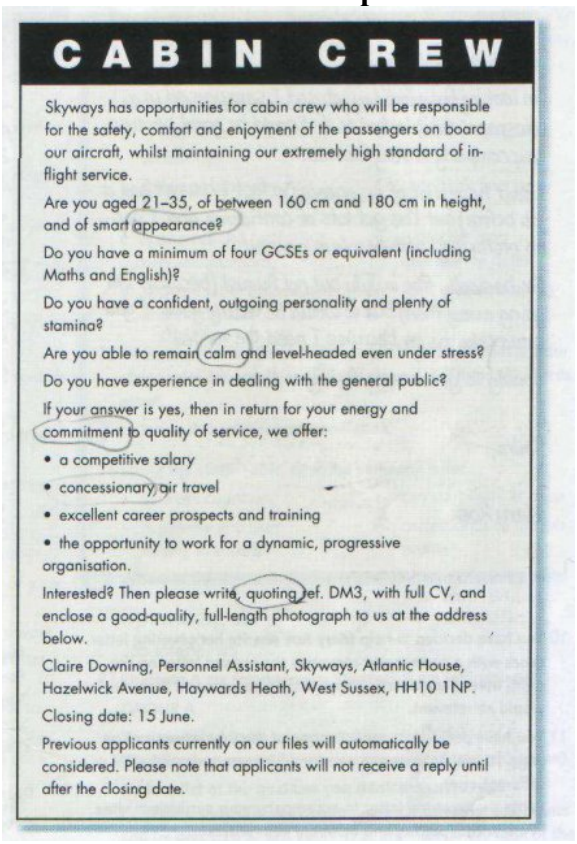
e) Determine your qualifications for that job.

f) Act quickly, effectively and stay cheerful!

Exercise 3. Answer the following questions:

1). Why should you read the want ads?
2). What information can you find in a want ad?
3). Why isn't it easy to read ads?
4). What suggestions will help you to use want ads effectively?

Exercise 4. Read the example of the want ad. Look at the structure and useful information:



CABIN CREW

Skyways has opportunities for cabin crew who will be responsible for the safety, comfort and enjoyment of the passengers on board our aircraft, whilst maintaining our extremely high standard of in-flight service.

Are you aged 21–35, of between 160 cm and 180 cm in height, and of smart appearance?

Do you have a minimum of four GCSEs or equivalent (including Maths and English)?

Do you have a confident, outgoing personality and plenty of stamina?

Are you able to remain calm and level-headed even under stress?

Do you have experience in dealing with the general public?

If your answer is yes, then in return for your energy and commitment to quality of service, we offer:

- a competitive salary
- concessionary air travel
- excellent career prospects and training
- the opportunity to work for a dynamic, progressive organisation.

Interested? Then please write, quoting ref. DM3, with full CV, and enclose a good-quality, full-length photograph to us at the address below.

Claire Downing, Personnel Assistant, Skyways, Atlantic House, Hazelwick Avenue, Haywards Heath, West Sussex, HH10 1NP.

Closing date: 15 June.

Previous applicants currently on our files will automatically be considered. Please note that applicants will not receive a reply until after the closing date.

Exercise 5. Read and discuss the samples of want ads. Compare the ordinary and abbreviated one

	Ordinary want ad	Abbreviated want ad
Type of job	AUTOMOTIVE PARTS COUNTER SALESPERSON	AUTO PARTS CTR SALES
Work experience	2 Years Experience	2 yrs exp. & H.S. req.
Education required	High School Graduate	
Working hours	5days, Mon.-Fri.	M-F
Pay	$9.00 hour	$9/hr
How to apply	Apply in person, before 10:00 a.m. CARSONS SUPPLY 4396 Melrose Ave.	Apply before 10 am CARSONS 4396 Melrose

Exercise 6. Let's speak about the personal features. Match the definitions in A with the correct adjectives or phrases in B. Try to describe your features of character for the future employer

A	B
1. wants to get to the top	a. sensitive
2. open and friendly	b. creative
3. doesn't get tired easily	c. attentive to detail
4. can change people's opinions	d. ambitious
5. doesn't get angry or irritated quickly	e. adaptable
6. can produce new ideas	f. independent

7. thinks of other people's feelings	g. outgoing
8. doesn't mind changing his/her habits	h. Energetic
9. can work alone	i. persuasive
10. regularly checks the quality of his/her work	j. patient

Exercise 7. Write a short description of someone you like (or dislike) in your personal or professional life

MODEL: My boss is very energetic. She works about 12 hours a day. She is a patient woman, and always has time to talk to us if we have a problem.

