

**Kazan State University
of Architecture and Building Construction**

Department of Foreign Languages

English for Economists



Kazan

2014

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ**

**КАЗАНСКИЙ ГОСУДАРСТВЕННЫЙ АРХИТЕКТУРНО СТРОИТЕЛЬНЫЙ
УНИВЕРСИТЕТ**

Кафедра иностранных языков

English for Economists

Методические указания
для студентов первого курса дневного отделения
направления 270800.62 «Строительство»

Казань

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Методические указания на английском языке «English for Economists» составлены в соответствии с требованиями программы, определенной Государственным образовательным стандартом.

Методические указания предназначены для студентов – бакалавров 1-го курса направления 270800.62 «Строительство», обучающихся на дневной форме обучения неязыковых вузов.

Основной целью данных методических указаний является выработать у студентов умение использовать языковой материал по теме в диалогической и монологической речи.

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Kazan State University of Architecture and Building Construction

Part I

Vocabulary

- | | |
|---|--|
| 1. Kazan State University of Architecture and Building Construction | 1. Казанский государственный архитектурно-строительный университет |
| 2. University campus | 2. университетский городок |
| 3. underground crossing | 3. подземный переход |
| 4. covered bridge | 4. крытый переход |
| 5. purpose-built workshop | 5. специализированная мастерская |
| 6. purpose-built building | 6. здание предназначенное для |
| 7. well-equipped laboratory | 7. хорошо оборудованная лаборатория |
| 8. to establish | 8. основывать, устанавливать |
| 9. site | 9. площадка, строительная площадка |
| 10. to link (connect) | 10. соединять |
| 11. to get a start in life | 11. получить путевку в жизнь |

12.	to imagine	12.	представить, вообразить
13.	to create	13.	творить, создавать
15.	economic prosperity	15.	экономическое процветание
16.	forge of highly qualified specialists	16.	кузница высококвалифицированных специалистов
17.	academic building	17.	учебное здание
18.	refectory and cafe building	18.	здание столовой и кафе
19.	students' health center	19.	студенческий профилакторий
20.	students' residence	20.	студенческое общежитие
21.	to have at one's disposal	21.	иметь в чьём - то распоряжении

1. Read and translate the text.

Text

Kazan State University of Architecture and Building Construction is one of the best and prestigious higher schools in Russia.

Our University was established in 1930. It's even difficult to imagine how many young people have got a start in life and how much they have done and created for the economic prosperity of our Republic of Tatarstan.

Our higher school is widely known as a large scientific center and a forge of highly qualified specialists for construction industry. There are members of the Academy of Sciences, doctors and candidates of sciences, professors, and assistant professors in our University.

The University is a real University campus on the site of more than 35 sq.km. There are 5 large academic buildings next to each other and linked by underground crossing and a covered bridge, the sports complex, including a gym-hall building with a sport ground and a tennis court. There are also some purpose-built workshops and well-equipped laboratories, a refectory and café building on the site of the University campus.

The complex of 3 students' residences for more than 1000 students, situated not far from the academic buildings, contains the students' health centre provided with up-to-date medical equipment.

So our University has at its disposal educational and laboratory base, a library with 4 reading halls, 3 residences, 3 gym-halls, a sports ground, a tennis court, a sports camp on the Mersha river, a refectory, a café and student's health centre.

Our University is located in Zelenaya St. close to the city centre, within easy reach to the city libraries, art galleries, the Big Concert Hall, theatres, cinemas and the Sports Centre. In addition to the refectory and cafe building there are pubs, bars to eat and to have a good rest close to the University in Vishnevskiy St.

2. Answer the following questions.

1. What are you? What higher school do you study at?
2. When was our University established?
3. What higher school is our University nowadays?

4. Why can we call our University a real University campus?
5. Where is the University located?
6. What led you to the decision to enter the University of Architecture and Building Construction?

Part II
Institutes. Departments. Courses.

Vocabulary

- | | |
|---|---|
| 1. to register | 1. регистрировать, вносить в список, здесь: насчитывать |
| 2. full-time students | 2. студенты дневного отделения |
| 3. extra-mural (correspondence-course) students | 3. студенты заочного отделения |
| 4. post-graduate courses | 4. аспирантура |
| 5. post-graduate (student) | 5. аспирант |
| 6. authoritative profession | 6. авторитетная профессия |
| 7. Institute of Architecture and Design | 7. Институт архитектуры и дизайна |
| 8. Institute of Transport Structures | 8. Институт транспортных сооружений |
| 9. Institute of Economics and Business Management in Construction | 9. Институт экономики и управления в строительстве |
| 10. Institute of Qualification | 10. Институт повышения |

Improvement	квалификации
11. department of general architecture and art education	11. факультет общей архитектурно-художественной подготовки (ИТС)
12. department of architecture	12. архитектурный факультет
13. department of design	13. факультет дизайна
14. department of general engineering training	14. факультет общей инженерной подготовки (ИТС)
15. department of building construction	15. строительный факультет
16. department of building materials production technology	16. строительско-технологический факультет
17. department of engineering systems and ecology	17. факультет инженерных систем и экологии
18. department of highway construction	18. автодорожный строительный факультет
19. department of road safety organization	19. факультет организации дорожной безопасности

20. correspondence engineering department	20. заочный инженерный факультет
21. correspondence department of economics and business management in construction	21. заочный факультет экономики и управления производством в строительстве, (Sunday and distance education - воскресное и дистанционное образование)
22. correspondence department of highway construction	22. автодорожный заочный факультет
23. the center of humanitarian education	23. центр гуманитарного образования
24. Children's School of Architecture	24. детская архитектурная школа
25. innovating degree course	25. новый курс с присвоением степени
26. Bachelor of Sciences	26. бакалавр наук
27. Master of Sciences	27. магистр наук
28. tutorial	28. практическое занятие, консультация
29. field trip	29. полевая практика

30. to allocate to practice	30. выделять на практику
31. business management	31. руководство производством
32. examination and valuation of real estate	32. экспертиза и оценка недвижимости
33. to acquire knowledge	33. овладевать знанием
34. civil and industrial construction	34. гражданское и промышленное строительство.
35. engineering systems	35. строительные системы (методы)
36. ecology environment conservation	36. защита экологии
37. process of building materials and structures production	37. технология производства строительных материалов и конструкций
38. highway and aerodrome construction	38. строительство автодорог и аэродромов
39. Certificate of engineer	39. диплом инженера
40. to offer a broad range of subjects	40. предложить широкое разнообразие предметов
41. strength of materials	41. сопротивление материалов

