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Информация о владельце:
ФИО: Емельянов Сергей Геннадьевич
Должность: ректор
Дата подписания: 18.03.2022 10:27:12
Уникальный программный ключ:
9ba7d3e34c012eba476ffd2d064cf2781953be730df2374d16f3c0ce536f0fc6

МИНОБРНАУКИ РОССИИ

Федеральное государственное бюджетное образовательное
учреждение высшего образования
«Юго-Западный государственный университет»
(ЮЗГУ)

Кафедра международных отношений и государственного
управления



Деловое общение на иностранном языке

Методические указания к практическим занятиям

для студентов специальности 38.04.01

УДК 378

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Деловое общение на иностранном языке: методические указания к практическим занятиям / Юго-Зап. гос. ун-т; сост. И.А. Наджафов. Курск, 2017.
22 с. Библиогр.: с. 3-22.

Содержат задания по грамматике и лексике английского языка, по правилам речевого этикета, по составлению деловой корреспонденции.

Методические рекомендации соответствуют требованиям программы, утвержденной учебно-методическим объединением по специальности «Международная экономика и бизнес».

Предназначены для студентов специальности 38.04.01

Текст печатается в авторской редакции

Подписано в печать Формат 60x84 1/16.
Усл. печ 1,3 л. Уч. - изд. 1,16 л. Тираж 100 экз. Заказ. Бесплатно.
Юго-Западный государственный университет.
305040, г. Курск, ул. 50 лет Октября, 94.

Методические указания к практическому занятию № 1 для студентов

Тема: Профессиональный успех – основные показатели. (2 часа).

Высокий уровень компетентности в выбранной сфере деятельности, общие знания, знание иностранных языков, компьютерная грамотность. Умение общаться – значимый аспект успеха. Определение понятия «общение». Многофункциональность общения. Коммуникативная профиограмма. Коммуникативный тренинг. Проблемные вопросы для обсуждения: «Так уж важно знать правила общения?», «Влияет ли общение на духовное и физическое здоровье?», «Общение как техника успеха – возможно ли?».

Составить деловое письмо:

Dear Sirs,

We want to tell you how pleased we were with your order because it represents our first dealing with you.

We have always felt that our high quality merchandise should have a ready sale in a fashionable shop like yours.

It is our hope that this first transaction will be the beginning of long and happy relations; you can be sure that we will do our best to satisfy you.

Yours faithfully,

Уважаемые господа,

Мы хотим сообщить Вам, что мы очень благодарны Вам за Ваш заказ, так как это наша первая общая сделка.

Мы всегда знали, что наши высококачественные товары будут хорошо продаваться в таком фешенебельном магазине, как Ваш.

Мы надеемся, что эта сделка станет началом долгих и взаимовыгодных отношений; можете быть уверены, что мы сделаем все возможное, чтобы Вы были довольны.

С уважением,

Прочитать и перевести текст:

Difference Between American and British Elections

(Различия между выборами в Америке и Великобритании)

There are many obvious differences between the national/general elections held in both America and Britain but there are also some major similarities.

1) A British Prime Minister can call an election at any time in his 5-year term. In theory, he can use good economic news, for example, to boost his party's representation in Parliament by calling a snap general election hoping that voters

will be swept along by such good news. It is said that Harold Wilson, the Labour Prime Minister in the 1960's-1970's used this feel good factor after England won the World Cup in 1966.

The US President has no such flexibility. The date of each US national election is set in stone and the President goes into it on the back of whatever news is around at the time – be it good or bad. He cannot call an election – as it has to take place in the first week on November. The next US national election is on the first Tuesday in November 2008 and there is nothing the Republicans or G W Bush can do about this.

2) The US has an election every 4 years – the UK every 5 years maximum.

3) The UK's Prime Minister can serve any number of years. The US President is limited via the Constitution to two four-year terms – a maximum of 8 years. Though the Constitution can be amended, there has been no evidence in recent years that there will be any such change to this part of the Constitution.

4) Even if the two countries populations are made into a comparable proportion, the amount of money spent during an American national election dwarfs the money spent during a UK general election. For the UK 2001 general election, political pundits spoke in terms of tens of millions being spent in total by all parties. In the 2004 American election, pundits spoke in terms of hundreds of million of dollars being spent – possibly even a billion dollars.

5) One of the main reasons for the above is the difference in duration of the two campaigns. In the UK, Tony Blair announced the 2005 general election for May 5th on April 5th – leaving just one month for campaigning. In America, the election campaign starts in January in the year of the election with primaries and caucuses, leaving 10 months until the actual election.

