



**ДІЛОВА**  
**АНГЛІЙСЬКА**  
**МОВА**



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
Одеський національний університет імені І. І. Мечникова  
Факультет романо-германської філології  
*Кафедра іноземних мов природничих факультетів*

# ДІЛОВА АНГЛІЙСЬКА МОВА

Методичні рекомендації  
для здобувачів другого (магістерського) рівня  
вищої освіти біологічного факультету  
спеціальностей: 091 Біологія та біохімія,  
162 Біотехнологія та біоінженерія,  
014 Середня освіта

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Рекомендовано до друку вченою радою факультету романо-германської філології Одеського національного університету імені І. І. Мечникова (*протокол № 11 від 30 червня 2023 р.*)

Д46 **Ділова** англійська мова : методичні рекомендації для здобувачів другого (магістерського) рівня вищої освіти біологічного факультету спеціальностей 091 Біологія та біохімія, 162 Біотехнологія та біоінженерія, 014 Середня освіта / уклад. Л. Б. Котлярова ; ОНУ ім. І. І. Мечникова. — Одеса : Астропринт, 2023. — 36 с.

Надані теми професійного ділового спрямування мають забезпечити послідовність вивчення матеріалу та допоможуть магістрам біологічного факультету оволодіти термінологією та знати ідіоматичні вирази мови ділового спілкування; розвинути та поглибити навички усного та писемного ділового мовлення; застосовувати здобуті у процесі вивчення іноземної мови професійні та комунікативні навички для більш ефективного вирішення проблем ділового спілкування та листування англійською мовою.

Методичні рекомендації адресовані магістрам — біологам, біотехнологам та біоінженерам біологічного факультету. Дані методичні рекомендації та тексти за фахом можуть бути корисними для магістрів біологічного факультету у їх майбутньому спілкуванні. Методичні рекомендації з ділової англійської мови складено відповідно до програми з курсу Ділова іноземна мова спеціальностей 091 Біологія та біохімія, 162 Біотехнологія та біоінженерія та 014 Середня освіта другого (магістерського) рівня вищої освіти.

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## Вступ

Сьогодні в нашій країні якісне володіння іноземною мовою у період інтеграції України в Європейське та світове товариство сприяє поширенню ділових зв'язків та контактів. Багато студентів та випускників біологічного факультету Одеського університету ім. І.І. Мечникова продовжують навчання в аспірантурі та читають лекції у відомих університетах Швеції, Німеччини, Польщі, Норвегії та інших країн. Введення курсу дисципліни «Ділова іноземна мова» надає можливість майбутнім фахівцям біологічного факультету вивчати та ефективно використовувати іноземний досвід ділового спілкування, користуватися сучасними інформаційними технологіями, брати участь у міжнародних конгресах та семінарах, проходити стажування в іноземних державах з метою вдосконалення фахової підготовки, проводити письмовий обмін діловою інформацією тощо.

Введення тем ділового спілкування з дисципліни «Ділова іноземна мова» має на меті розвиток мовної та міжкультурної компетенції студентів у сфері ділового спілкування. Має також практичне спрямування, яке здійснюється шляхом інтеграції мовленнєвих умінь та знань в рамках тематичного та ситуативного контексту.

Головними організаційними формами вивчення цієї дисципліни є: практичні заняття, виконання самостійної роботи, підсумкова контрольна робота, іспит.

Дані методичні рекомендації мають чітку структуру та складаються з 17 Units, які містять адаптовані тексти, лексико-граматичні вправи та список рекомендованої літератури. Тренувальні вправи допоможуть активізувати вживання термінологічної лексики, а також граматично правильно будувати свої висловлювання в процесі спілкування.

Методичні рекомендації є професійно-орієнтованими для підготовки спеціалістів відповідної кваліфікації, підготовлені на належному рівні можуть бути рекомендовані для впровадження в навчальний процес.

## Unit I

### Introduction into Business English

It's a well known fact that Conversational English is the everyday language we use in social situations. Academic language is the formal language of universities, classrooms, and research. Communication is an exchange of information, ideas, news, and views among the related parties.

As to Business English, it is used in the workplace and business dealings. Business Communication is an exchange of information, ideas, news, and views in connection with business, among the related parties.

So, Business English is a communicative competence that needs to be understood in the context of the workplace. English for Business focuses on the English language skills necessary to communicate in an increasingly global business environment. Business English is used for commercial purposes. It is a communicative medium in business organizations to carry out several functions. It is a shared medium in a globalized business scenario, helping non-native speakers of the language to communicate with each other.

The range of different subject areas included under the umbrella term Business English is wide. The Oxford Business English Dictionary includes the following areas : accounting, commerce, e-commerce, economics, finance, HR, insurance, IT, law, manufacturing, marketing, production, property, the stock exchange, (international) trade, transport. What is generally associated with Business English are the skills that most people need to be able to do their jobs well: writing e-mails and reports, making presentations, doing negotiations, using the telephone, attending and participating actively in meetings or telephone conferences, receiving visitors, etc.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form.

1. What is the difference between Conversational English and Business English?

2. What is Academic Language? 3. How can you characterize Business Communication?
3. How can you characterize Business English?
4. What is Business English used for?