42. theoretical mechanics	42. теоретическая механика
43. surveying technology	43. геодезия
44. geology	44. геология
45. computing	45. вычислительная техника
46. drawing	46. черчение, рисунок
47. descriptive geometry	47. начертательная геометрия
48. basics of architectural design	48. основы архитектурного проектирования
49. painting	49. живопись
50. sculpture	50. скульптура
51. to create image, colour and pattern	51. создавать образ, цвет и форму
52. record-test	52. зачет
53. record-book	53. зачетная книжка
54. to take an examination (a record test)	54. сдавать экзамен (зачет)
55. to pass an examination (a record test)	55. сдать экзамен (зачет)

- | | |
|--|---|
| 56. to fail in an examination
(a record test) | 56. провалить экзамен |
| 57. final assessment of a student's
performance | 57. окончательная оценка
работы студента |
| 58. diploma certificate | 58. диплом |
| 59. defence of the diploma design
(work) | 59. защита дипломного проекта
(работы). |

1. Read and translate the text.

Text

Kazan State University of Architecture and Building Construction registers more than 7000 students including full-time students, extra mural (correspondence-course) students, over 100 post-graduates and some foreign students. Today's students of our higher school are the future specialists of the most peaceful and authoritative profession on earth.

Our University contains the Institute of Architecture and Design, which includes the department of general architecture art training, the department of architecture and the department of design; the Institute of Transport Structures which includes the department of general engineering training, the department of road safety organization; the department of highway construction; and the correspondence department of highway construction; the Institute of Economics and Business Management in Construction which includes the department of economics and business management in construction and the department uniting correspondence, Sunday, distance and the second higher education.

There are also such departments at our University as the oldest department of building construction, the department of building materials and structures production technology, the department of engineering systems and ecology and the correspondence engineering department.

There is also the innovating degree course training Bachelors and Masters of Sciences, the center of humanitarian education and the children's school of architecture.

The students acquire knowledge in the following main specialties: architecture, civil and industrial construction, highway and aerodrome construction, bridge and tunnel construction, environment conservation, process of building materials and structures production, economics and business management in construction, housing and communal services, municipal economy, examination and valuation of real estate.

The levels of professional qualifications are Bachelor of Sciences (4 years), Certificate of engineer (5 years), Master of Sciences (6 years), post-graduate courses (3 years).

Our University offers a broad range of subjects: higher mathematics, physics, chemistry, building materials, strength of materials, theoretical mechanics, surveying technology, computing, a foreign language, drawing, descriptive geometry, history, philosophy taken in common by all the students. The students of the department of architecture are also taught the basics of architectural design, painting and sculpture.

The academic process includes lectures, tutorials, seminars, laboratory work and practical training for students.

Examinations and records tests are taken by students twice a year at the end of each term. Final assessment of a student's performance is based upon the diploma work. Diploma certificate is awarded upon completion of the training course and defense of the diploma design. The University trains highly qualified specialists: architects, economists and civil engineers.

Our graduates have an excellent chance to get a Diploma Certificate of additional profession as translators in professional communication.

2. Answer the following questions.

1. How many Institutes does our University consist of?
2. How many departments are there at our University?
3. What department do you study at?
4. What subjects are the most difficult for you?
5. How often do students take record tests and exams?
6. What levels of professional qualification does our University award to its graduates?
7. What are you going to obtain?

Part III

Aims. Teaching methods. Entry requirements.

Vocabulary

- | | |
|-----------------------------------|---|
| 1. broadly based education | 1. образование широкого профиля |
| 2. to reason logically | 2. рассуждать логически |
| 3. to undertake research | 3. проводить научное исследование, заниматься научным исследованием |
| 4. to communicate to | 4. сообщать, передавать |
| 5. to equip the graduate | 5. дать выпускнику необходимое знание |
| 6. to undertake planning work | 6. заниматься планировочной работой |
| 7. to be creatively responsive | 7. творчески реагировать |
| 8. job and wealth creation | 8. создание рабочих мест и благосостояния |
| 9. to maintain a healthy interest | 9. поддерживать здоровый интерес |

10. current design trends and developments	10. современные тенденции и разработки проектировании
11. commitment	11. стремление
12. to tend	12. стремиться
13. to cope with the changing and emerging conditions	13. справляться с изменяющимися и возникающими условиями
14. modern approach to construction	14. современный подход к строительству
15. in compliance with the requirements	15. согласно требованиям
16. syllabus	16. учебная программа
17. construction management	17. управление строительством
18. market research	18. изучение рынка
19. contract administration	19. договорное управление
20. financial management	20. управление финансами
21. communication skills	21. искусство общения
22. course is designed	22. курс запланирован

23. to train highly qualified specialists	23. ГОТОВИТЬ ВЫСОКОКВАЛИФИЦИРОВАННЫХ СПЕЦИАЛИСТОВ
24. liberal education	24. широкое общее образование, гуманитарное образование
25. teaching staff	25. преподавательский штат (состав)
26. the need is established	26. создается потребность
27. general certificate of secondary education	27. аттестат среднего образования
28. to take competitive examinations	28. сдавать конкурсные экзамены
29. applicant	29. абитуриент
30. to call for an interview	30. вызвать на собеседование
31. selection procedure	31. процедура отбора
32. to assess the University facilities	32. оценить университет и его помещения.

1. Read and translate the text.

Text

Aims. The aims of the course are: to provide a broadly based education in planning and construction which gives students the ability to think clearly, to reason logically, to undertake systematic research and to communicate facts and ideas to other people.

To equip the graduate not only to undertake planning work but also to be creatively responsive to a rapidly changing world in which economic development and job and wealth creation are important.

Students are expected to research fully and analytically in order to develop the best possible solution of design problems: Students are expected to maintain a healthy interest in current design trends and developments through reading and study and to increase their confidence and commitment to achieve high standards of professional skill.

Teaching methods. At present it's quite evident that our University is moving away from its traditional methods. It is tending to organize more realistic courses to cope with the changing and emerging conditions in the practice of architecture and construction industry that requires graduates with a modern approach to construction. And the University tries to give its students the contemporary education in compliance with the requirements of modern market economy.

Communication skills are essential for modern managers. Students are placed in realistic situations requiring problems to be solved and decisions to be made. Providing a liberal and practical education our teaching staff tries to develop the creative and critical potential of each student.

Entry requirements. Before entering university applicants think a lot, attend Welcome Day which is generally held in winter and spring, surf the Internet and then make their decision.

For entry any higher school you should have General Certificate of secondary Education and Unified State Certificate. USE is taken by all

the pupils in Russia. There are two compulsory exams (Mathematics, Russian Language and Literature) and any number of optional exams.