6) In America, the national election is between two candidates – a Republican one and a Democrat one. (Other candidates do stand but they have no chance of being elected) Voters vote for a candidate. In the UK there is a totally different approach. There is a vote for all 646 constituencies (2005 figure) and voters will probably vote for a party rather than for a candidate.

7) In America, the opportunity for a protest vote barely exists – unless you deliberately abstain. The Reform Party and Green Party do exist but the Electoral College system means that they have no chance of getting any form of power. In the UK, there are plenty of opportunities to have a protest vote against the standing party/Prime Minister. The election of Michael Bell as an Independent anti-corruption MP in 1997 showed this. In 2001 an Independent candidate won Wyre Forest as the Kidderminster Hospital and Health Concern MP – his manifesto was based solely on keeping open the local hospital whatever the cost. He received the support of the local populace and became that constituency's MP. The system in

America does not allow for this at presidential level – though it does happen at Congressional level, especially in the mid-term elections.

8) Turnout at both national/general elections is poor. In both 2001 (UK) and 2004 (US), 1/3rd of those who could have voted did not. The announcement of an election in the UK in April 05 was described in one British broadsheet as “the lull before the lull.”

9) The UK’s electoral system is based on the first-past-the-post system. All the winning party needs is a majority of MP’s elected to Westminster to win a general election. For 2005, all the winning party will need is 324 MP’s to have an overall majority in Parliament. In America, some say that there are 50 elections as opposed to just one. Whoever wins a state, gets all of that state’s Electoral College votes and the loser gets none. Once a presidential candidate gets a majority of Electoral College votes, he is declared the winner even if some states have yet to declare. In 2000, Bush won with fewer public votes but with a majority of Electoral College votes. The same oddity has happened in the UK. In 1951, the Conservatives won the general election with 11.62 million votes (including National Liberal and Conservative MP’s) while the Labour Party got 11.63 million votes. However, the Conservatives won 259 seats in Westminster to Labour’s 233.

10) In the UK an election manifesto is traditionally considered to be binding. It is not uncommon during Commons Question Time for Opposition MP’s to state: “In your manifesto you said... Why hasn’t this happened?” In America, an election platform (the equivalent of a manifesto) is not considered to be binding. It is what would be done given the perfect opportunity to do so.

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
2. Деловой английский=Business English: Business Correspondence: деловая переписка [Электронный ресурс]: учебное пособие / сост. Е.Г. Воскресенская, О.В. Фрезе. - Омск: Омский государственный университет, 2012. - 228 с. // Режим доступа - [http: //biblioclub.ru/index.php?page=book&id=238159](http://biblioclub.ru/index.php?page=book&id=238159)

Методические указания к практическому занятию № 2 для студентов

Тема: Первое впечатление. Умение контактировать с людьми.

(устно и письменно). (2 часа).

Правильный выбор слов и его эффективное воздействие. Первое впечатление. Эффект первой фразы. Правила особых эффектов общения. Главная цель общения – взаимопонимание. Информация об учебной бесконфликтной дискуссии. Правила ведения дискуссий. Дискуссионная тема «Бесконфликтность – слабость или воля?».

Прочитать и перевести текст:

Telephone Conversation

- Hello, is that you , Mary? How are you? Why didn't you go to classes yesterday?
- Hello, Ann. I felt very ill yesterday. I couldn't even get up.
- What was the matter with you?
- I don't know , I haven't seen the doctor yet. I had a high temperature.
- Can you go to the institute today?
- o, I'm afraid I can't. The doctor is coming this morning. I feel I should stay in bed for a few days. I'm very sorry I have to miss several lectures.
- That's all right. You mustn't come if you are ill. You should certainly stay in bed. You can have my notes if you like. Can I come to see you today?
- Certainly. Please come round after classes.
- I'm sorry, but I have to go to the library after classes to get some.
- Don't go to the library. I've got a lot of interesting books at home. You can take any of them.
- All right. Can I get to your place by the 41 tram?
- Yes, but don't come by tram. There is a new underground station near my house now. It takes me fifteen minutes to get the Institute by underground.
- Very good, and now I must hurry to the Institute. See you later.
- Till this evening then. Don't forget to bring me your notes. Ring me up if you can't come.

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
2. Деловой английский=Business English: Business Correspondence: деловая переписка [Электронный ресурс]: учебное пособие / сост. Е.Г. Воскресенская, О.В. Фрезе. - Омск: Омский государственный университет, 2012. - 228 с. // Режим доступа - [http: //biblioclub.ru/index.php?page=book&id=238159](http://biblioclub.ru/index.php?page=book&id=238159)

**Методические указания к практическому занятию № 3
для студентов**

Тема: Телефонный этикет. (2 часа).

