

Т.С. Гусева, Г.И. Дедкова

УВЕРЕННОЕ ОБЩЕНИЕ В ДЕЛОВОМ АНГЛИЙСКОМ

ЧАСТЬ I



THIEVES STRIKE AGAIN
There was another break-in at the premises of Abascus Ltd on Saturday, despite the recent installation of an alarm system. Apart from the loss of valuable electronic equipment, considerable damage was done.

MEMO _____

From: M. Jones
To: D. Wilson, Chief Accountant
... unfortunately, J.M. Martin & Sons, who owe us 10 000, have gone out of business ... virtually no chance of recovering the money... ..



HARKER & MARKER, SOLICITORS

... .. our client while visiting your offices, was injured in an accident involving a glass door... .. inadequate lighting intend to start legal proceedings



ВЛАДОС

УДК 811.111(075)
ББК 81.432.1я7
Г96

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Г96 **Гусева Т.С.**
Уверенное общение в деловом английском : учеб. пособие для студентов, обучающихся по специальности «Мировая экономика». В 2 ч. Ч. 1 / Т.С. Гусева, Г.И. Дедкова. — М. : Гуманитарный изд. центр ВЛАДОС, 2014. — 127 с.

ISBN 978-5-691-02055-1
Г. Дедкова, Галина Ивановна.
Агентство СІР РГБ

Учебное пособие состоит из двух частей и обеспечивает формирование и закрепление коммуникативных компетенций делового общения, переводческих компетенций, а также профессиональной терминологии. Значительное место в учебнике уделяется формату и стилистике написания деловых сообщений, грамматическим и стилистическим трудностям, характерным именно для деловой переписки. В учебнике использованы аутентичные материалы, схемы, таблицы и чертежи, отражающие новейшие тенденции в сфере экономики и финансов.

Учебник отвечает требованиям, предъявляемым к преподаванию курса “Teaching International Business English” (London Metropolitan University) и адресован студентам изучающим мировую экономику, финансы и бухгалтерский учет.

УДК 811.133.1(075.8)
ББК 81.2Фр-923

ISBN 978-5-691-02055-1

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CONTENTS

Предисловие	5
Методическая записка	6
1. Business and Businesses	8
<i>Introduction</i>	8
<i>Exercises and letter writing practice</i>	9
<i>Grammar: Past Indefinite vs. Present Perfect</i>	13
<i>Mastering skills</i>	14
<i>Interpreting practice</i>	14
<i>Reflection session</i>	15
2. Memo and E-mail @ work	16
<i>Introduction</i>	16
<i>Memos</i>	17
<i>Exercises and memo writing practice</i>	20
<i>Grammar: Tenses</i>	22
<i>Mastering skills</i>	23
<i>Interpreting practice</i>	24
<i>Reflection session</i>	25
3. Business Letters	26
<i>Introduction</i>	26
<i>A business letter and its layout</i>	26
<i>Exercises and letter writing practice</i>	29
<i>Grammar: to be or not to be... or being</i>	32
<i>Mastering skills</i>	32
<i>Interpreting practice</i>	32
<i>Reflection session</i>	34
4. Enquiries & Replies to Enquiries	35
<i>Introduction</i>	35
<i>Business letters</i>	36
<i>Exercises and letter writing practice</i>	41
<i>Style: requesting/showing/describing</i>	46
<i>Mastering skills</i>	47
<i>Interpreting practice</i>	48
<i>Reflection session</i>	50
5. Price Quotation and Pro-forma Invoice	52
<i>Introduction</i>	52
<i>Business letters</i>	53
<i>Exercises and letter writing practice</i>	55
<i>Grammar: Joining sentences</i>	60
<i>Mastering skills</i>	61
<i>Interpreting practice</i>	61
<i>Reflection session</i>	64
6. Offer and Acceptance	65
<i>Introduction</i>	65
<i>Business letters</i>	65
<i>Exercises and letter writing practice</i>	70
<i>Grammar: Subject to... or provided ...or if.</i>	75
<i>Mastering skills</i>	75
<i>Interpreting practice</i>	76
<i>Reflection session</i>	77