For entry our University the applicants should have Certificate of Secondary Education and USE Certificate (Mathematics, Physics, Russian Language and Literature).

On Welcome day applicants are given the opportunity to visit the relevant Department and to assess the University and its facilities.

2. Answer the following questions.

1. What are the main aims of the courses?
2. What do you know about teaching methods on our University?
3. What education should you have to enter our University?
4. Is it prestigious to study at our University?
5. How did the entry requirements change?

The United Kingdom of Great Britain and Northern Ireland.

Part I

Great Britain

Vocabulary

- | | |
|---|--|
| 1. an island ['aɪlənd] | 1. остров |
| 2. to wash | 2. омывать |
| 3. English Chanel | 3. Ла-Манш (Английский канал) |
| 4. the Strait of Dover ['streɪtəv'dəʊvə] | 4. Дуврский пролив (Па-де-Кале) |
| 5. the Gulf Stream ['gʌlf,stri:m] | 5. Гольфстрим |
| 6. the North Channel | 6. Северный пролив |
| 7. Ireland ['aɪələnd] | 7. Ирландия |
| 8. mountainous ['maʊntɪnəs] | 8. гористый |
| 9. lowland ['ləʊlənd] | 9. низкая местность, низина, долина |
| 10. moderate ['mɒd(ə)rət] | 10. умеренный |
| 11. insular ['ɪnsjələ] | 11. островной |
| 12. humid ['hju:mɪd] | 12. сырой, влажный |
| 13. mild [maɪld] | 13. умеренный, мягкий |
| 14. discrepancy [dɪs'krep(ə)n(t)sɪ] | 14. несоответствие, расхождение |
| 15. Scotland ['skɒtlənd] | 15. Шотландия |
| 16. Wales [weɪlz] | 16. Уэльс |
| 17. county ['kaʊntɪ] | 17. графство |
| 18. peninsula [pə'nɪn(t)sjələ] | 18. полуостров |
| 19. Londonderry ['lɒndənderɪ] | 19. Лондондерри (город и графство) |
| 20. the Welsh [welʃ] | 20. жители Уэльса |
| 21. parliamentary (constitutional) monarchy | 21. конституционная монархия |
| 22. the queen (king) | 22. королева (король) |
| 23. absolute [æbs(ə)'l(j)u:t] | 23. неограниченный, полный, абсолютный |

24. to act on the advice of	24. поступать по совету
25. legislation [ˌledʒɪˈsleɪʃ(ə)n]	25. законодательство
26. Magna Charta [ˌmæɡnə kɑːtə]	26. Великая хартия вольностей
27. Habeas Corpus Act [ˌheɪbɪəsˈkɔːpəs]	27. основной английский закон
28. Bill of Rights	28. билль о правах
29. Judicature Act [ˈdʒuːdɪkətʃə ækt]	29. Закон о судопроизводстве
30. the House of Lords	30. палата лордов
31. the House of Commons [ˈkɒmənz]	31. палата общин
32. peer [piə]	32. пэр, лорд
33. Tory	33. партия Тори

1. Read and translate the text.

Great Britain

Great Britain (the official name – the United Kingdom of Great Britain and Northern Ireland) is situated on two islands, the larger of which is Great Britain, the smaller is Ireland. In addition to these two islands Great Britain includes over five hundred small islands. The total area of Great Britain is 244,000 sq. kms, its population is about 60 mln people. In the north-west and west the country is washed by the Atlantic Ocean and the Irish Sea, in the east – by the Irish Sea. The island of Great Britain is separated from France by the English Channel. Northern Ireland, which is a part of Great Britain and which is situated on the island of Ireland, is separated from Great Britain by the North Channel.

The island of Great Britain is divided into two parts: mountainous (in the north and west of the island) and lowland (in the south and east). There are no very long rivers in Great Britain. The most important rivers are the Thames (the deepest) and the Severn (the longest). The rivers seldom freeze in winter. Due to the moderating influence of the sea Great Britain has an insular climate, rather humid and mild, without striking discrepancy between seasons.

Great Britain consists of four main parts: England, Scotland, Wales and Northern Ireland. Administratively Great Britain is divided into 55 counties. The biggest cities of Great Britain are London, Birmingham, Glasgow, Liverpool, Manchester, Edinburgh and Cardiff.

England is the largest part of Great Britain (it occupies over 50% of the territory and its population amounts to 83% of the total population of Great Britain). Wales is a peninsula in the south-west of the island of Great Britain. It occupies about 9% of its territory with the population of 4,8% of the total population. Scotland is the most northern part of Great Britain with a territory of 32% of the total territory and with a population of 9% of the total population of Great Britain. Northern Ireland occupies the north-east part of the island of Ireland. Its territory amounts to 5,2% of the total territory of Great Britain. The main cities of Northern Ireland are Belfast and Londonderry.

The Welsh have their own language. However, many Welsh people do not know Welsh, and English is spoken by everyone in Wales. Scotland and Ireland also have their own languages, but these are rarely spoken and English is known by everyone there.

Great Britain is a parliamentary monarchy. Officially the head of the state is the Queen (or the King). However, the power of the Queen in Great Britain is not absolute. She acts only on the advice of ministers and the Parliament. There is no written constitution in Great Britain. The main principles of British legislation are expressed in other documents, like "Magna Charta", "Habeas Corpus Act", "Bill of Rights", the Parliamentary Act which decided the position of the House of Lords,

and the Judicature Act. British legislation does not provide written guarantees of individual political rights.

The Parliament in Great Britain has existed since 1265 and is the eldest Parliament in the world. It consists of two Houses – the House of Lords and the House of Commons. The House of Lords consists of 1000 peers who are not elected by the people. The House of Commons is a nation-wide representative body which is elected by the people at a general election, within 5 years of the last election. After the general election the Queen appoints the head of the government – the Prime Minister. As a rule the Prime Minister is the leader of the party that has won the election. The Prime Minister appoints ministers to make up the government.

There are two main political parties in Great Britain: the Conservative party and the Labour party. The Conservative party came into being in the 19th century as a result of the evolution of the Tory party. The Labour party was founded in 1900. Since 1906 it has borne the name of the Labour party. The Labour party won the election for the first time in 1945.

Great Britain is a highly-developed industrial country. The main fields of British industry are machine-building, ship-building, metallurgy and electronics.

2. Answer the following questions.

1. What is the official name of Great Britain?
2. What is the total area of Great Britain?
3. What is its population?
4. What are the most important rivers in Great Britain?
5. What are the main parts of Great Britain?
6. What is Great Britain from the political point of view?
7. Who is the official head of the state?
8. What does the Parliament consist of?
9. Who appoints the Prime minister?
10. Who appoints ministers to form a government?