Exercise 8. Read the text and try to retell it

The United States leads the industrial nations in the proportion of its young people who receive higher education. For some careers – law, medicine, education, and engineering – a college education is a necessary first step. More than 60 percent of Americans now work in jobs that involve the handling of information, and a high school diploma is seldom adequate for such work. Other careers do not strictly require a college degree, but having one can often improve a person's chances of getting a job and can increase the salary he or she is paid.

Exercise 9. Read and translate the part of the interview. Is it hard to find a good job nowadays?

AJ: That's great. You said that you did start working after your children grew up. Where did you work or what did you do?

NC: Well, I had a hard time finding a job because jobs were very hard to find, but finally I had a job with the state and I worked for the state and I got a job there, but my experiences of getting a job after high school were terrible. It was so bad. It was terribly hard to get a job. And all I wanted to be at that particular time was a court stenographer. I loved shorthand and everything I heard I was taking it down, and I was so naive, I thought all I had to do was be smart and be ready, and I was.

Exercise 10. Look and try to analyze these ads for job openings

Dental Receptionist/Secretary

Part-time. Bilingual Spanish/English. Mature, bright. Respond with qualifications and salary requirements, Larkin Agency, 23rd Street. Pittsburgh, PA 15260

Matsuda of Tokyo

Opportunities available for salesperson in Philadelphia boutique. Send resume with salary requirement and references to Nicole. 109 Broad St., Philadelphia, PA 19105

Exercise 11. If you want to get a job about which you've read in the want ads, you have to send a letter of application. Read the instructions how to write it better

1. Remember that the first impression is very important.
2. Type the letter neatly on good stationery.
3. Check for spelling mistakes. Use a dictionary if you are not sure of a word. Retype the letter if necessary.
4. Describe yourself, your qualifications, and your experience clearly.
5. If the ad tells you to write for an application form you do not need to give detailed information in your letter.
6. Follow standard business letter format. Address the letter and envelope clearly.

Практичне заняття №4.9

Тема роботи: «Нові ЛО до тексту «The Job interview». Розвиток діалогічного мовлення. Лексико-граматичні вправи»

Мета роботи:

1) розвиток навичок з діалогічного мовлення;

2) вдосконалення навички вживання термінів під час роботи з діалогами.

Exercise 1. Read and memorize the following words:

1. an objective -мета
2. summary - резюме
3. convincing - переконливі
4. assets - активи
5. package - пакет
6. ability - здатність
7. requirements - вимоги
8. brevity - стисліть
9. preferable – краще, переважно
10. top quality paper - папір вищої якості
11. spelling - правопис
12. error помилка
13. layout – макет, план розміщення
14. sheet - лист
15. to select обирати
16. arrange - організувати
17. background – фон, задній план
18. seek - шукати
19. in reverse - в зворотньому порядку
20. briefly - скорочено

Exercise 2. Read and translate the texts. Write out the unknown words

«The Resume»

A Resume or Curriculum Vitae (CV) is an objective written summary of your personal, educational, and experience qualifications. It packages your assets in the form of a advertisement, which sells you for a specific job. A resume is a kind of written sales presentation. An effective resume creates a favorable impression of you while presenting your abilities and experience.

The basic requirements for a good resume are:

• brevity: one page is preferable, but not more than two pages;

• top quality paper;

• perfect spelling and grammar;

• no typographical errors;

• attractive layout.

Your personal data sheet contains most of the information you need, to prepare resume. Now you have to select and arrange that information in the way that best relates your background to the work you seek. Every resume is an individualized presentation of your qualifications for a particular job. It means that you may prepare a few different resumes, depending on the types of jobs you are applying for. You can choose from among four types of resumes:

● Chronological resume lists work experience or education in reverse chronological order. It describes responsibilities and accomplishments associated with each job or educational experiences.

● Functional resume lists functional skills and experience separately from employment history.

● Combination (functional/chronological) resume draws on the best features of the chronological and functional resumes. It highlights applicant's capabilities and includes a complete job history.

● Targeted resume emphasizes capabilities and accomplishments relating to the specific job applied for. Work experience is briefly listed in a separate section.

The Requirements for a Resume

A resume should show an applicant's qualification for a specific job. It should include your name, address, and telephone number; an employment objective; educational and training data: a list of previous work experience. The list should start with your present or with your last job that shows qualifications for the work you want now.