Exercise III. Mark the right statements.

1. Business English is a communicative competence that doesn't need to be understood in the context of the workplace.
2. Academic language is the formal language of universities, classrooms, and research.
3. Business English is not used in the workplace and business dealings.
4. The skills that most people need to be able to do their jobs well are never associated with Business English.

Exercise IV. Complete the following sentences.

1. \_\_\_\_\_ language is the formal language of universities, classrooms, and research.
2. Business Communication is an \_\_\_\_\_ of information, ideas, news, and views.
3. Business English is used for \_\_\_\_\_ purposes.
4. Business English are the \_\_\_\_\_ that most people need to be able to do their jobs well.

## Unit II

### **Business introductions. Personal identification**

When you meet people in business for the first time, you want to create a good first impression of both yourself and your company. Since English is the lingua franca (global language that speakers with different native languages use to communicate) of the business world, it is useful to know how to speak the language before introducing yourself to potential employers, business contacts, potential clients or others. Knowledge of the expressions of Business introductions can help you. First of all you have to tell your business partners who you are, what your job is and what company you work for. Good Business Introductions can help you: a) to create a good first impression; b) to create a professional picture of yourself and your company; c) to present you and your company in the best possible light.

By making an introduction that makes you and your company look good, you're building trust in the new business people you meet. It's the right time to lay the foundation for future business dealings and networking.

Personal identification information includes a person's important documents, such as birth certificates, driver's licences, and social security cards. It also includes documents like visas, firearms licences, passports, government and employment I.D. cards, or basically any other document that can officially be issued to a person. The personal information on these identifying documents can include your name, birthday, address, driver's licence number, social security number, work or school identification numbers, debit and credit card numbers.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form.

1. What do you want to create when you meet people in business for the first time?
2. What do you need to tell first?



3. Do you have to retell in details about your family and place you live in after introduction?
4. What do you build presenting yourself and your company in the best possible light?
5. What does personal identification information include?
6. What does it mean “English is the lingua franca “?

Exercise III. Mark the right statements.

1. Knowledge of the expressions of Business introductions can help you when you meet people in business for the first time.
2. English is not the lingua franca.
3. Never tell your business partners who you are, what your job is and what company you work for. This is secret information.
4. Personal identification information includes different person’s important documents.

Exercise IV. Complete the following sentences.

1. English is a global language that speakers with different native languages use to \_\_\_\_\_.
2. It is useful to know how to speak English before \_\_\_\_\_ to potential employers.
3. Making an introduction is the \_\_\_\_\_ to lay the foundation for future business dealings and networking.
4. The personal information on the \_\_\_\_\_ documents can include your name, birthday, address and other important information about the person.

Exercise V. Find out in Appendix Task 1 p. 28 the useful English phrases for nailing your English introductions. Make up two dialogues with your future business partner.

## UNIT III

### Telephone etiquette

Telephone etiquette is a very important part of Business English Communication. Some people are very confident speaking on the phone while others become a big ball of nerves at the thought. Whichever type of phone user you are, it is important to learn proper phone etiquette so you can give others a good impression of you or the business you represent, and also make it a pleasant experience for the other person on the line. Telephone etiquette is the way you represent yourself and your business to customers and coworkers through telephone communication. This includes the way you greet a customer, your body language, tone of voice, word choice, how you close a call so in other words active listening, greetings and general manners on the phone. A potential client's first impression of you is often over the phone, and how you communicate with them might decide whether you gain or lose them as a customer. The benefits of maintaining great phone etiquette as you provide customer service include the following:

1. Making great, long-lasting first impressions: Callers judge your business by how you interact with them, handle their requests, or answer their questions. Good communication is key to establishing and maintaining a positive relationship with your customers.
2. Compensating for the lack of non-verbal cues: It can be difficult to communicate with customers over the phone, since neither party can pick up on body language and other non-verbal cues. Setting phone etiquette standards and training your colleagues to adhere to them can make up for this gap.
3. Developing a great reputation: The top-notch customer service to which excellent phone etiquette often leads can build your business a great reputation. That's because 72% of your customers tell at least six people about their best customer service experiences – and that could include your business. Over time, this could lead to your company forming a reputation for great customer service.

4. Retaining customers: Bad phone etiquette leads to poor customer service, and bad customer service leads to customer churn. And you really don't want a rotating cast of customers: It's five to 25 times more expensive to acquire customers than retain them, according to Harvard Business Review.

5. Identifying new customer needs: A customer service team with great phone etiquette can expand beyond solving immediate problems and identify other customer needs. A conversation about a tech issue could turn into a customer saying, "I wish your company offered this product or service too."

And then you can implement it, but you might never have identified it if your colleagues lacked phone etiquette. Whenever you're on the phone with customers, it's important to use your words, tone and professionalism to convey what you are trying to get across.

Exercise I. Read and translate the text in a written form

Exercise II. Answer the questions in a written form.

1. What is Telephone etiquette?
2. Why is it very important to know the main rules of Telephone etiquette?
3. What do the benefits of maintaining good phone etiquette include?
4. What is important to use whenever you're on the phone with customers?

Exercise III. Mark the right statements.