11. What are the main political parties in Great Britain?

Part II London

Vocabulary

- | | |
|---|--|
| 1. fortification [fɔ:tɪfɪ'keɪʃ(ə)n] | 1. укрепленный пункт, |
| 2. to spread [sprɛd] | 2. распространять |
| 3. outwards ['aʊtwɔ:dz] | 3. наружу, за пределы |
| 4. as a matter of fact | 4. а) фактически, на самом деле; б) в сущности |
| 5. distinct [dɪ'stɪŋkt] | 5. отчетливый |
| 6. entertainment [ɛntə'teɪnmənt] | 6. развлечение |
| 7. trade | 7. торговля, ремесло, профессия |
| 8. stock exchange [ɪks'tʃeɪndʒ], [eks-] | 8. фондовая биржа |
| 9. shares [ʃeə] | 9. акции |
| 10. insurance [ɪn'ʃʊə(ə)n(t)s] | 10. страхование |
| 11. Lloyd's [lɔɪdz] | 11. Ллойд (рынок страхования) |
| 12. Central Criminal Court [kɔ:t] | 12. Центральный уголовный суд |
| 13. the Old Bailey ['beɪlɪ] | 13. Олд Бейли |
| 14. Fleet Street [fli:t stri:t] | 14. Флит Стрит |
| 15. wharf [(h)wɔ:f] | 15. верфь |
| 16. warehouse ['weəhaus] | 16. склад |
| 17. Petticoat ['petɪkəʊt] Lane market | 17. рынок на улице Петтикоут Лейн |
| 18. sight | 18. достопримечательность, точка зрения |
| 19. Trafalgar Square [trə'fælgə] | 19. Трафальгарская площадь |
| 20. Regent Street ['ri:dʒ(ə)nt] | 20. Риджент стрит |
| 21. Soho [səʊhəʊ] | 21. Сохо |
| 22. Piccadilly Circus ['sɜ:kəs] | 22. площадь Пикадилли |
| 23. Leicester Square ['lestə] | 23. площадь Лестер сквер |
| 24. Shaftesbury Avenue ['ævən(j)u:] | 24. Шафтсбери авеню |

25. glamour ['glæmə]	25. чары, волшебство, обаяние, очарование
26. to commemorate [kə'meməreɪt]	26. праздновать (годовщину), отмечать (событие), чтить память, служить напоминанием
27. whodunits [,hu:'dʌnɪt]	27. детективные пьесы
28. UK - United Kingdom (of Great Britain and Northern Ireland)	28. Соединенное Королевство (Великобритании и Северной Ирландии)
29. BBC radio news - British Broadcasting Corporation ['brɔ:dkɔ:stɪŋ]	29. Британская вещательная корпорация «Би-Би-Си» - радионовости ВВС
30. chime [tʃaɪm]	30. куранты, перезвон, выбивание
31. Westminster [ˌwes(t)'mɪn(t)stə] Abbey ['æbɪ]	31. Вестминстерское аббатство
32. royalty ['rɔɪəltɪ]	32. королевская власть, королевское достоинство, величие, царственность
33. monarch ['mɒnək]	33. монарх
34. to bury ['berɪ]	34. похоронить, погребать

2. Read and translate the text.

London

London is the capital of Great Britain and is a very big city. It began life two thousand years ago as a Roman fortification. Around the town the Romans built a wall for defence.

Today not many people live in the city centre but London has spread further outwards into the country including surrounding villages.

Greater London now covers about 1600 square kilometers. The population of London is about 12 million.

It is difficult to speak about the centre of London as of one definite

place. As a matter of fact it has a number of centres each with a distinct character: the financial and business centre is called the City, the shopping and entertainment centre is the West End, the government centre is Westminster, and the industrial part is the East End.

The City of London is the oldest part of the capital, it is just a small area, but it is the centre of trade and commerce. It is one of the biggest banking centres of the world. Here you will find the Bank of England and the banks of many nations. Nearby is the Stock Exchange, which is like a busy market where shares in commercial companies are bought and sold. A little further is Lloyds, the most famous insurance company in the world.

The Central Criminal Court of the country is also to be found in the City. It is called the Old Bailey after the street in which it is situated.

Fleet Street is famous as the home of the nation's newspapers but, in fact, only two of them -The Daily Express and the Daily Telegraph- are still in Fleet Street. However, people still say Fleet Street when they mean the press.

The East End is the industrial part of London. It grew with the spread of industry to the east of the City and the growth of the port of London. It covers a wide area, and there are many wharves and warehouses along the river banks. The East End markets are famous throughout the world. Petticoat Lane market takes place every Sunday morning and has become one of the sights of London.

The West End is the name given to the area of central London. It includes Trafalgar Square, the main shopping area of Oxford Street, Regent Street, Bond Street and the entertainment centres of Soho, Piccadilly Circus, Leicester Square and Shaftsbury Avenue. The name West End is associated with glamour and bright lights. Most of London's big department stores are situated in Oxford Street and Regent Street.

Trafalgar Square was built at the beginning of the 19th century to commemorate the Battle of Trafalgar. Admiral Lord Nelson's statue stands on top of a column in the middle of Trafalgar Square. The large

square is a traditional place for people to meet: all sorts of protest meetings are held in Trafalgar Square. Piccadilly Circus is the centre of night life in the West End. To the north of Piccadilly Circus is Soho, which has been the foreign quarter of London since the 17th century.

London is famous for its theatres. In the West End there are over thirty theatres. They offer a great variety of shows to choose from: opera, musicals, drama, comedies, whodunnits, and so on.

Westminster. Every day, when people in the UK and overseas switch on their radio to listen to BBC radio news, they can hear one of the most famous sounds in London: the chimes of Big Ben on the Elizabeth Tower.

The Houses of Parliament occupy a magnificent building on the left bank of the Thames in a part of London called Westminster that has long been connected with royalty and government.

Westminster Abbey. Opposite the Houses of Parliament stands Westminster Abbey. A church has stood here since Saxon times. Since William the Conqueror's times British monarchs have been crowned there, and since the 13th century they have been buried there.

Many other famous people are also buried in Westminster Abbey.

The street called Whitehall stretches from Parliament Square to Trafalgar Square. Whitehall is often associated with the government of Britain.

Downing Street, which is a small side street of Whitehall, is the home of the Prime Minister who lives at number ten.

2. Answer the following questions.

1. When was the city of London founded? Why did the Romans build a wall around the city?
2. How large is the territory of Greater London now?