All this data should be listed in an easy-to-read form. If possible, all of the information should be on one page. Type your resume on standard size business stationery.

The interviewer usually sees the resume before he sees the applicant. The resume gives the first impression of the applicant to the employer. It should be neat and well organized.

Exercise 3. Answer the following questions:

1. What is a resume?
2. What are the basic requirements for a good resume?
3. How many types of resumes do you know? What do they differ in?
4. What type of resume is the most popular with the recruiters?
5. What information is recommended to exclude from your resume?
6. Which of special suggestions that can help you write a perfect resume do you think are the most important?

Exercise 4. Before you read the text, answer these questions

1. What documents should you send when applying for a job?
2. What information is typically included on a resume?

Exercise 5. Match the words or phrases with definitions

complete, employment gap, work history, résumé, degree, cover letter, skills, education

A a person's experience through schooling
B a certificate
C a statement of interest in a position
D abilities
E to contend
F a period of time between jobs
G a written summary of work and education
H past work experience

Exercise 6. Write a word or phrase that is similar in meaning to the underlined part

1 The knowledge gained from her old job was helpful for her new position. _ x _ _ _ i _ _ _ e
2 The goal for his future employment was to become a public servant. _ _ j _ _ t _ _ _
3 The job application asked for the name of a personal acquaintance that could give a statement about the applicant's character. r _ _ _ _ e _ _ _
4 The written statement from a previous employer helped him to get the job. _ _ t _ e _ _ f r _ c _ _ _ e _ _ _ _ i _ _

Exercise 7. Read the text



Résumé

of Martha O. Smith

112 State Street | Springfield |
mosmith3871@hmail.com | 216-555-0438

Objective:

To attain a management position within the retail sector

Education:

State University **Degree:** MBA (May 2000)
Brighton College Degree: BS, Major: Management GPA 3.7/4.0

Work History:

Store Manager, Global Foods Market, Springfield
June 2005 - May 2007*

- Directed all human resources activities
- Developed strategies for expanding store
- **Competed** with large chain stores

Department Manager, Fashion Express, Springfield
August 2003 - June 2005

- Mentored sales personnel
- Developed goals and strategies for sales department
- Supervised creation of window displays

Women's Fashion Sales Manager, Fashion Express, Springfield November 2000 - August 2003

- Developed sales training
- Trained new sales personnel

Skills:

- Developing strong relationships with personnel and customers
- Proficient in word processing, database, and spreadsheet programs

Volunteer Experience:

- Managed fundraising for local food bank and homeless shelter

References:

- Mark Dubois, 216-555-1212, Owner, Fashion Express
- Chelsea River, 216-555-9874, District Supervisor, Global Foods Market

*As noted in my **cover letter,** the **employment gap** is due to my decision to stay at home with my children until they started school. **Letters of recommendation** are available upon request.

Reading

2 Read the résumé. Then, choose the correct answers.

1 What work history does the applicant have?
- A developing training for cashiers
- B leading sales personnel
- C editing store marketing campaigns
- D writing computer programs

2 Which of the following is NOT a part of the résumé?
- A a description of earned degrees
- B a summary of volunteer work
- C a recommendation from a reference
- D a list of abilities

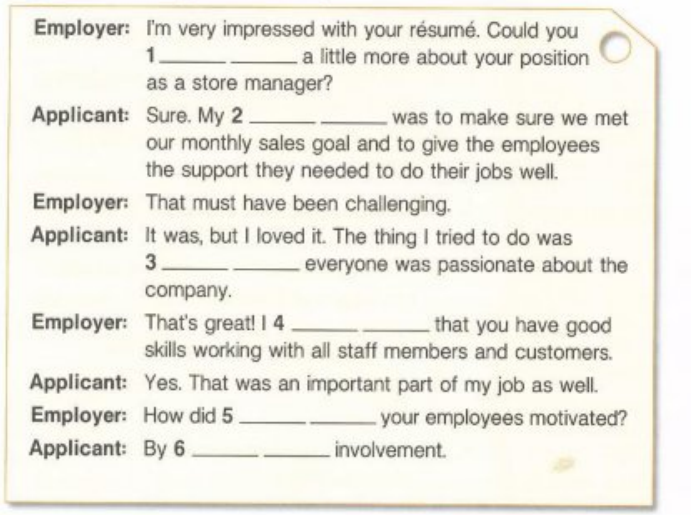
3 Why did the woman miss several years of work?
- A She was getting her MBA.
- B She was attending job training.
- C She was at home with children.
- D She was performing volunteer work.