7. Style and Presentation	78
<i>Introduction</i>	78
<i>Business letters</i>	78
<i>Exercises and letter writing practice</i>	80
<i>Grammar: Should/if</i>	83
<i>Mastering skills</i>	84
<i>Interpreting practice</i>	84
<i>Reflection session</i>	85
8. Case study	86
<i>Introduction</i>	86
<i>Business letters</i>	87
<i>Exercises and letter writing practice</i>	89
<i>Grammar: Pariciple I vs, Pariciple II</i>	92
<i>Mastering skills</i>	93
<i>Interpreting practice</i>	94
<i>Reflection session</i>	96
9. Revision	97
<i>Memos</i>	97
<i>Exercises and letter writing practice</i>	99
<i>Vocabulary: Iinitials/abbreviations</i>	100
<i>Vocabulary: Business terms</i>	100
<i>Mastering skills</i>	100
<i>Business letters</i>	101
<i>Exercises and letter writing practice</i>	103
<i>Vocabulary: Subject to</i>	108
<i>Grammar: Subject to... or provided ...or if</i>	108
<i>Interpreting practice</i>	109
10. English-Russian business terminology at hand	110
Appendices	123
<i>British spelling vs. American spelling</i>	123
<i>E-mail @ work</i>	124
<i>Netiquette</i>	125
<i>Commercial Invoice</i>	126
<i>Bibliography</i>	127
<i>Index to grammar and style exercise</i>	127

“Business English” is not a special language — it is simply English used in business situations. Using English in business involves both knowing how to use English and knowing how to do business. What does the term “business English” mean to you? What are your expectations from this course?

1. BUSINESS and BUSINESSES

► *Introduction*

There are many occasions on which you can be expected to talk about your business. Business is work relating to the production, buying and selling of goods or services.

A business or businesses mean commercial or industrial firms or companies and the people who constitute them.

Firms or **businesses** are a very important part of the economy. They are responsible for producing goods and services. Businesses come in every shape and size. Some of them may only produce one product or service. Others may produce many different products: in fact they may seem to be like a collection of “businesses” inside one company. The bigger a business becomes the farther geographically it expands.

Usually describing what type of company or business it is may involve referring to the way in which your company is organized and **run**. And it depends on the type of ownership. A private company, whose owners run the company, is called a limited company or **limited liability company (LLC) (компания/общество с ограниченной ответственностью)**. Limited Liability companies mean that your liability is limited to your share or shares. They can be private or public. The two main types are known as.

- Private limited company
- Public limited company.

Companies of both types must indicate their status in their name, usually by using the abbreviation Ltd or plc. So you may easily recognize the legal status of the company from the abbreviations following the name of the company:

“Ltd” defines a Private Limited Liability Company

“plc” defines Public Limited Liability Company and in the USA it is similar to “Corporation” or “Corp”.

It is possible for a small private company to have just one owner and for that owner to have just one share, but a very large one has thousands of shareholders.

The key difference between public and private company is that a public company may offer to sell its shares to the public on a **stock exchange**.

But if someone has recently started a small business such company will be called a **start-up**.

Check your understanding:

1. What two different meanings of the term “business” do you get to know?
2. How can different companies be organized and run?
3. How can you easily distinguish private and public companies?
4. What is the key difference between public and private companies?

► **Exercises and letter writing practice**

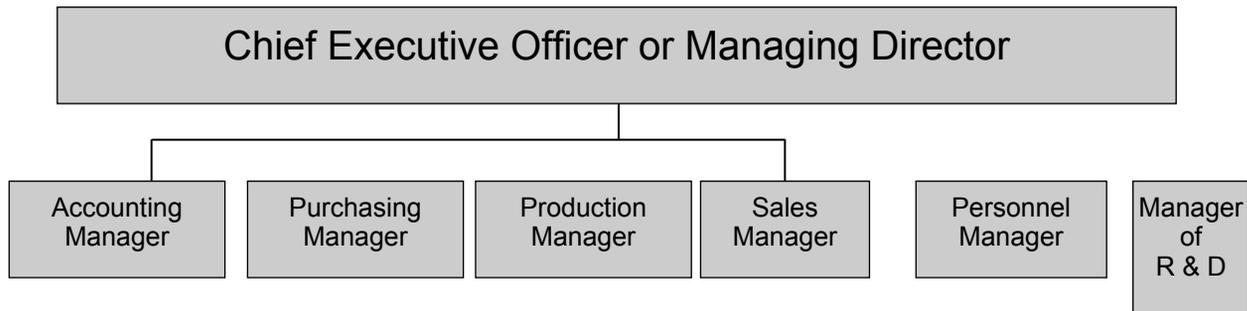
Ex. 1 a) The diagram below shows who controls a public limited company (plc). Use the terms in the box to complete it.