3. Why is it difficult to speak about the centre of London as of one definite place?
4. What is the Old Bailey?
5. What is the Fleet Street famous for?
6. Where are the most of London's big department stores situated?
7. What does Trafalgar Square commemorate?
8. What monument stands in the centre of Trafalgar Square?
9. In what part of London is the building of the Houses of Parliament situated?
10. What is Big Ben?
11. What is Westminster Abbey famous for?
12. Who lives in Downing Street number 10?

Marketing Part I

Vocabulary

1. wholesaler	1. оптовый торговец
2. retailer	2. торговец в розницу
3. demand	3. спрос
4. demand and supply	4. спрос и предложение
5. need-satisfying products	5. товары широкого потребления
6. target market	6. целевой рынок
7. to advertise	7. рекламировать
8. offering	8. предложение чего-либо для продажи
9. customer	9. потребитель; покупатель; клиент
10. skill	10. мастерство; квалификация; ремесло; способности; талант
12. affordable	12. доступный

13. ancestor	13. предок
14. stiff and sophisticated competition	14. жесткая конкуренция в соответствии с современными требованиями
15. reward	15. вознаграждение; премия
16. to deliver	16. поставлять; снабжать
17. value	17. ценность; стоимость
18. market value	18. рыночная стоимость
19. consumer	19. потребитель
20. amateur	20. любитель, непрофессионал
21. selling and promotion	21. продажа и рекламно-пропагандистская деятельность
22. to affect	22. воздействовать на что-либо
23. need	23. потребности; нужды; запросы
24. exchange	24. обмен
25. transaction	25. сделка; дело;

экономическая операция

- | | |
|------------------------------------|--|
| 26. to manage demand | 26. регулировать спрос на что-либо |
| 27. to define and segment a market | 27. характеризовать и сегментировать рынок (устанавливать границы) |
| 28. middleman | 28. посредник |
| 29. to promote | 29. способствовать, продвигать, ускорять |
| 30. marketer | 30. рыночный производитель |
| 31. to sense | 31. понимать; зд. предвидеть, предусматривать |
| 32. to read customer wants | 32. распознавать желания потребителя |
| 33. set of marketing tools | 33. набор приемов рыночной торговли |
| 34. core | 34. основной, центральный, ведущий |
| 35. managerial process | 35. социальный и административный процесс управления рынком |

1. Read and translate the text.

Text

Marketing is all around us, and we all need to know something about it. Most students are surprised to find that marketing is so widely used. Marketing is used not only by manufacturing companies, wholesalers, and retailers, but by all kinds of individuals and organizations. Lawyers, accountants, and doctors use marketing to manage demand for their services. So do hospitals, museums, and performing art groups.

People throughout these organizations need to know how to define and segment a market and develop need-satisfying products and services for chosen target markets. They must know how to price their offerings to make them attractive and affordable, and how to choose middlemen to make their products available to customers. And they need to know how to advertise and promote products so that customers will know about them and want them. Clearly, marketers need a broad range of skills in order to sense, serve, and satisfy consumer needs.

Marketing touches all of us every day of our lives. We wake up to a Panasonic radio alarm clock. We enter the bathroom, where we brush our teeth with Colgate, shave with Gillette. We enter the kitchen and drink a cup of Maxwell House coffee. The marketing system has made all this possible, with little effort on our part. It has given us a standard of living that our ancestors could not have imagined. Marketing has become a key factor producing business success. Today's companies face increasingly stiff and sophisticated competition, and the rewards will go to those who can best read customer wants and deliver corresponding goods and services to their consumers. Marketing skills will separate the amateurs from the professionals in the marketplace.

What does the term marketing mean? Most people mistakenly think of marketing only as selling and promotion. Therefore many students are surprised to learn that selling is only the tip of the marketing iceberg. This does not mean that selling and promotion are unimportant, but rather they are part of a larger "marketing mix," a set of marketing

tools that work together to affect the marketplace. Here is our definition of marketing:

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

To explain this definition, we will look at the following core concepts: ***needs, wants, demands, products, exchange, transactions, and markets.***

2. Answer the following questions.

1. Is marketing widely used only by manufacturing companies?
2. Why can we say that marketing is all around us?
3. What must marketers know in order to make their products available to customers?
4. What has marketing system given us?
5. Why has marketing become a key factor producing business success?
6. What is a mistaken opinion of most people about marketing?
7. What are selling and promotion?
8. What are the core concepts of marketing?
9. Try to adduce the definition of marketing.

Part II

Vocabulary

- | | |
|-----------------------------------|--|
| 1. need for self-expression | 1. потребность в самовыражении |
| 2. need for belonging | 2. потребность в принадлежности обществу |
| 3. to satisfy | 3. удовлетворять; соответствовать чему-либо |
| 4. to evolve | 4. развиваться |
| 5. to provide | 5. обеспечивать; предоставлять |
| 6. benefit | 6. прибыль; выгода |
| 7. acquisition | 7. приобретение |
| 8. consumption | 8. потребление |
| 9. in return | 9. в обмен на что-либо |
| 10. to back | 10. подкреплять |
| 11. to deal with | 11. иметь дело с чем-либо, кем-либо; заниматься кем-либо |
| 12. to accept or reject the offer | 12. принять или отклонить предложение |
| 13. monetary | 13. денежный |
| 14. monetary management | 14. контроль и регулирование денежного обращения |
| 15. merchant | 15. торговый предприниматель |
| 16. to obtain | 16. получать |
| 17. to occur | 17. случаться, происходит |
| 18. bundle of benefits | 18. совокупная прибыль |
| 19. buying power | 19. покупательская способность |
| 20. investment | 20. вклад, капиталовложение |
| 21. set of actual and potential | 21. круг действительных и потенциальных покупателей |
| 22. to bring smb. full circle | 22. вернуться (к прежнему, вышеизложенному) |
| 23. to bring about | 23. вызывать что-либо, быть причиной чего-либо |

1. Read and translate the text.

Text

Needs. The most basic concept underlying marketing is that of human needs. Humans have many complex needs. They include basic physical needs for food, clothing, warmth and safety; social needs for belonging and individual needs for knowledge and self expression.

Wants. A second basic concept in marketing is that of human wants, which are the form of human needs taken as shaped by culture and individual personality. Wants are described in terms of objects that will satisfy a need. As a society evolves, the wants of its members expand. Producers try to provide the things that people need.

Demands. People have almost unlimited wants but limited resources. They therefore choose products that produce the most satisfaction for their money. When backed by buying power, wants become demands. Consumers view products as bundles of benefits and choose products that are the best investment for their money.

Products. Human needs, wants and demands suggest that there are products to satisfy them. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want. Producers need to know what consumers want and then provide such products.