1. All the people are very confident speaking on the phone.
2. Telephone etiquette is the way you represent yourself and your business to customers and coworkers through telephone communication.
3. Callers never judge your business by how you interact with them, handle their requests, or answer their questions. As a rule, they are not interested in all these facts.
4. Telephone conversations are usually spontaneous and therefore you do not need to choose special words and expressions or tone.

Exercise IV. Complete the following sentences.

1. This could lead to your company forming \_\_\_\_\_ for great customer service.

2. \_\_\_\_\_ is the way you represent yourself and your business to customers and coworkers through telephone communication.
3. A potential client's first impression of you is often \_\_\_\_\_ the phone.
4. Callers judge your business by how you \_\_\_\_\_ with them, handle their requests, or answer their \_\_\_\_\_.

Exercise V. Using the dialogues from Appendix Task 2 on page 30, make up your own two dialogues on the phone.

## UNIT IV

### **Job hunting**

Getting a job is a problem which every person earlier or later faces. We spend a great part of our life at our job, so choosing a right career is one of the most important decisions you will make in your life. To find a good job when you are young and do not have working experience is rather difficult and it is one of the most stressful situations. There are many ways to get your first job. The first place where you can ask for a job is the organization where you are undergoing practical training.

Another thing you can always do is to make a list of organizations which need your kind of skills and just send them a copy of your CV be ready to send them your Functional resume as well. One of the few places to find a job is the Internet also known as the World Wide Web. Go on the World Wide Web and type in wanted jobs in any major search engine, or the specific job that you are looking for, and you will come up with many results. Then you should check the newspapers where the employers advertise for job vacancies. You may examine their advertisements and if you are interested in one, you are to replay to it applying for a job. You can use newspapers and Internet in order to put your advertising called mini resume. Usually this mini resume is published online on employer's websites or it is advertised in the newspapers. It includes a reference to the complete resume. Composing your mini resume try to write

only necessary information, tell about your education, experience, additional knowledge and skills in a few words.

One of the crucial steps to getting a job is actually to talk to any trustworthy person you are friends or acquaintances with. You may ask your friends and relatives for help as up to fifty per cent of job vacancies never get advertised in the newspapers. As weird as this may sound employers generally hire people they know, first and people sent to them from people they know, second. This is of course assuming both applicants have the same amount of experience.

In fact, it has been suggested as many as five of every ten positions are filled through personal contacts. The better the job and the better the pay, the greater the chance it will be offered through a personal contact. Also, keep in mind that if you know of a friend who works in a field that you are interested in, talk to him. He can usually help you out in your search, and possibly get you a job, or a career that you will love and enjoy. However, personal contacts do not guarantee a job. Remember to try to choose a job that you will enjoy. When you find an interesting vacancy, you are to prepare your resume and to send your CV and covering letter to the employer, be ready to present your functional resume as well.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form

1. What are the main ways to get a good job?
2. What does a person usually send to the organization with job vacancies?
3. Can you use Internet while job hunting?
4. Do personal contacts always guarantee a job?
5. What's the difference between CV and Functional Resume?

Exercise III. Mark the right statements.

1. To find a good job when you are young and do not have working experience is not difficult at all.

2. One of the few places to find a job is the Internet also known as the World Wide Web.
3. You must not ask your friends and relatives for help to find a new job for you.
4. When you find an interesting vacancy, you are to prepare your resume and to send your CV and covering letter to the employer.

Exercise IV. Complete the sentences.

1. Getting a job is a problem which every person earlier or later \_\_\_\_\_.
2. One of the few places to find a \_\_\_\_\_ is the Internet.
3. Job seekers should check the newspapers where the employers \_\_\_\_\_ for job vacancies.
4. Keep in mind that if you know of a friend who works in a \_\_\_\_\_ that you are interested in, talk to him.

## UNIT V

### **Functional résumés as an important part of Job Hunting**

The functional resume tends to be the logical opposite of the chronological resume. De-emphasizing dates, positions, and responsibilities while emphasizing qualifications, skills and related accomplishments. This resume begins with a functional job objective and organizes skills into functional categories. The functional resume is internally coherent because all elements focus on an objective and an audience. This resume essentially outlines abilities and transferable skills and tells employers what you will most likely do for them. Functional resumes are especially useful for individuals lacking work experience or for those trying to enter a new occupation where they lack direct job-related experience. Functional resumes do have certain weaknesses if not done properly. For example, this type of resume can communicate "fluff" if not expertly structured around concrete experience and a clear objective. Some writers have a

tendency to make generous use of a functional language which appears "canned" and says little about the specifics employers look for in candidates.

Rather than grabbing the attention of employers, some of these resumes may turn off employers because they appear cleverly designed to cover-over the lack of experience. Reading this type of resume, employers may ask "where's the beef?" Lacking content, these resumes may raise more questions than you want to answer. Therefore, your functional resume must be a delicate balance between the employer's need to know "the details" and your desire to motivate the employer to invite you to the interview where you will talk about "the details." Nonetheless, a well-structured functional resume can be an outstanding document for presenting your skills.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form

1. What is the functional resume?
2. Who are the functional resumes useful for?
3. What kind of documents can a functional resume be?
4. Do functional resume have any weaknesses?

Exercise III. Mark the right statements.