Exercise 8. Listen and read the resume again. What type of position do you think the applicant is most qualified for?

Exercise 9. Listen to a conversation between an employer and a job applicant. Mark the following statements as true and false.

1. The speakers discuss motivating employees.
2. The woman doesn't have volunteer experience.
3. The woman's main focus as store manager was organizing finances.

Exercise 10. Listen again and complete the conversation



Employer: I'm very impressed with your résumé. Could you 1 _____ _____ a little more about your position as a store manager?

Applicant: Sure. My 2 _____ _____ was to make sure we met our monthly sales goal and to give the employees the support they needed to do their jobs well.

Employer: That must have been challenging.

Applicant: It was, but I loved it. The thing I tried to do was 3 _____ _____ everyone was passionate about the company.

Employer: That's great! I 4 _____ _____ that you have good skills working with all staff members and customers.

Applicant: Yes. That was an important part of my job as well.

Employer: How did 5 _____ _____ your employees motivated?

Applicant: By 6 _____ _____ involvement.

Exercise 11. Speaking. With a partner, act out the roles below based on task 7. Then, switch the roles.

Use language such as:

- Could you tell me …
- Sure, I worked as…
- How did you…

Student A. You are an employer for a company. Talk to Student B about: his/her work experience; his/her skills

Student B. You are a job applicant for a manager's position. Answer the questions about your qualifications and skills

Exercise 12. Writing.

Use the conversation from task 8 and the resume to write an assessment of the applicant. Include: the position he or she interviewed for, his or her qualifications, and whether or not you recommend the applicant be hired.

Exercise 12. Writing. Write your resume for your future desired job

Практичне заняття №4.10

Тема роботи: «Робота з текстом «At the Interview». Виконання лексичних вправ. Розвиток ДМ по темі»

Мета роботи: закріплення і вдосконалення навички вживання термінів під час роботи з текстом.

Get ready!

1 Before you read the passage, talk about these questions.

1 How can a person prepare for a job interview?
2 Why is it important to dress appropriately for a job interview?



The Art of the Interview

The Art of the Interview

It's no secret. Your **interview** is just as important as your credentials. So if you want that job, you need to **prepare** for the interview. Take the time before to learn about the position. Anticipate the types of questions that might be asked. If possible, practice your interviewing skills with someone in a mock interview. You'll be more **confident** at the interview, and that's something employers like to see.

But don't stop there. Research the company you will be interviewing with. Find out about the **qualifications** needed for the position. Be **succinct** when relating your skills to the **interviewer.** Remember, an **ideal** candidate will answer questions directly and without too much extra information.

As an **applicant** for a professional position, it is important to **dress** appropriately. Arrive neat and clean in business attire. A good choice is a solid color, neutral suit with a light-colored blouse or shirt. Men should wear a quality, small pattern tie. Women should wear small jewelry and minimal make-up.

Finally, know where you are going for the interview, and arrive just a few minutes early. Be courteous to everyone you meet while you are there. Their impression of a **candidate** might help influence the selection of a **top choice**.

Reading

2 Read the article. Then, choose the correct answers.

1 What is the main purpose of the article?
- A to warn of common interviewing mistakes
- B to suggest how to get an interview
- C to offer advice on having a successful interview
- D to compare different interview strategies

2 Which of the following is NOT advised in the article?
- A practicing interviews with someone
- B arriving an hour early
- C wearing a nice suit
- D giving succinct explanations

3 What does the article suggest will increase confidence?
- A dressing appropriately
- B researching the company
- C being kind to everyone in the company
- D doing a mock interview