board of directors, senior managers (senior executives), shareholders

- a. _____ (owners of the company)
- b. _____ (responsible to the shareholders)
- c. _____ (appointed by the board to run the company)

b) In very large firms the owners or shareholders have very little to do with the day-to-day running of the firm. This is left to the management. Very large companies may be organized into several large departments or sometimes even divisions with the board of directors at the top and the various departmental heads **reporting to** them.

Below you will see a chart showing the way in which a company could be organized into different departments.



c) Please note that American job titles differ from the British ones. These are rough equivalents:

BOARD OF DIRECTORS

USA	GB
President Chief Executive Officer (CEO) Financial Controller Chief Financial Officer (CFO)	Chairman Managing Director Financial Director or Director of Finance
Director (e.g. Personnel Director)	Manager Personnel Manager)
Many British firms now use American titles.	

d) Work in pairs and try to find Russian equivalents to the following positions of the management team:

Personal assistant (PA) to the General Director

Assistant to the advertising manager

office manager

works manager

transport manager

training officer

safety manager

security officer

sales representative

Customer relation manager

Vice-President (VP)

maintenance engineer

factory manager

warehouse manager

Chief designer

legal department

after-sales manager

Public relations manager (PR)

Acting Director

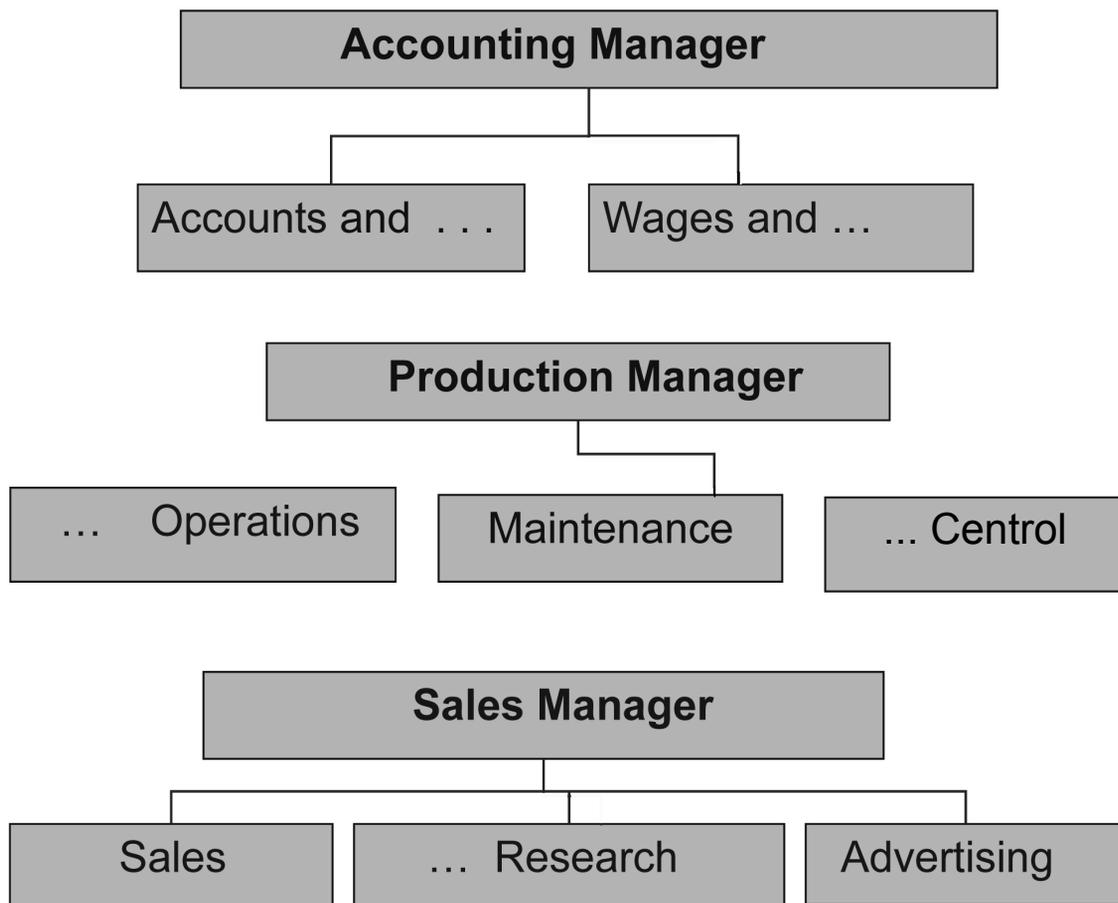
Head of Sales Department

e) Look at the list of words below and sort them out according to responsibilities of each department in the management team. Give reasons for your answers.

Invoicing¹, Stock Control², Salaries, Ordering³,

Marketing Research, Recruitment, Compensation and

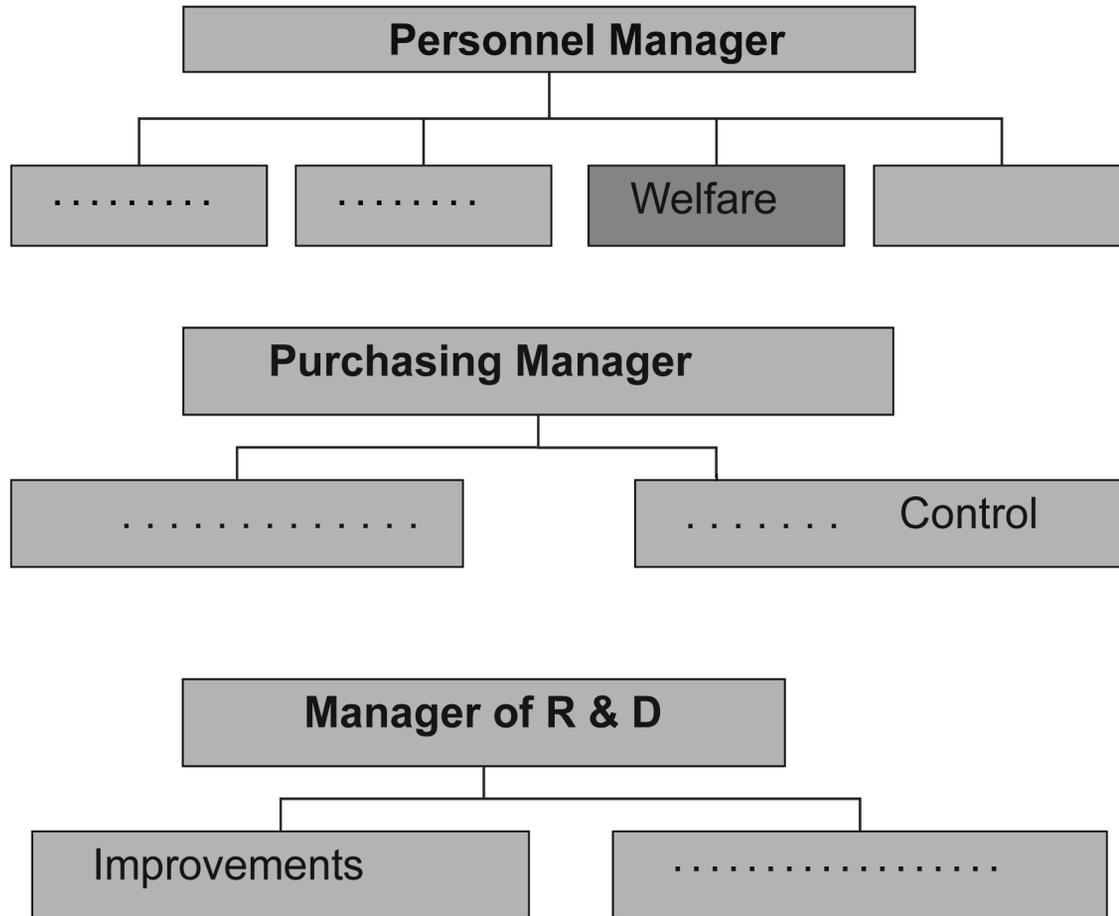
Benefits, Production, Training, Innovation, Quality Control



¹ Invoicing — выставление счетов.