1. The functional resume tends to be the logical opposite of the chronological resume.
2. Functional resumes do have certain weaknesses if done properly.
3. Lacking content, the resumes may raise more questions than you want to answer.
4. A functional resume doesn't begin with a functional job objective and organizes skills into functional categories.

Exercise IV. Complete the sentences.

1. The functional resume tends to be the logical \_\_\_\_\_ of the chronological resume.
2. This resume essentially outlines \_\_\_\_\_ and transferable skills and tells employers what you will most likely do for them.

3. Some writers have a \_\_\_\_\_ to make generous use of a functional language which appears "canned".
4. A functional resume must be a delicate \_\_\_\_\_ between the employer's need to know "the details" and your desire to motivate the employer to invite you to the interview where you will talk about "the details."

## UNIT VI

### How to Make Meetings Work?

Meetings are an essential part of corporate life. Staff meetings are held on a regular basis. It's an integral part of a corporate culture. A successful and fruitful meeting needs preparation and organization. There's a tendency among employees to resent meetings which they perceive to be a waste of important time. To prevent this from happening, the meeting facilitator must do a little homework. There are three main phases in conducting a business meeting: the preparation phase, the meeting itself and the follow-up stage. First of all, a meeting facilitator has to identify the purpose of the meeting. If the purpose is to bring managers together or to make reports, it is probably better not to have any meetings at all. Circulating written memos may turn out to be more effective. Meetings should be about creativity, problem-solving, and decision-making.

Nowadays, too many meetings are spent sharing information that can be better communicated in other ways. Every meeting should produce decisions and action plans. It is very important to brief attendees on the aims of the meeting. This gives people a chance to think over the issues and develop their ideas. If the purpose of the meeting is to share urgent information with everyone, the number of participants can be quite large. But for intense interaction and group problem-solving, a limited number of people (5 to 8) works best. In most cases, the fewer people the better, because the shortest way to kill creativity is to include too many people in the meeting. In the end of the meeting the facilitator should ask the participants the following questions:



- a) What was the most important thing accomplished in the meeting?
- b) What needs to happen next?
- c) Who is taking care of what, and by what date?

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form

1. What are the main phases in conducting a business meeting?
2. What should every meeting produce?
3. What should the facilitator do at the end of the meeting?
4. Why are meetings considered an essential part of corporate life?

Exercise III. Mark the right statements.

1. A successful and fruitful meeting needs preparation and organization.
2. The meeting facilitator must not do a little homework.
3. There are three main phases in conducting a business meeting.
4. It is not important to brief attendees on the aims of the meeting.

Exercise IV. Complete the sentences.

1. The \_\_\_\_\_ of the meeting is to share urgent information with everyone.
2. Meetings should be about creativity, problem \_\_\_\_\_, and decision-making.
3. There are three main phases in conducting a business meeting: the \_\_\_\_\_ phase, the meeting itself and the follow-up stage.
4. The shortest way to kill \_\_\_\_\_ is to include too many people in the meeting.

## UNIT VII

### Multitasking

The evidence is clear: when students multitask while studying or doing their homework, they do not learn as well as when they put their full attention into the work. Students will understand and remember less while multitasking.

Multitasking is the simultaneous performance of more than one activity. Multitasking entails handling different tasks, shifting attention from one activity to another or performing two or more activities in quick succession. Here are some examples of multitasking in various industries:

- Speaking on the phone while gesturing at someone
- Checking all the vital signs in a patient
- Talking to customers over the phone while entering data into the computer system
- Working on a presentation while discussing work-related tasks
- Working on the scientific thesis while watching TV
- Driving a car while speaking on the phone and listening to the music

While it is an essential skill in the workplace, multitasking can be counterproductive, especially when some tasks take longer or produce undesired results. Even so, multitasking is a learnable skill that professionals can get better at with time and constant practice.

Here are the advantages of multitasking:

#### 1. Saves time

Multitasking can save you time by allowing you to combine separate tasks. For instance, you may type minutes while still sitting in the meeting instead of taking handwritten notes and typing a final copy later on. Doing separate tasks one at a time can lengthen the completion time of tasks and projects. Multitasking may shorten the time to completion and enable you to create more time for other things.

#### 2. Saves money

Multitasking can help you save money in several ways. By doing several tasks simultaneously, you can eliminate the rationale of hiring someone to do the extra tasks.

Oftentimes, having employees who can multitask reduces organizational costs in salaries and other employee benefits. For instance, if an employee is outstanding at customer service and operating equipment, they can handle the front office desk by answering customer concerns and operating the switchboard.

### 3. Increases productivity

Multitasking can improve productivity. If an organization has several employees who can effectively multitask, they are likely to get more done than those who cannot. This approach to work could lessen the time required for tasks and projects.

Employees who are better at multitasking may also be productive at home, allowing them to accomplish chores faster and get time to rest after a long day at work. The ability to do this may improve professionals' stress levels and enable them to produce high-quality results when they return to work the next day.

### 4. Increases brain power

Just like the body needs exercise, the brain, too, requires constant engagement. Multitasking is one way of keeping your brain active and boosting your brainpower. Multitasking challenges the brain continuously, which can develop your mental stamina. As you practice multitasking, the brain becomes more efficient in handling simultaneous tasks. This is why multitasking is a learnable skill for anyone, regardless of your current proficiency.