Vocabulary

3 Choose the sentence that uses the underlined part correctly.

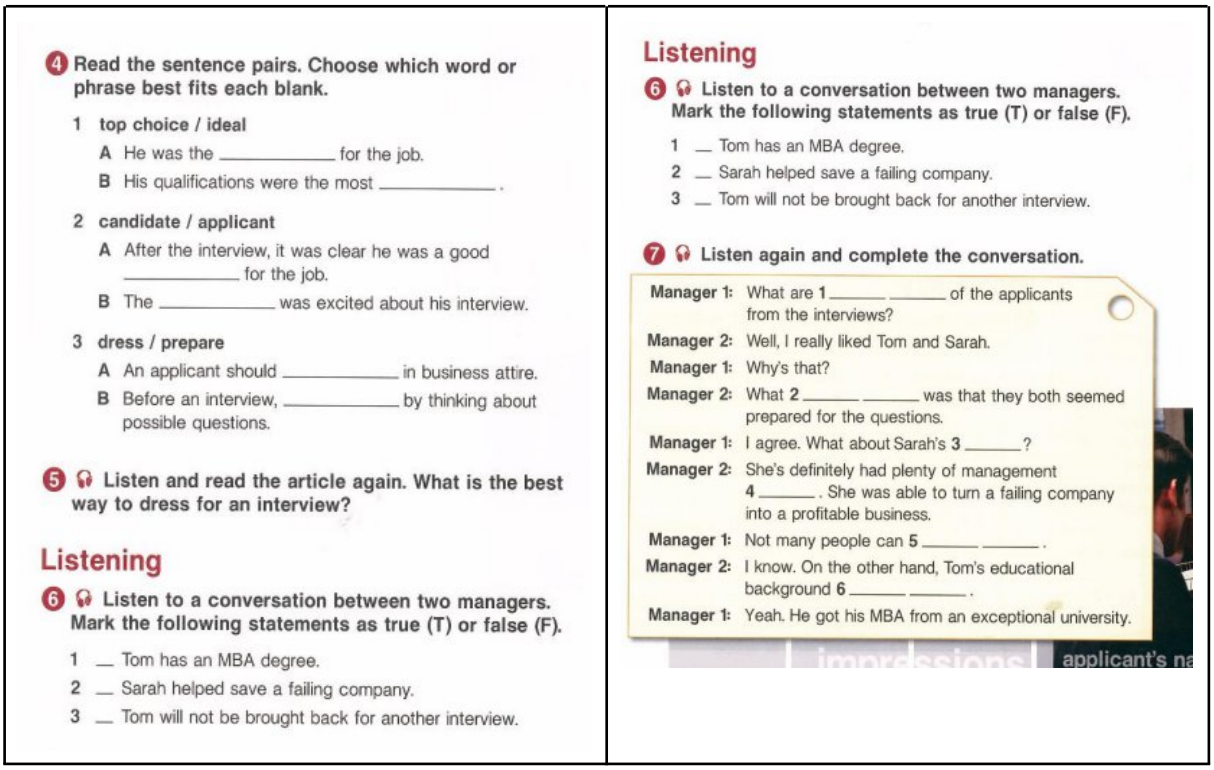
1 A The interviewer asked a lot of questions about management techniques.
  B The candidate has worked here for ten years.

2 A He was confident in his ability to do the job.
  B The woman was not hired because she had ideal qualifications.

3 A His answer was short and succinct.
  B I have an interviewer with the company at 10:00.

4 A The man's applicant showed his education and experience.
  B The man had a great interview.

5 A A college degree and years of experience are common qualifications.
  B Dress questions before an interview.



4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 top choice / ideal
A He was the _____ for the job.
B His qualifications were the most _____.

2 candidate / applicant
A After the interview, it was clear he was a good _____ for the job.
B The _____ was excited about his interview.

3 dress / prepare
A An applicant should _____ in business attire.
B Before an interview, _____ by thinking about possible questions.

5 Listen and read the article again. What is the best way to dress for an interview?

Listening

6 Listen to a conversation between two managers. Mark the following statements as true (T) or false (F).

1 _ Tom has an MBA degree.
2 _ Sarah helped save a failing company.
3 _ Tom will not be brought back for another interview.

Listening

6 Listen to a conversation between two managers. Mark the following statements as true (T) or false (F).

1 _ Tom has an MBA degree.
2 _ Sarah helped save a failing company.
3 _ Tom will not be brought back for another interview.

7 Listen again and complete the conversation.

Manager 1: What are 1 _____ _____ of the applicants from the interviews?
Manager 2: Well, I really liked Tom and Sarah.
Manager 1: Why's that?
Manager 2: What 2 _____ _____ was that they both seemed prepared for the questions.
Manager 1: I agree. What about Sarah's 3 _____?
Manager 2: She's definitely had plenty of management 4 _____. She was able to turn a failing company into a profitable business.
Manager 1: Not many people can 5 _____ _____.
Manager 2: I know. On the other hand, Tom's educational background 6 _____ _____.
Manager 1: Yeah. He got his MBA from an exceptional university.

impressions | applicant's na

Exercise 2. Speaking. With a partner, act out the roles below based on ex. 7. Then, switch the roles.