The concept of product is not limited to physical objects. Anything capable of satisfying a need or want can be called a product. In addition to goods and services products include *persons, places, organizations, activities and ideas*. To the consumer these are all products.

Exchange. Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the act of obtaining a desired object from someone by offering something in return. Exchange is the core concept of marketing. For an exchange to take place several conditions must be satisfied. There must be at least two parties and each must have something of value to the other. Each party must want to deal

with the other party; each must be free to accept or reject the other's offer. Finally, each party must be able to communicate and deliver. These conditions make exchange possible.

Transactions. As exchange is the core concept of marketing, a transaction is its unit of measurement. A transaction consists of a trade of values between two parties. In a transaction A gives X to B and gets Y in return. For example, you pay Sears \$ 400 for a television set. This is a classic monetary transaction, but not all transactions involve money. In a barter transaction you might give your old refrigerator to a neighbor in return for a second-hand television set.

Markets. The concept of transaction leads to the concept of a market. Marketing means working with markets which brings about exchanges for the purpose of satisfying human needs and wants. Thus we return to our definition of marketing as a process by which individuals and groups obtain what they need and want through creating and exchanging products and with others.

2. Answer the following questions.

1. What is the basic concept underlying marketing?
2. Why do wants of people expand?
3. What products do people choose? Why?
4. When do wants become demands?
5. What must producers know?
6. What can be called a product?
7. What makes an exchange possible?
8. What does transaction consist of?
9. What kind of transaction involves money?
10. Is market a physical place where buyers and sellers interact?
11. In what way can merchant advertise his product?
12. What does marketing mean?

Part III

Demand and supply

Vocabulary

1. demand and supply	1. спрос и предложение
2. a motobike	2. мотоцикл
3. to assume	3. предполагать, допускать
4. competitive	4. конкурентный
5. a demander	5. потребитель, покупатель
6. a supplier	6. поставщик
7. to make a decision	7. принимать решения
8. available	8. имеющийся в распоряжении
9. to determine	9. определять
10. well-being	10. благополучие, процветание
11. income	11. доход
12. limited income	12. ограниченный доход
13. taste	13. вкус
14. preference	14. предпочтение
15. opinion	15. мнение
16. price	16. цена
17. relative to	17. относительно к
18. to purchase	18. покупать, закупать, приобретать
19. to reduce the quantity	19. снижать количество, размер
20. to economize	20. экономить
21. a major influence	21. главное влияние
22. a consumer	22. потребитель
23. to increase	23. увеличиваться
24. to demand	24. требовать
25. to picture demand	25. изобразить спрос на графике
26. a market demand curve	26. кривая рыночного спроса
27. to result in	27. приводить к

28. value	28. стоимость, цена
29. a unit of the product	29. изделие продукции
30. to indicate	30. указывать
31. the going market price	31. текущая рыночная стоимость
32. to supply	32. поставлять
33. to earn a profit	33. получать прибыль
34. to make a profit	34. получать прибыль
35. sale	35. продажа
36. to exceed -	36. превышать
37. extra cost	37. дополнительные расходы
38. input	38. затраты
39. to affect	39. влиять
40. a market supply curve	40. кривая рыночных поставок

1. Read and translate the text.

Text

Let's review the economics of demand and supply. The product that we use as an example is motorbikes. We assume that the market for motorbikes is competitive. Although the analysis appears to be only about a single product (here, motorbikes), it actually is broader than this. Demanders make decisions about buying this product instead of other products. Suppliers use resources to produce this product, and the resources used in producing motorbikes are not available to produce other products.

What determines how many products are demanded? A consumer's problem is to get as much happiness or well-being as possible by spending the limited income that the consumer has. A basic determinant how many products a consumer buys is the person's taste, preferences, or' opinions on the product. The person's tastes, the price of the product (relative to the price of other products) also has a major

influence on how many products are purchased. At a higher price for this product, the consumer usually economizes and reduces the quantity purchased. Another major influence is the consumer's income. If the consumer buys more of many products.

How many products the consumer demands thus depends on a number of influences: tastes, the price of this product, the prices of other products, and income. We would like to picture demand. We do this by focusing on one major determinant, the product's price. We use a market demand curve like the demand curve for motorbikes shown as D in figure 1A. An increase in the product's price (say, from \$1,000 per motorbike to \$2,000) results in a decrease in quantity demanded (from 65,000 to 40,000 motorbikes purchased per year).

In drawing the demand curve, we assume that other things that can influence demand - income, other prices, and tastes - are constant. If any of the other influences changes, then the entire demand curve shifts. The demand curve shows the value that consumers place on units of the product, because it indicates the highest price that some consumer is willing to pay for each unit. Yet, in a competitive market, consumer pays only the going market price for these units.

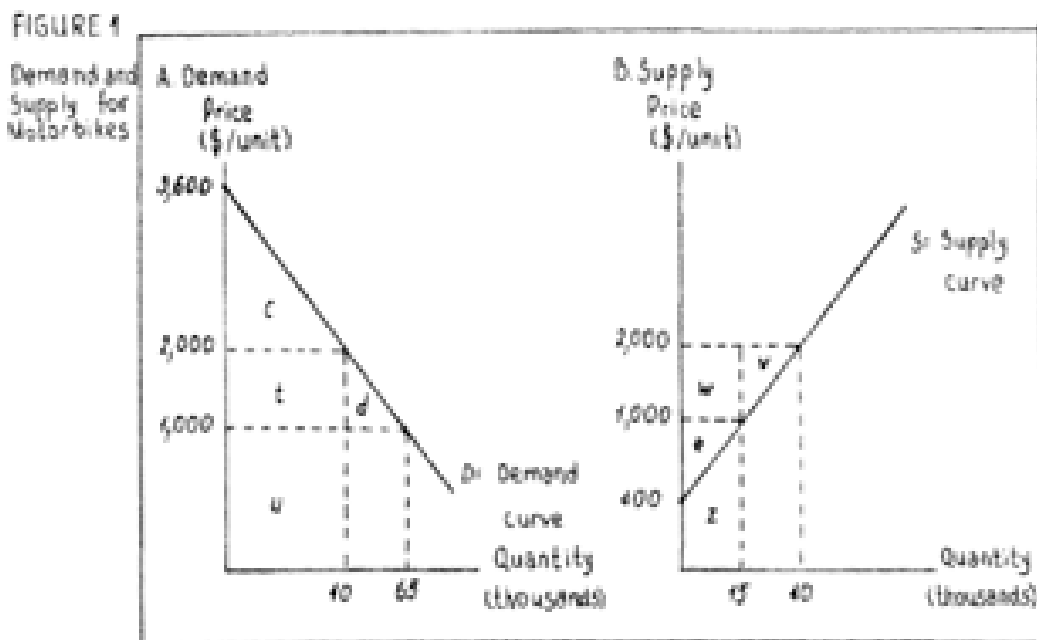
What determines how many products are supplied by a business firm (or other producer) into a market? A firm supplies the product because it is trying to earn a profit on its production and sales activities. One influence on how much a firm supplies is the price that the firm receives for its sales. The other major influence is the cost of producing and selling the product.