### 5. Increases employability

Multitasking can increase your employability as most employers would prefer to hire someone who can accomplish multiple tasks simultaneously. Showcasing your multitasking skills in your resume, such as how you have used the skill in an actual situation, might increase your appeal to a recruiter. Having excellent multitasking skills may even allow you to maintain your position during company restructuring. It is a pity, but sometimes multitasking can be useless and even dangerous. Think about this problem and give your own examples.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form.

1. What is multitasking?
2. What are the positive characteristics of multitasking?
3. What are the negative characteristics of multitasking?
4. Have you ever met multitaskers in your life?

Exercise III. Mark the right statements.

1. Multitasking cannot increase your employability as most employers would not prefer to hire someone who can accomplish multiple tasks simultaneously.
2. Multitasking entails handling different tasks, shifting attention from one activity to another or performing two or more activities in quick succession.
3. Employees who are better at multitasking may also be productive at home.
4. Multitasking cannot be dangerous.

Exercise IV. Complete the sentences.

1. Multitasking can improve \_\_\_\_\_.
2. Multitasking can save you time by allowing you to combine separate \_\_\_\_\_.
3. This is why multitasking is a \_\_\_\_\_ skill for anyone.
4. Multitasking challenges the brain continuously, which can develop your mental \_\_\_\_\_.

## **UNIT VIII**

### **Internet as a Means of Business Communication**

The Internet, a global computer network which embraces millions of users all over the world, began in the United States in 1969 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available from one computer to another. Because of this, any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them. This technology is called packet switching. Owing to this technology, if some computers on the network are knocked out (by a nuclear explosion, for example),

information will just route around them. One such packet switching network already survived in a war. It was the Iraqi computer network which was not knocked out during the Gulf War. Most of the Internet host computers (more than 50 %) are in the United States, while the rest are located in more than 100 other countries.

Although the number of host computers can be counted fairly accurately, nobody knows exactly how many people use the Internet, there are millions, and their number is growing by thousands each month worldwide. The most popular Internet service is e-mail. Most of the people, who have access to the Internet, use the network only for sending and receiving e-mail messages. However, other popular services are available on the Internet: reading USENET News, using the World-Wide Web, telnet, FTP, and Gopher. In many developing countries the Internet may provide businessmen with a reliable alternative to the expensive and unreliable telecommunications systems of these countries. Commercial users can communicate over the Internet with the rest of the world and can do it very cheaply. When they send e-mail messages, they only have to pay for phone calls to their local service providers, not for calls across their countries or around the world. But who usually pays for sending e-mail messages over the Internet long distances around the world? The answer is very simple: a user pays his/her service provider a monthly or hourly fee. Part of this fee goes towards its costs to connect to a larger service provider. And part of the fee got by the larger provider goes to cover its cost of running a worldwide network of wires and wireless stations.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form

1. When did the Internet begin its work?
2. What is the most popular Internet service?
3. How does the user pay his/her service provider?
4. Who usually pays for sending e-mail messages over the Internet long distances around the world?

Exercise III. Mark the right statements.

1. The Internet, a global computer network which embraces millions of users all over the world, began in the United States in 1969 as a military experiment.
2. Most of the Internet host computers (more than 50 %) are in Europe.
3. Most of the people, who have access to the Internet, use the network only for sending and receiving e-mail messages.
4. Commercial users cannot communicate over the Internet with the rest of the world and cannot do it very cheaply.

Exercise IV. Complete the sentences.

1. In many \_\_\_\_\_ countries the Internet may provide businessmen with a reliable alternative to the expensive and unreliable telecommunications systems of these countries.
2. Commercial users can \_\_\_\_\_ over the Internet with the rest of the world and can do it very cheaply.
3. Most of the Internet \_\_\_\_\_ computers (more than 50 %) are in the United States, while the rest are located in more than 100 other countries.
4. Most of the people, who have \_\_\_\_\_ to the Internet, use the network only for sending and receiving e-mail messages.

## UNIT IX

### **Four Golden Rules for Chair People**

Time is God in meetings. Don't let a discussion run on unnecessarily. If an issue can't be resolved in this meeting, cut the discussion off and continue it in a later meeting. But if you and be honest your colleagues have to reach a decision today, and tell them that they'll have to sit there until the job is done. Meetings are for business, not socializing. A certain amount of small talk at the beginning and end of a meeting

definitely helps to create a friendly atmosphere and build team spirit. But time is money. Make sure that participants get down to business after a few minutes of pleasantries. Also, make sure that business is concluded before someone changes the subject to football again.

Give people enough time to prepare for a meeting. It's surprising how many chair people call meetings at short notice and then complain that the participants haven't prepared properly. With advance notice, participants will come to your meeting having thought about the agenda, read through the background papers, prepared presentations, and come up with solutions to problems. Meetings should be democratic in approach and spirit. The only point in bringing people together for a meeting is to let them discuss an issue. If you want to announce decisions that have been made, don't do it in a meeting but find another way of communicating it. Your meetings should have a creative and open atmosphere so that your people can make interesting contributions to the discussion.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form

1. What should the chairman do if the participants have to reach a decision today?
2. What does small talk help to create before the meeting?
3. Why should the chairman tell the participants about the meeting in advance?
4. Should a chairman have a meeting to announce decisions that have been made?