Use such language as:
What did you think…
I thought that…
What I liked was…

Student A. You are a manager. Talk to Student B about:

- two job applicants
- which applicant seemed best
- who would make the best candidate

Student B. You are a manager. Talk to Student A about who is a good candidate for the job.

Exercise 2. Writing. Use the conversation from task 8 and the article to write an assessment of one of the applicants. Include: the applicant's name, his or her qualifications, and what impressed you most about him or her.

Exercise 3. a) Read the text below and choose the best option from: A, B, C, or D:

Job interview: before, during, after

Interviews can be nerve-wracking and preparation is very important. You will be better equipped to answer questions and you will walk in to the interview feeling more confident. Here are some tips for preparing for an interview. If you have 1) _____ the interview stage, your CV and letter of application must have been 2) _____! The company now wants to know more about you. But there is still more work to do if you want to get that job! Make sure you have 3) _____ the company as thoroughly as possible – use the Internet, company reports, recruitment literature etc. 4) _____ yourself of why you applied to this company. Make a list of the skills, experience, and interests you can 5) _____ the organization. Prepare a one-minute answer to ―Tell us about yourself‖. It would be also good for you to prepare several PAR stories: a Problem you faced at work, how you Approached it, and its positive Resolution. Finally, try to 6) _____ the questions you will be expected to answer - imagine you are the interviewer! At the beginning of the interview, it is recommended to ask the following questions: ―What would you expect me to accomplish during my first month of work?‖ Tell the interviewer about your 7) _____ that might be relevant to the job but

do not criticize yourself. For example you may say, ―I‘m not a team player. Give me something to do on my own and you will be 8) _____ with my results‖.

After the interview write a thank-you letter, in which you remind the 9) _____ of things he or she liked. End by saying something like, ―I‘m enthusiastic about the position and look forward to working with you.

If you don‘t get the job, don‘t call to ask why. 10) _____ , call to say, ―I‘d love to work for your company and want to let you know that if a similar position comes up, I‘d welcome the opportunity to interview for it.‖

1.	A) gained	B) reached	C) arrived	D) acheived
2.	A) effective	B) important	C) impressive	D) significant
3.	A) researched	B) discovered	C) inquired	D) examined
4.	A) remember	B) imagine	C) remind	D) summarize
5.	A) show	B) present	C) offer	D) tell
6.	A) ask	B) suggest	C) give	D) predict
7.	A) mistakes	B) weaknesses	C) interests	D) likes
8.	A) satisfied	B) boring	C) great	D) nervous
9.	A) staff	B) interviewer	C) employer	D) employee
10.	A) instead	B) despite	C) because	D) only

Exercise 4. Translate and match the common interview question on the left with the suitable response from the list on the right:

Question	Response
1. Чому ви обрали саме нашу компанію?	A. People say I‘m sociable, organized, and decisive.
2. Які ваші сильні й слабкі сторони,	B. My aim is to have a position in the Management Team.
3. Як ваші друзі можуть вас охарактеризувати?	C. I have excellent time management, but I can be impatient for results.
4. Яке ваше найвагоміше досягнення?	D. Because I think I will find the work environment both challenging and rewarding.
5. Наскільки добре ви працюєте в команді?	E. I always support my colleagues and believe we should work towards a common goal.
6. Ким/Де ви бачите себе через 5 років?	F. Leading the University football team to the national Championships.

Exercise 5. Translate the following adjectives into Ukrainian: It is a list of great adjectives that help you to describe your skills:

accurate, discreet, active, efficient, adaptable, energetic, adept, enterprising, authoritative, enthusiastic, competent experienced, conscientious, fair, creative, firm, dependable, genuine, determined, generosity, diplomatic, honest, honourable, trustworthy, innovative tactful, logical, successful, loyal, sincere, mature, sensitive, methodical, sense of humor, motivated, self disciplined, objective, reliable, resourceful, productive, outgoing practical, personable positive, pleasant

Use these adjectives and really sell yourself. You only have a few minutes to show how good you really are. By using this precise vocabulary and being confident can help you make the best impression possible.

Exercise 6. Use the following Job Interview Questions to make up the dialogue between the employer and the candidate :

- What is your greatest weakness?
- What is your greatest strength?

