

№ 1954

АНГЛИЙСКИЙ ЯЗЫК

Менеджмент

Учебно-методическое пособие
по научно-техническому переводу,
аннотированию и реферированию

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ

№ 1954

НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
ТЕХНОЛОГИЧЕСКИЙ УНИВЕРСИТЕТ

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Учебно-методическое пособие представляет собой сборник аутентичных текстов на английском языке, отражающих различные проблемы, стоящие перед современной экономической наукой. Цель пособия – развитие навыков чтения профессионально-ориентированных текстов, совершенствование коммуникативных навыков устной и письменной речи на основе специальных тестов.

Предназначено для магистров специальности 050800 «Менеджмент».

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CONTENTS

Unit 1	
Text. Oral Presentations in English (Part I)	4
Unit 2	
Text. Oral Presentations in English (Part II).....	11
Unit 3	
Text. Bank Organization	20
Unit 4	
Text. Managing the Generation Mix in the Workplace	28
Unit 5	
Text. Automation: Its Impact On Business And People.....	35
Unit 6	
Text. Automation And Management	42
Unit 7	
Text. Company Performance And Board Ousts.....	49
Unit 8	
Text. The Stock Market.....	57
List of Reference Books.....	63

UNIT 1

Text. Oral Presentations in English (Part I)

Introduction

All presentations have a common objective. People give presentations because they want to communicate in order to:

- **inform;**
- **train;**
- **persuade;**
- **sell.**

A successful presentation is one of the most effective ways of communicating your message. And because English is so widely used in international business, a working knowledge of the vocabulary and techniques used in an English language presentation is a valuable asset.

Preparation

With good preparation and planning you will be totally **confident** and less nervous. And your audience will **feel** your confidence. Your audience, too, will be confident. They will be confident in **you**. And this will give you **control**. Control of your audience and of your presentation. With control, you will be ‘in charge’ and your audience will **listen positively to your message**.

Objective

Before you start to prepare a presentation, you should ask yourself: “**Why** am I making this presentation?” Do you need to inform, to persuade, to train or to sell? Your objective should be clear in your mind. If it is not clear to you, it cannot possibly be clear to your audience.

Audience

“**Who** am I making this presentation to?” Sometimes this will be obvious, but not always. You should try to inform yourself. How many people? Who are they? Business people? Professional people? Political people? Experts or non-experts? Will it be a small, intimate group of 4 colleagues or a large gathering of 400 competitors? How much do they know already and what will they expect from you?

Venue

“**Where** am I making this presentation?” In a small hotel meeting-room or a large conference hall? What facilities and equipment are available? What are the seating arrangements?

Time and length

“**When** am I making this presentation and how long will it be?” Will it be 5 minutes or 1 hour? Just before lunch, when your audience will be hungry, or just after lunch, when your audience will be sleepy?

Method

“**How** should I make this presentation?” What approach should you use? Formal or informal? Lots of visual aids or only a few? Will you include some anecdotes and humour for variety?

Content

“**What** should I say?” Now you must decide exactly what you want to say. First, you should brainstorm your ideas. You will no doubt discover many ideas that you want to include in your presentation. But you must be selective. You should include only information that is relevant to your audience and your objective. You should exclude all other ideas. You also need to create a title for your presentation (if you have not already been given a title). The title will help you to focus on the subject. And you will prepare your visual aids, if you have decided to use them. But remember, in general, less is better than more (a little is better than a lot). You can always give additional information during the questions session after the presentation.

Structure

A well organised presentation with a clear structure is easier for the audience to follow. It is therefore more effective. You should organise the points you wish to make in a logical order. Most presentations are organised in three parts, followed by questions (Tab. 1).

Table 1

Part	Contents
Beginning	Short introduction <ul style="list-style-type: none">• welcome your audience• introduce your subject• explain the structure of your presentation• explain rules for questions
Middle	Body of presentation <ul style="list-style-type: none">• present the subject itself
End	Short conclusion <ul style="list-style-type: none">• summarise your presentation• thank your audience• invite questions
Questions and Answers	