Exercise III. Mark the right statements.

1. If an issue can't be resolved in this meeting, cut the discussion off and continue it in a later meeting.
2. A certain amount of football at the beginning and end of a meeting definitely helps to create a friendly atmosphere and build team spirit.

3. With advance notice, participants will come to your meeting having thought about the agenda, read through the background papers, prepared presentations, and come up with solutions to problems.
4. Meetings should never be democratic in approach and spirit.

Exercise IV. Complete the sentences.

1. If you want to announce \_\_\_\_\_ that have been made, don't do it in a meeting but find another way of communicating it.
2. A certain amount of small talk at the beginning and end of a meeting definitely helps to create a \_\_\_\_\_ atmosphere and build team spirit.
3. It's surprising how many chair people call meetings at short notice and then \_\_\_\_\_ that the participants haven't prepared properly.
4. If an issue can't be resolved in this meeting, cut the \_\_\_\_\_ off and continue it in a later meeting.

## UNIT X

### **Digital meetings as a means of business communication**

An increasing number of companies are turning to video conferencing to bring people together for meetings. Experts predict that in the next ten years, video conferences will replace as much as 20 % of business travel. The key drive behind the use of video conferencing is cost. The technology means that it is possible to save on air fares and hotel bills. People can meet more frequently at less cost. Video conferences also enable us to bring together people who would never meet if the technology was not there. Communication consultants, who advise companies about digital conferencing solutions, are also enthusiastic, but they sound a note of caution: "Companies have to realize that the technology is not free. Video conferencing systems are getting cheaper



and more reliable, but companies which want to use them still have to make some kind of investment. This can be a particular problem for small and medium-sized companies.

People also have to realize that a meeting via video conference is not the same as a face-to-face meeting. People can feel nervous and act in a different way than usual. Consultants provide training, where they videotape users and get them to notice their nervous tics on screen. If people play with their hair or put their hands in front of their mouths because they are nervous, consultants can draw their attention to this and help them appear more relaxed. Meeting via video link-up definitely beats discussing issues via e-mail, even though users find the video conference environment difficult at first. That is why companies are recommended to invest in training for their staff who will meet each other digitally. Having a video conference may not be as easy as going to a real meeting, especially at first. But more of our meetings are going to be held via link-up in the future. It looks like we're all going to have some training.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form

1. What are the advantages and disadvantages of video conferencing?
2. What problems can users have with video conferencing?
3. Why do companies use video conferencing?
4. Why can video conferencing be expensive?

Exercise III. Mark the right statements.

1. The key driver behind the use of video conferencing is time.
2. Companies have to realize that the technology is not free.
3. Video conferencing systems are getting cheaper and less reliable.
4. Video conferences also enable us to bring together people who would never meet if the technology was not there.

Exercise IV. Complete the sentences.

1. Companies are recommended to invest in \_\_\_\_\_ for their staff who will meet each other digitally.
2. Consultants provide training, where they \_\_\_\_\_ users and get them to notice their nervous tics on screen.
3. \_\_\_\_\_ predict that in the next ten years, video conferences will replace as much as 20 % of business travel.
4. Video conferencing systems are getting \_\_\_\_\_ and more reliable.

## UNIT XI

### **Classification of Organization Cultures**

#### **(Adopted from Prof. C. Handy)**

**Power Culture.** In these cultures, self-reliant and highly competitive self-development provides the basis of relations. Managers' success is related to their charisma and influence, rather than to their knowledge and experience. The style of the chief executive is the model for other managers. In organizations of this type managers need to be tough-minded and aggressive.

**Role Cultures.** In this culture a manager's role is completely related to their place within a centralized system. Their success depends on how well they adhere to rules, procedures and precedents. Individualism and aggression are not valued in these cultures. Employees in these organizations should not exceed the limits of their roles.

**Task Cultures.** In organizations of this type, they value everything that makes it possible "to get the work done". The main concern in these organizations is with successful completion of their projects. A manager's success is related to their knowledge and experience required to achieve tasks, rather than to meet the requirements of their role.

**Individual Cultures.** In an organization of this type freedom of expression is valued the most. Effectiveness of any activity in these organizations is rated by how

much the activity satisfies the staff, rather than by how well it conforms to business plans. Independence, creativity, and experiment are also valued in these organizations.

Exercise I. Read and translate the text in a written form.

Exercise II. Answer the questions in a written form.

1. What is Managers' success related to in Power Organization?
2. Characterize the managers in the organizations of power culture.
3. What is not valued in Role Cultures?
4. What is manager's success related to in Task Cultures?
5. What Organization Culture would you choose as a manager and as an employee?

Exercise III. Mark the right statements.

1. Managers' success is related to their charisma and influence, rather than to their knowledge and experience in Power Cultures.
2. In Power Cultures organizations managers don't need to be tough-minded and aggressive.
3. Individualism and aggression are not valued in Role Cultures.
4. In Individual Cultures freedom of expression is not of great value.

Exercise IV. Complete the sentences.