• Describe a typical work week
• Do you take work home with you?
• How many hours do you normally work?
• How would you describe the pace at which you work?
• How do you handle stress and pressure?
• What motivates you?
• What are your salary expectations?
• What do you find are the most difficult decisions to make?
• Tell me about yourself.
• What has been the greatest disappointment in your life?
• What are you passionate about?
• What do people most often criticize about you?
• When was the last time you were angry? What happened?
• If you could relive the last 10 years of your life, what would you do differently?
• If the people who know you were asked why you should be hired, what would they say?
• Do you prefer to work independently or on a team?
• Give some examples of teamwork.
• What type of work environment do you prefer?
• How do you evaluate success?
• If you know your boss is 100% wrong about something how would you handle it?
• Describe a difficult work situation / project and how you overcame it.

Job Interview Questions About the New Job and the Company

• A time when your workload was heavy and how you handled it
• What interests you about this job?
• Why do you want this job?
• What applicable attributes / experience do you have?
• Are you overqualified for this job?
• What can you do for this company?
• Why should we hire you?
• Why are you the best person for the job?
• What do you know about this company?
• Why do you want to work here?
• What challenges are you looking for in a position?
• What can you contribute to this company?
• Are you willing to travel?
• What is good customer service?
• Is there anything I haven't told you about the job or company that you would like to know?

Interview Questions: The Future

• What are you looking for in your next job? What is important to you?
• What are your goals for the next five years / ten years?
• How do you plan to achieve those goals?
• What are your salary requirements - both short-term and long-term?
• Questions about your career goals. -
• What will you do if you don't get this position?

Практичне заняття №4.11

Тема роботи: «Робота з текстом «Telephone Etiquette». Розвиток діалогічного мовлення «Making an appointment by phone». Лексико-граматичні вправи»

Мета роботи:

1) розвиток навичок з діалогічного мовлення;

2) вдосконалення навички вживання термінів під час роботи з діалогами.

Exercise 1. Read and memorize the following words:

to dial	набирати номер
to ring/ to call smb. up	дзвонити по телефону
long distance/ international call	міжнародна розмова
to call back	передзвонювати
schedule	розклад
May/ Can I speak to…	Можна мені поговорити з …
Any message?	Щось передати?
The line is busy / engaged	Лінія зайнята
Don't hang up. Hold on.	Не кладіть трубку
You are wanted on the phone	Вас до телефону
You have the wrong number	Ви помилились номером
Can you put me through?	Чи можете ви мене з'єднати?

Exercise 2. Fill in the words from the active vocabulary:

1. Yesterday I tried to phone my friend Jo but the … was …. 2. What is the … … for the police, fire brigade or ambulance? 3. What is the … … for Kyiv? 4. How often do you have to pay your … …? 5. Can you ... …, please? Mr. Smith won't be long. He knows you are waiting. 6. I am afraid you will have to … … this afternoon. Mrs. Dubois won't be in the office until after three o'clock. 7. I can't call back later, as I am going out. Can I … … for Mr. Giles? 8. You can make an appointment now, and then call nearer the time to … .

Exercise 3. Read and discuss the text, using the topical words

«Telephone Etiquette»

Everybody has tough days. Before picking up the telephone, smile. It will help a voice sound pleasant even if not feeling pleasant. Here are some tips:

- Be kind, polite, direct, enthusiastic, and speak with a strong voice.
- Try to find a quiet room where there is no background noise (i.e. television, radio).
- Do not yell at children or talk to others in the room while on the telephone.
- Do not eat, drink, or chew gum while talking on the telephone.
- Always have paper and pen by the telephone as well as resume, references, work history, questions.
- Make sure the other people in household are prepared to take messages.
- Do not let children answer the telephone.
- Never put an employer on hold to answer call.
- When a person in household answers the telephone, tell them not to ask who it is **before** they say if applicant is home.
- If asleep when an employer calls, whoever answers the telephone should be instructed to wake the applicant immediately, especially if an employer is calling during the late morning or afternoon hours.
- Make sure the telephone is answered by saying, "Hello", **NOT** "Speak" or "Yeah"
- When answering the telephone and the caller says, "Is home?" **DO NOT** respond with: "Yes". This is confusing to the caller. Instead, answer by saying, "This is he/she" or "Speaking".