² Stock control — управление товарно-материальными запасами.

³ Ordering — оформление заказов.



f) Check your understanding:

1. Is the company owned by shareholders or private individuals (part 'a' may help)?
2. What do abbreviations CEO and CFO stand for?
3. How many divisions is the company organized into (part 'b' may help)?
4. What is each department responsible for?
5. Whom would the following people report to: the Accounting Manager, the Sales Manager, the Human Resources Manager (HR) and the Training Manager?
6. What other departments of the company have perhaps not been mentioned?

Ex. 2 Complete the following sentences in English.

1. Limited Liability companies mean that your liability is limited to your (акция или акции).
2. A business is an organization which (производит) and (продает) goods or which provides a service.
3. The company can be organized into different departments and the most important are (производственный, финансовый, отдел закупок и отдел продаж).
4. (Закупки) of the materials, spare parts and components are required for (производственного) operations.
5. (Комплекующие) can come into factory from many different suppliers and finished products then have to go to the customers.
6. We are a large (производственная) company and the goods produced by us are of best (качество) in the market.
7. The finished (продукция) must leave the factory in perfect condition.
8. We keep a (запасы) of our products in our warehouses.

9. (Продажи нашей продукции) have been increasing lately.
10. We want you to know that we are very pleased with the (качеством) of service your company provides.
11. Of course (отдел кадров отвечает за) recruitment of qualified (сотрудников).
12. (Главный бухгалтер подчиняется) directly to the Financial Manager.
13. (Отдел научных исследований и опытно-конструкторских разработок) within a company is responsible for developing new products and improving the existing ones.
14. The new models should be in (производстве) in three months.
15. (Инженер по эксплуатации и ремонту) is responsible for checking every machine at least once a week.
16. Many companies consult their customers about their views on (качество), and use market (исследования) to find out what their customers think.

Ex. 3 Insert the proper prepositions/particles in the sentences below where necessary. Translate them into Russian.

1. Firms are a very important part ... the economy. They are responsible ... producing goods and providing services.
2. A company whose shares can be bought ... the public ... the stock exchange is called a public limited company.
3. Limited liability means that your liability is limited ... your share or shares.
4. For now the only bright spots in the labour market are small businesses and high-tech start-
5. The organizational structure ... some companies is very hierarchical with the board of directors ... the top and the various departmental heads reporting ... them.
6. The day-to-day running ... the firm is left ... the management.
7. Please note that American job titles differ ... the British ones.
8. Personal assistant ... the Chairman is a very experienced man.
9. Head ... Sales Department is responsible ... sales of products bought or produced and is reporting ... the Managing Director.
10. The training manager is responsible ... Human Resources department.
11. Please contact ... my personal assistant on this question.
12. Maintenance engineer is responsible ... checking every machine ... least once a week.

Ex. 4 Complete each sentence below with the correct word from the box and translate the sentences into Russian.

chief executive officer, a business, human resources, board of directors, purchasing, R & D, staff, manager, maintenance, a purchaser, sales, quality control, personnel

1. ... is the group of people elected by its shareholders to manage the company, to control it and to direct it.
2. The person who has overall responsibility for the management of the company is called The abbreviation CEO is often used.
3. A company or ... that makes money by selling goods or services.
4. In a company that produces goods or provides services, ... is the activity of checking that the goods are of an acceptable standard.
5. ... manager is responsible for ordering raw materials, parts and components, used by the company to carry out production.
6. ... manager is responsible for sales, marketing research and advertising.
7. The ... engineer is responsible for checking every machine at least once a week.
8. A good ... must be able to handle sensitive situations.
9. The ... department in a company deals with employees, keeps their records and helps with any problems they might have.

10. Training new ... is cost-effective, so you must recruit the right person.
11. The person the products are purchased by is called
12. In ... department a person with slightly unorthodox way of thinking may produce stimulating ideas.
13. Impex Corporation has a ... problem: their employees want a 20 % pay increase.