1. Independence, creativity, and experiment are also \_\_\_\_\_ in these organizations.
2. In these cultures self-reliant and highly competitive self-development \_\_\_\_\_ the basis of relations.
3. A manager's success is related to their knowledge and experience required \_\_\_\_\_ tasks.
4. The style of the chief executive is the model for other managers.

## Appendix

### Task 1

So, if you want to make your Business introductions shine, you have to know by heart some important phrases for nailing them.

First of all:

1) Here is the most basic form of self-introduction. Of course, you already know some of them. For example: “Hello, I’m/my name is Ben Franklin.”

You may say “Hi” instead of “Hello.” “Hi” may sometimes be considered to be less formal. But in general, both “Hello” and “Hi” are acceptable these days.

2) Talking about your company, name it, its location and length of service. You may choose to be very general by only mentioning the company where you work.

For example: “**I’m with** Johnson & Johnson/ AstraZeneca/ S&P Biotech Bull.”

You could get more specific by giving the location where you are based

“**I’m based in** Ukraine/ Germany /our headquarters in Berlin.”

Let’s say someone asks you “How long have you been with this company?”

Here’s one way you could phrase your answer.

**I’ve been with + [company name] + for + [length of time]**

“**I’ve been with** Johnson & Johnson **for** 3 years.”

Another way to phrase your answer would be “**I’ve been with** + [company name] + **since** + [year]. **I’ve been with** Johnson & Johnson **since** 2019.”

3) Talking About Your Industry, Job and Responsibilities

Now let’s say you’re asked “**What do you work as?**” The most general response is to mention the industry (business) that your company is in.

**I work in** + [industry] For example, “**I work in** biotechnology / hydrobiology/ medicine.”

To be more specific, you could state your area of expertise (job skill) by saying “**I work in** + [area of expertise].” For example, “**I work in** investigation of sea water/ software development/engineering.”

**I’m** + [article] + [occupation]

**“I’m a biologist/microbiologist/ hydrobiologist.”**

To be more specific, you could state your actual job title by saying **“I’m + article (a/an) + [actual job title].”**

**“I’m an Associate Professor/a Biochemical Engineer/a Professor Assistant.”**

Using the next two phrases, you can get as specific as you like to describe the job areas you’re involved in and/or are responsible for.

**I’m involved in + [project/area of involvement]**

**“I’m involved in the investigation of biocenosis of the Black Sea /bioengineering/ the chemical research.”**

You can also use the phrasing **“I’m involved in + [verb]ing + [project/area of involvement].”**

**“I’m involved in conducting training courses for our new staff.”**

**We’re + [article (a/an/the)] + [description] + company**

**“We’re a scientific research company in the South of Ukraine.”**

You may include more details about your company by adding a description or include a location with this phrasing.

For example: **“We’re + [article] + [description] + company in + [location].”**

**“We’re the biggest scientific research company in the South of Ukraine.”**

**“We’re a small consulting company outside the Los Angeles region (area).”**

**We specialize in + [products/services]**

**“We specialize in purification of fresh water.”**

You may include as much information as you like by expanding on (adding to) the above sentence structure.

For example: **“We specialize in + [verb]-ing + [products/services].”**

**“We specialize in making pastries and cakes.”**

Or even **“We specialize in + [verb]-ing + [noun] + [preposition] + ...”**

**“We specialize in supplying pastries and cakes to major hotel chains.”**

**We supply/sell/distribute + [noun]**

**“We supply/sell/distribute automobile spare parts.”**

As you can see, there are so many ways you can add on to a sentence structure to give more information about what your company does.

“**We supply/sell/distribute** automobile spare parts to some of the major automobile makers in this part of the world.”

**We import/export + [noun]**

“**We import/export** dried food products.”

“**We import/export** 200 kinds of dried food products to the major markets in Germany, Spain and Southeast Asia.”

So, all these phrases you can use to make an impressive introduction to business contacts and potential clients, whether in person or in a formal presentation.

## Task 2

So there you have basic tips that can help you with your phone etiquette, know by heart at least two of them, and make sure to use the expressions from these dialogues the next time you're on the phone.

### 1). Calling Someone at Work

- Caller: Hello. This is [your name]. May I speak to Ms. Sunshine, please.
- Receptionist: Hold the line a moment, I'll check if she is in her office.
- Caller: Thank you.
- Receptionist: (after a moment) Yes, Ms. Sunshine is in. I'll put you through.
- Ms. Sunshine: Hello, this is Ms. Sunshine. How can I help you?
- Caller: Hello, my name is [your name], and I'm calling to inquire about the position advertised on JobSearch.com.
- Ms. Sunshine: Yes, the position is still open. Could I have your name and number, please?
- Caller: Certainly, My name is [your name]. My telephone number is [your telephone number].

### 2). Leaving a Message

- Fred: Hello. Could I speak to Jack Parkins, please?

- Receptionist: Who's calling, please?
- Fred: This is Fred Blinkingham. I'm a friend of Jack's.
- Receptionist: Hold the line, please. I'll put your call through. (after a moment) —I'm afraid he's out at the moment. Can I take a message?
- Fred: Yes. Can you ask him to give me a call? My number is 909-345-8965
- Receptionist: Could you repeat that, please?
- Fred: Certainly. That's 909-345-8965
- Receptionist: OK. I'll make sure Mr. Parkins gets your message.
- Fred: Thank you. Goodbye.
- Receptionist: Goodbye.