An answering machine/voice mail is used to take calls when an individual is out. If the individual does not have an answering machine, purchase one NOW so that calls from potential

employers are not missed. If the individual has an answering machine, now is the time to update the "unusual" or "unique" greeting. Ask: "What will the future employer think of my message and how that message represents me?" Some tips:

Do:

- Make sure message is polite, direct, and businesslike.
- Make sure message can be understood clearly.
- EXAMPLE: "Hello, this is (phone number). I am sorry I am not available to take your call right now. Please leave your name, telephone number, a brief message, and the best time to reach you. I will get back to you as soon as possible".
- Return telephone calls promptly

Do Not:

- Make crude comments or mention social references in message (i.e. I'm unable to answer my phone because I'm out partying).
- Have music playing in the background.
- Let children record the greeting.
- Use multiple people when recording the greeting.
- Preach.

When leaving a message for someone to return telephone call, try to have the correct pronunciation of their name and make sure the following is clearly stated:

- Name
- Telephone number
- Message
- The best time to call back
- Name once again
- Telephone number once again
- Then hang up gently

Exercise 4. Answer the following questions:

1. Are there any differences between formal and informal telephone conversations?
2. What are the main rules of a business call?
3. What business call manners do you know?
4. How do you usually make an appointment?

Exercise 5. **Work in pairs. Read the dialogues. Act them out**

1) -Thank you for calling Newberry Equipment. How may I help you?
- Can I speak to Mr Smith, please?
- Hold on a moment. I'll just See if he is in.

2) - Could you put me through to Mr White, please?
- Hold the line, please.

3) - Sorry. Mr White is Out. Can I take a message?
- It's Tom Brown here. Would you ask him to call me back?

4) - Could I talk to Mr Smith. please?
-There is no one by name of Smith here.
- Sorry to have troubled you.

Exercise 6. Complete the telephone conversation with sentences A – E:

A. Hold the line, please.
B. May I help you?
C. I'm putting you through.
D. Can I take a message?

E. Who is calling, please?
A: Hello, Susan Pelly speaking. 1) ……..… ?
B: Yes, can I speak to Mrs. Mitchell please?
A: Sorry sir, but Mrs. Mitchell is not here at the moment. 2) ….. ?
B: No thank you. Can I speak to Mr. Smith please?
A: Mr. Smith, right. 3) …….. ?
B: This is Mr. Franklin from the Jackson & Perkins Law firm.
A: All right Mr. Franklin. 4) ……..….. ?
B: Is it going to be long?
A: No. 5) ……... right now.
B: Ok. Thank you very much.

Exercise 7. Complete the telephone conversation with sentences A – I. There are four sentences you don't need to use:

A. Is there a problem?
B. The line is busy.
C. How may I help you?
D. One moment, please.
E. You're welcome.
F. Who is calling, please?
G. I'll you through.
H. Hold on a minute.
I. I won't be able to come tomorrow.

A: Good afternoon, Yan's Pizzas. 1)…….?
B: Hello, I have an interview with Mr. Black at 4:30pm tomorrow for a part-time summer job.
A: 2) ……?
B: It's Ken Bowman.
A: Ah yes, Mr. Bowman.3)……?
B: Well, unfortunately I won't be able to come tomorrow. Could I possibly have another appointment for 12:30 on Thursday instead?
A: 4) …….. . I'll just check. Yes, that'll be fine.
B: Thank you very much.
A: 5) ……... .I'll inform Mr. Black of the change. Thank you for calling.

Exercise 8. What would you say in reply to these remarks?

1. This is Mr. Slow speaking. I would like to make an appointment with Mr. Gorelov. 2. I'm afraid I'll be tied up tomorrow. Could you suggest an alternative date? 3. There's something I'd like to talk to you about. When can we meet? 4. I'm afraid we cannot fit you in today but we could recommend you to another dentist. 5. This is Mr. Fray's secretary. I'm calling to confirm your appointment with Mr. Fray for tomorrow, at 10 a.m. 6. I'm calling to let you know that Mr. Bell will not be able to keep the appointment. He is away from London and won't be back until after Wednesday. We are sorry about this.

Exercise 9. Role-play making an appointment by phone:

1) with your counterpart; 2) with a doctor; 3) with an engineer from the TV repair service; 4) with a dentist; 5) with a friend of yours; 6) with Mr. Brody, Sales Manager of a big company.

5 Рекомендовані навчально-методичні матеріали для вивчення навчальної дисципліни

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2. Аудіододаток до підручника Civil Aviation, Career Paths CD 1 https://www.youtube.com/watch?v=N2Ptdb_4joo
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