For a competitive firm, if the price at which the firm can sell its product exceeds the extra cost of producing it, then the firm should supply that unit because it makes a profit on it. The firm then will supply units up to the point at which the price received equals the extra cost of another unit. The cost of producing another unit depends on two things: the resources or inputs (such as labor, capital, land, and materials) needed to produce the extra unit, and the prices that have to be paid for

these inputs.

We would like to picture supply, and we do so by focusing on how the price of the product affects quantity supplied. We use a market supply curve like the supply curve S for motorbikes in Figure 1B. An increase in the product price (say, from \$1,000 per motorbike to \$2,000) results in an increase in quantity supplied (from 15,000 to 40,000 motorbikes produced and sold per year). In a competitive industry, an additional motorbike is supplied if the price received covers the extra cost of producing and selling this additional unit.

In drawing the supply curve, we assume that other things influencing supply are constant. These other things include the conditions of availability of inputs and the technology that determines what inputs are needed to produce extra units of the product. If any of these other influences changes, then the entire supply curve shifts.



2. Answer the following questions.

1. What decisions do demanders make?
2. What do suppliers use to produce a product?
3. What is a consumer's problem?
4. When does a consumer usually economize?
5. Why does a consumer reduce quantity purchased?
6. Is the consumer's income one of the major influences on the quantity purchased?
7. What does the consumer's demand depend on?
8. What is the result of an increase in the product's price?
9. What does the demand curve show?
10. Why does a firm supply the product?
11. How does the cost of producing and selling the product influence on a firm's supply?
12. What point will the firm supply the units up to?
13. What two things does the cost of producing another unit depend on?
14. What leads to an increase in quantity supplied?
15. When is an additional product (motorbike) supplied in a competitive industry?

Business management

Part I

Vocabulary

- | | |
|---|---|
| 1. to accomplish
to accomplish the goals | 1. выполнять, добиваться
добиваться целей, выполнять цели |
| 2. business | 2. -дело, занятие, специальность;
-работа, бизнес;
-торговля, коммерческая
деятельность;
-сделка;
-компания, предприятие |
| 3. to identify | 3. устанавливать, определять |
| 4. to be responsible (for) | 4. быть ответственным (за) |
| 5. to manage | 5. руководить, управлять,
справляться, заведовать |
| 6. to manage for success | 6. успешно руководить |
| 7. manager | 7. менеджер, управляющий,
руководитель, администратор,
директор, заведующий |
| 8. management | 8. управление, руководство,
администрация, дирекция,
заведование |
| 9. business management | 9. руководство (управление)
компанией (предприятием,
бизнесом, коммерческой
деятельностью) |
| 10. employee(амер.),
employee(англ.) | 10. служащий, работающий по найму,
рабочий |
| 11. to employ | 11. нанимать на работу |
| 12. to fit in (with) | 12. совпадать (с), соответствовать
чему-либо |
| 13. departmentalization
to departmentalize | 13. подразделение на отделение
подразделять на отделы |
| 14. research and | 14. опытно-конструкторский отдел |

development	
department	
15. sales department	15. отдел по сбыту
16. shipping department	16. отдел перевозки (доставки) товаров
17. organization chart	17. организационный план
18. to fan out	18. расходиться веером
19. formal organization	19. официальная организация по установленной форме
20. responsibility	20. ответственность, обязанность, обязательство
21. to assign	21. назначать на пост, на должность, определять что-либо кому-либо; ассигновать; передавать
22. to assign resources and responsibilities	22. распределять ресурсы и обязанности
23. specific unit	23. определенная группа
24. customer	24. заказчик, покупатель
25. flexible structure	25. гибкая структура
26. to hire	26. нанимать (рабочих), брать на прокат (вещь)
27. to find out	27. выяснить, обнаруживать

1. Read and translate the text.

Organizing for management

A successful business knows what it wants to accomplish and has a plan for meeting its goals. Such a business has some form of organization that identifies who is responsible for which tasks. Usually a manager or managers direct and coordinate the activities of the workers and deal with any problems that arise.

Any business that employs more than one person needs some type of organization that lets employees know what their jobs are and how they fit in with company goals. Businesses usually have an organization that establishes which person or group has authority over persons or

groups. These businesses often show their structure on an organizational chart. The following scheme illustrates how one company is organized.

The organization shown on this chart is centralized. Centralization focuses authority in one place. In this company that place is the president. The president has authority over the national sales manager. From there authority fans out to the other parts of the organization.



Formal organizations are usually departmentalized. Departmentalization is a way of organizing a company that involves assigning resources and responsibilities to a specific unit, or department in an organization. The manager has the responsibility for coordinating the department's assigned resources. The departments are organized in three ways: by function, by product or by geographic location.

The research and development department finds out what kinds of products need to be made. The production department makes the products. The sales department finds customers for the products. The shipping department gets the products to the customers. Finally, departments may be organized by their location or the areas they serve.

Smaller businesses may be organized in a less formal way. Companies organized informally usually have a flexible structure.

People in this kind of business do not always do the same kind of work. They may replace each other and even hire outside people to help.

Regardless of the structure, however, all forms of business organization depend on good managers within the business.

2. Answer the following questions.

1. What is a successful business?
2. What is the responsibility of a manager?
3. Why does any business need some type of organization?
- 4.. What organization do businesses usually have?
5. What does centralization in a business organization mean?
6. What does departmentalization in a business organization mean?
- 7.. How are the departments of businesses organized?
8. What is the function of the research and development department?
9. What is the function of the production department?
10. What is the function of the sales department?
11. What is the function of the shipping department?
12. What can you say about structure of smaller businesses organized in a less formal way?
13. What do all forms of business organization depend on?