### 3). Making a Doctor's Appointment

- Caller 1: Dr. Peterson's office. How may I help you?
- Caller 2: I'd like to make an appointment to see the doctor.
- Caller 1: Certainly, are you ill at the moment?
- Caller 2: Yes, I'm not feeling very well.
- Caller 1: Do you have a fever or any other symptoms?
- Caller 2: Yes, I have a slight fever and aches and pains.
- Caller 1: OK, Dr. Peterson can see you tomorrow. Can you come in the morning?
- Caller 2: Yes, tomorrow morning is fine.
- Caller 1: How about 10 o'clock?
- Caller 2: Yes, 10 o'clock is fine.
- Caller 1: May have your name?
- Caller 2: Yes, it's David Lain.
- Caller 1: Have you seen Dr. Peterson before?
- Caller 2: Yes, I had a physical exam last year.
- Caller 1: Yes, here you are. OK, I've scheduled for 10 o'clock tomorrow morning.
- Caller 2: Thank you.
- Caller 1: Drink plenty of warm fluids and get a good night's sleep.
- Caller 2: Thank you. I'll do my best. Goodbye.
- Caller 1: Goodbye.

#### 4). Making a Dinner Reservation

- Caller 1: Good Evening, Brown's Grill. How may I help you?
- Caller 2: Hello, I'd like to make a dinner reservation for Friday.
- Caller 1: Certainly, I'd be happy to help you with that. How many people are there in your party?
- Caller 2: There'll be four people.
- Caller 1: And what time would you like to make a reservation?
- Caller 2: Let's say at 7 o'clock.
- Caller 1: I'm afraid we don't have anything available then. We could seat you at 6 o'clock or 8 o'clock.
- Caller 2: Oh, OK. Let's make the reservation for 8 o'clock.
- Caller 1: Fine, 8 o'clock on Friday evening for four people. May I have your name?
- Caller 2: Yes, it's Anderson.
- Caller 1: Is that Anderson with an "e" or an "o"?
- Caller 2: Anderson with an "o."
- Caller 1: Thank you. Great. I have a table for four for the Anderson party at 8 o'clock on Friday evening.
- Caller 2: Thank you very much.
- Caller 1: You're welcome. We'll see you on Friday.
- Caller 2: Yes, see you then. Goodbye.
- Caller 1: Goodbye.



## LEXICAL TEST

### I. Answer the questions

1. What are the working hours and days in your firm?
2. Do you work well under pressure?
3. What do you know about our company?
4. What will my responsibilities and obligations be during the first year?
5. What is the reason of leaving your last job?
6. Why do you want to work in our company?
7. What different types of charge do you know?
8. How are you going to earn your living next year?
9. If a person thinks that he can do everything in this world and he's always right, what does he display?
10. How do we call a person, who's sure that can do everything better than others and doesn't take any instructions?
11. Who is supposed to obtain the export/import licence?
12. What right will the parties exercise if the appropriate authorities revoke the import /export licence?
13. What was the Internet originally designed for?
14. What country are most of the Internet host computers in?
15. When was the US Constitution adopted?
16. How can you describe the climate in Canada?
17. What is the colour of famous English taxi?
18. What is much cheaper to go by train or by bus in England?

### II. Insert the gaps

1. We produce (технологічний) equipment.
2. Have you got our (прейскурант) and (перелік) with you?
3. We investigated your business (пропозиція) thoroughly.
4. I expect to make the (угода) here.

5. Then I plan to go to London (на) three days.
6. We are managed by the Meeting of the (акціонерів).
7. Our (об'їр) is more than £300 million.

III. Transfer the sentences from Direct Speech into Indirect Speech

1. He said: Don't write the business letters in conversational style.
2. She said: You should translate the text as soon as possible.
3. He said: Don't be late to the business appointment.
4. He said: Meet the delegation at the railway station, please.
5. He said: Ask the questions, please.
6. She said: Book the tickets in advance, please.
7. He said: You should answer the questions honestly.
8. He said: You should apply for a job in person.
9. He said: Don't display "COCKSURENESS" at the interview.
10. She said: Try to be optimistic in your attitude.
11. He said: Describe your previous experience relevant to this job.

IV. Write and translate as many as possible person's strengths and limitations.

V. What word combination do you think should be excluded from the list:

a)

Bill of lading

Waybill

Shipping specification

Certificate of quality

Certificate of origin

Packing sheet

Delay in delivery

Insurance policy

What general name can you offer for the remaining word combination :

b)

Road haulage

Container ship

Air freight

Dispatch rider

Barge

Operating costs

Rail freight

What general name can you offer for the remaining word combination:

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VI. What Organization Cultures do you know? Give short characteristics to each of them (approximately 5 sentences).

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*Навчальне видання*

## **ДІЛОВА АНГЛІЙСЬКА МОВА**

Методичні рекомендації  
для здобувачів другого (магістерського) рівня  
вищої освіти біологічного факультету  
спеціальностей: 091 Біологія та біохімія,  
162 Біотехнологія та біоінженерія,  
014 Середня освіта

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