Ex. 5 Translate the following sentences into English.

1. В Руководство нашей компании входят Главный исполнительный директор, Главный финансовый директор, менеджер по персоналу, директор по сбыту (продажам), директор по закупкам.
2. Директор, управляющий нашей компанией, очень опытный человек.
3. Директор по сбыту отвечает за реализацию продукции, произведенной нашей компанией.
4. Директор по закупкам отвечает за заказ сырья, комплектующих и запасных частей (spare parts) для производства нашей продукции.
5. Запасы произведенной продукции хранятся на складе.
6. Наши запасы комплектующих очень небольшие, свяжитесь с менеджером по закупкам.
7. Высокое качество нашей продукции хорошо известно на рынке и ее продажи растут в последнее время.
8. Маркетинговые исследования помогают разрабатывать новую продукцию и улучшать существующую.
9. Новые модели будут в производстве через полгода.
10. Небольшая частная компания может иметь только одного владельца, а очень крупная — сотни акционеров.
11. Руководство компании назначается Советом директоров, который выбирается акционерами.
12. В этой встрече будут принимать участие только руководители высшего звена.
13. Крупнейшее мировое агентство по трудоустройству "Adecco" работает в 63 странах мира.
14. Мы работаем с этой компанией уже 5 лет.
15. Они на рынке с 20... года.

► Past Indefinite vs. Present Perfect

Grammar

Ex. 6 Fill in the blanks in these sentences with a suitable verb from the box below. The main verb form will probably be the past simple and present perfect.

post, use, open, receive, work, do(2), look, sell, visit, start, see, sign, be(2), send

1. Our company . . . computers in its offices now for a long time.
2. In 2006 our company . . . a factory in South America.
3. We . . . the letter to our parent company a week ago, but we . . . a reply yet.
4. His firm . . . him to their New York office and he . . . there ever since.
5. We . . . business with them for 5 years already.
6. "Is your secretary still looking for the file?" "Yes, she . . . for it for the past twenty minutes".
7. I . . . working here when I graduated from the university.
8. We . . . your stand at the Paris Trade Exhibition last month, and . . . very much impressed by it.
9. It . . . good to meet you again last week.
10. We . . . your advertisement for the Autocomm car phone in the February edition of "Business Week".
11. We . . . the contract with OBM.
12. Because we . . . a lot of advertising, we . . . a lot of products last year.

► Mastering skills

Ex. 7 Describe the organization of the company you work for or the institute you study at (senior executives, main departments and their responsibilities). If possible, draw an organization chart and describe the responsibilities of each department.

► Interpreting practice

Ex. 8 Act as an interpreter of the following conversation. Work in pairs.

Dialogue 1

Who really owns a private company?

Небольшая частная компания может иметь всего одного владельца. Любая частная компания, владельцы которой управляют этой компанией или семейным бизнесом, называется компанией с ограниченной ответственностью.

And if it is a public company?

То ею владеют акционеры.

Oh, I can guess. The shareholders provide the necessary capital and such companies are registered public companies. And what about the board of directors?

Совет директоров выбирается простыми акционерами компании на ежегодном общем собрании и отвечает за управление компанией.

So they are the people who decide the general policy of the company and choose the strategy.

Да, они также назначают управляющего директора и руководство компании. Управляющий директор, как правило, является членом совета директоров и подотчетен ему.

The Board of Directors arranges the Annual General Meeting of shareholders to decide how much of the profit should be distributed as dividends.

Dialogue 2

Could you say a few words about what the senior executives of a company are responsible for?

Руководство компании обычно назначается Советом директоров, который выбирается акционерами.

And who is the most important and has overall responsibility for the management of the company?

Это зависит от компании. В крупной публичной компании или корпорации — это Главный исполнительный директор, а в частной небольшой — Управляющий директор.

Then how many departments are very large companies organized into?

Их несколько. Производственный отдел, отвечающий за процессы производства. Финансовый департамент, отдел кадров, отдел закупок, отдел по сбыту.

I can guess that all accountants are reporting to Financial Director?

Да, Вы абсолютно правы. А отдел по подготовке кадров подчиняется отделу кадров.