Part II

Vocabulary

- | | |
|--|--|
| 1. to meet the goals | 1. отвечать задачам (требованиям, нуждам); добиваться целей |
| 2. to guide | 2. направлять, руководить |
| 3. top-level manager | 3. главный управляющий |
| 4. middle-level manager | 4. руководитель среднего звена |
| 5. national sales manager | 5. коммерческий директор; начальник отдела сбыта |
| 6. supervisor | 6. инспектор, контролер |
| 7. to draw up the programs | 7. составлять планы, графики |
| 8. to differ | 8. отличаться, различаться |
| 9. to make decisions | 9. принимать решения |
| 10. to follow the same decision making process | 10. следовать одному и тому же порядку принятия решения |
| 11. to set objectives | 11. определять, ставить цели |
| 12. setting standards | 12. утверждение стандартов |
| 13. setting a realistic goal | 13. определение реальной цели |
| 14. to set up new shipping procedures | 14. определять новые способы доставки |
| 15. to spell out the basic steps | 15. определять основные шаги |
| 16. flexible plan | 16. гибкий план |
| 17. long-term strategy | 17. долгосрочная стратегия |
| 18. short-term strategy | 18. краткосрочная стратегия |
| 19. accessories | 19. аксессуары (предметы женского или мужского туалета: перчатки, сумочка, галстук, ремень и прочее) |
| 20. to discover the current trends | 20. определять современные |

21. analyzing the market study	21. направления, тенденции анализ изучения рыночного спроса
22. directing	22. руководство, управление
23. to evaluate	23. оценивать, определять качество, устанавливать стоимость
24. evaluating performance	24. оценка работы

1. Read and translate the text.

Levels and Functions of Management

Management is the process of teaching a business's goals through the use of its human and material resources. Most businesses have three basic levels of managers:

1. Top-level managers.
2. Middle-level managers.
3. Supervisor.

Managers at all levels perform the same kinds of functions. However, manager's responsibilities differ according to their management level.

People with the greatest responsibility for planning, organizing, directing and controlling a company's resources are the top-level managers. They think far into the company's future and set the goals and objectives of the company. To meet these goals and objectives, top-level managers guide managers on lower levels while allowing them the freedom to do the best job they can.

Those who carry out the decision of top-level management are known as middle-level managers. If you took a job in middle management, you would serve as the link with lower levels of management. That is you would take the long-range goals of top level manager and would draw up the programs for supervisors.

Those who directly assign work duties and oversee workers on the job are supervisors. They carry out the decisions of their managers and teach a new employee the same kind of job he is doing himself. A supervisor has to oversee a small group of workers who do not have much experience.

Management Functions. Managers at all three levels carry out four types of functions. They are planning, organizing, directing, controlling. All these management functions involve making decisions. Managers at every level follow the same decision-making process.

Planning. A business must set objectives and make plans for meeting them. Good planning involves setting a realistic goal. The plan for meeting that goal spells out the basic steps to be followed. At the same time, the plan is flexible and allows for change. The plan indicates long-term and short strategies for using company resources to meet the goal.

Suppose a company that produces accessories has decided that it should expand. As a long-term goal, the firm decides to produce clothing as well. The firm will need to study the market to discover the current trends in clothing.

Then the company will have to develop a marketing strategy to introduce the new line of clothing to the people who already buy the company's products. The firm's management will ask what resources are needed to accomplish these goals.

Short-term goals of the company include analyzing the market study and hiring new employees.

Organizing involves obtaining and coordinating resources so that a business's objectives can be met. If the resources are not available, the manager finds out where the resources can be obtained.

Directing means influencing and guiding people under one's management to carry out their assigned tasks.

Controlling involves setting standards for work, evaluating performance and solving problems that prevent the completion of a required task.

2. Answer the following questions.

1. What is management?
2. What levels of managers do most businesses have?
3. Do manager's functions at all levels differ?
4. What are the top-level managers?
5. What are the middle-level managers?
6. What are supervisors?
7. What management functions do managers at all three levels carry out?
8. What decision-making process do managers at every level follow?
9. What is good planning for a business?
10. What does a long-term strategy mean?
11. What does a short-term strategy mean?
12. What is organizing for a business?
13. What does directing mean for a business?
14. What does controlling involve in a business?

Part III

What does it take to be a manager?

Vocabulary

1. to promote	1. продвигать по службе
2. promoter	2. покровитель, патрон
3. to gain experience	3. приобретать опыт
4. to be aware of other's feelings and concerns	4. знать о чувствах и интересах (заботах) других
5. to work under pressure	5. работать напряженно; быть чрезмерно загруженным работой
6. ability	6. способность, умение
7. skimming industry publications	7. просмотр промышленных публикаций
8. effective communication	8. эффективное общение, коммуникация
9. interpersonal skills	9. искусство поддерживать межличностные отношения
10. human relations	10. межличностные отношения
11. concern	11. беспокойство, тревога, забота
12. to share an office	12. делить одно помещение офиса (т.е. работать в одном помещении или офисе)
13. noise level	13. уровень шума
14. to solve	14. решать
15. solution	15. решение
16. to resolve conflicts	16. разрешать конфликты

- | | |
|--------------------------------|--|
| 17. rearrange the office space | 17. реорганизовать площадь (помещение) офиса |
| 18. privacy | 18. уединение, уединенность, интимность |

1. Read and translate the text.

What does it take to be a manager?

Most managers begin their careers as company employees who are promoted after they have gained experience and have shown certain qualities.

Ability to perform varied activities. Managers usually have many tasks to perform at one time. Managers have to plan their time and decide which tasks are the most important at any one time.

Ability to work under pressure. A manager often has to solve many small problems in a fairly short time. For example, a supervisor may have to organize next week's work schedule, solve a production problem, and train two new employees - all in the same work day. Also included might be attending one meeting, writing seven letters, and skimming four industry publications.

Effective communication. Every manager has to communicate well. Communicating might be done on the telephone, through electronic mail, in individual or group meetings, or in a written report or a letter. Listening is also an important part of communication. Most of a manager's day is spent interacting with other people. Managers should like working with others and must be aware of others' feelings and concerns.

Interpersonnel skills. Managers work with people and need human relations skills in dealing with people. For example, a manager may be asked to resolve employees conflicts. If two employees who share an office have a conflict over noise levels, the manager may help them communicate their concerns to each other and, as a solution, may

rearrange the office space so each employee has more privacy.

Ability to gather and use information. Managers must be aware of the events and forces that affect their business. They must share this information with others. For example, some managers read the local newspaper and a national newspaper and a national newspaper daily. They also read several magazines that report on news relating to their company's markets or products. When managers find information that could be useful to other people in the company, they pass it along. Managers may also use the information to plan for the future.

2. Answer the following questions.

1. What personal qualities are necessary to be a good manager?
2. When are employees promoted as company managers?
3. How do managers manage to perform varied activities at one time?
4. What does it mean for a manager to work under pressure?
5. What are the ways of manager's effective communication?
6. What is important for managers in interacting with other people?
7. How do managers gather and use information?

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