If it is a producing company, the purchasing director is taking care of raw materials and components to secure the production operations.

Да, а в конце года проводится общее собрание акционеров, которое публикует отчет о работе компании за год.

Dialogue 3

I would like to talk to somebody who is responsible for stock control in your company.

О, тогда вам нужно связаться с производственным отделом.

The matter is that we can offer some components that I am sure your company will be interested in.

О, извините, я неправильно поняла вас. В этом случае вам нужен отдел закупок. Они обычно знают, какие комплектующие необходимы для обеспечения процесса производства.

I think they are also responsible for ordering such things. Thank you very much for your assistance.

► Reflection session

Reflection is a process of reviewing an experience of practice in order to describe, analyze, evaluate and so inform learning about practice.

B. Reid

Рефлексия — форма познания, теоретическая деятельность человека, направленная на осмысление своих собственных действий и их оснований, отсюда в методике “reflective practice approach”, как один из подходов в обучении иностранных языков и других предметов.

1. What have you learnt from this unit that you will be able to apply in your daily work?
2. What does it mean to become a public company?
3. What does it imply to be a private company?
4. Who are the shareholders?
5. What do you think of companies which give their employees a share of the profits or shares?
6. What is the most important objective of a company — making profit, providing a service or else?
7. What is the difference between Sales and Purchasing Departments?
8. Test yourself and give the English equivalents to the following:
 - Компания (з), ОАО или ЗАО (в логотипе компании), управлять компанией, руководство компании;
 - предоставлять услуги, производство, продукция, производитель, покупать, покупатель, покупка;
 - комплектующие, запасы товаров, качество товаров, сбыт (реализация) товаров;
 - исполнительный директор, директор по закупкам, главный финансовый директор, директор по продажам, личный помощник начальника отдела кадров, отчитываться, руководитель предприятия, главный конструктор, торговый представитель, руководитель отдела продаж, исполняющий обязанности директора.
9. Read the following abbreviations and give their meaning both in English and Russian:
CEO, CFO, Ltd, plc, PA, HR, R & D, VP, PR, LLC, Corp.

2. MEMO and E-MAIL @ WORK

► Introduction

Internal communication between departments and employees within a company or between branches of the same firm takes place in the form of memos. *Memorandum* (or memoranda — in plural form) is actually a Latin word for 'reminder'.

A memo can be a hard-copy (on paper) document or a document in its electronic form. It is used for communicating inside a company.

Memoranda (memos) generally serve several purposes:

1. they **provide new information** by sending announcements about:
 - policy changes (i.e. changes in set hours for coffee and tea breaks),
 - actions and decisions of the Board of Directors,
 - decisions of Human Resources Department,
 - reminders or information on new products being introduced.
2. **they persuade to take an action:**
 - to attend a meeting or English classes,
 - to rinse the coffeepot when empty,
 - to change a current work procedure;
 - to request information on tests results or a business trip,
 - to accompany all orders by proper identification number.
3. **they state the problem:**
 - a shipment has not arrived,
 - a scheduled meeting has been canceled,
 - a new employee is starting tomorrow.

The style depends on the practice within the company and on the relationship between the people involved as many firms use a different 'house style' that their staff are expected to follow. Because memos are usually used between people, who have a regular working relationship, the tone of memos tends to be more informal than the tone of other business letters.

In this day of e-mail communication, the typical structure of a memorandum closely parallels the format of most e-mail programs. This is no accident as e-mail began, in many organizations, as a means of saving paper for inter-office communications.

Main parts of a memo

(See memo 1 below)

1. Emphasize the word MEMORANDUM.
2. Always use a 'memo header':

To	(the recipient's name and designation)
From	(the sender's name and designation)
Date	(date of issue) written in figures can be confusing: for example, 07.01.07 means 7 January 2007 in the UK but 1 July 2007 in the USA. Therefore it is advisory to show the month in words .
Subject	(clearly state the topic of the message)
3. No salutation is necessary.
4. The body of the memo is a short text, so use bullet points (маркеры) or paragraphs reaching a relevant conclusion and close or you can, in fact, end with your last paragraph.
5. Leave space for signature (the sender's name and designation are at the top so it is not necessary to repeat these details here).