Read and write your own letter:

A Letter to a Friend

Dear Victor,

I'm very sorry I couldn't write to you last week, because I was very busy. At last I have taken my Literature examination and I'm quite free. When my sister takes her last exam next week, we will go to Sochi for a holiday. I hope we will have a good time there. We love the sea very much. We should like to swim, lie on the beach, and sunbathe two hours a day. We are awfully sorry you will not be able to go with us this year.

When are you going to have your holiday?

How long do you intend to stay in the country?

Is there a river and a wood there?

I'm looking forward to read your answers as soon as possible.

I'll be back early in August. I think I will be able to go to see you some time at the end of the month. We will be very glad to hear from you before we leave.

Love to you all,
John.

Используя образец, переведите данные фразы на английский язык, обращая внимание на окончание порядковых числительных:

Your telex of 20th February

1. ваше письмо от 15 октября
2. наше письмо от 14 ноября
3. ваше платежное поручение от 1 марта
4. наш телекс от 2 апреля
5. ваше извещение от 3 января

Переведите на английский язык стандартные формулировки деловых писем:

1. Мы получили Ваше письмо.
2. Благодарим за письмо.
3. В ответ на Ваше письмо.
4. Мы совершенно уверены.

5. В дополнение к вышеуказанному.
6. В связи с Вашей просьбой.
7. Ожидаем Вашего согласия.
8. Мы будем признательны за быстрый ответ.

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
2. Деловой английский=Business English: Business Correspondence: деловая переписка [Электронный ресурс]: учебное пособие / сост. Е.Г. Воскресенская, О.В. Фрезе. - Омск: Омский государственный университет, 2012. - 228 с. // Режим доступа - [http: //biblioclub.ru/index.php?page=book&id=238159](http://biblioclub.ru/index.php?page=book&id=238159)

Методические указания к практическому занятию № 4 для студентов

Тема: Персональный контакт с представителями иностранных фирм. (2 часа).

Организационная коммуникация. Networking – тактика налаживания связей. «Диалог культур – преодоление стереотипов» - дискуссия.

Разместите в правильном порядке адреса, дату, вступительное обращение, текст, формулу вежливости, блок подписи:

Dear Dr. Fedin,

We have just received your above-mentioned article for publication. On behalf of Elsevier Science, I would like to take this opportunity to thank you for choosing our journal as your publishing medium.

From the details supplied by the journal editor, we have logged your address and, if available, your e-mail, phone and fax number. Please check that the details are correct and complete so we can contact you quickly if necessary.

Enclosed you will find a copyright transfer and offprint order form.

☞ **Copyright transfer:** Articles are accepted for publication on the understanding that authors will return a transfer of copyright agreement to the publisher. Please read and complete the form, and return the original by mail.

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Elsevier Science
A.D. Briffin
Administrator
Fax: +31 29 485 2521

Yours sincerely,

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
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Методические указания к практическому занятию № 5 для студентов

Тема: Служебный этикет. Риторический инструментарий (2 часа).

Стратегия поведения в современных рыночных условиях. Основные принципы речевого воздействия. Коммуникационные воздействия на мысли и чувства людей. Риторический инструментарий. Национальные особенности организационных норм. Инсценировка «Деловое общение на французской фирме».

Make the dialogue:

A Lunch at the Company office

I usually have lunch at half past one, but yesterday I went to the office without breakfast and by twelve o'clock I was already hungry. I don't like having lunch alone, so I suggested Nick to have a lunch with me. Then we went to the canteen. We got tickets for lunch, sat down at a table near the window, and called the waitress. She brought knives, forks, spoons and plates and took our tickets. We ordered some mineral water, salad, meat and potatoes, and ice—cream for the sweet.

In a few minutes the waitress came up to us and asked if we would have coffee, or tea. We ordered two cups of tea with lemon. When lunch was over, we talked a little and then went back to the office. We had a little time before work to read the newspaper. We began work again half an hour later.

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
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Методические указания к практическому занятию № 6 для студентов

Тема: Культура речи в деловом общении. (2 часа).

Написание делового текста. «Деловая речь – экспромт или продуманная «домашняя работа?» - дискуссия. Составление диалога по специальной схеме.

Retell the text:

Financial Reporting

At one of the sessions the participants of the Group discussed the subject of Accounting and International Accounting Standards. *Here is a part of the lecture:*

What is accounting?

Accounting can be defined as **the** measuring and **recording of all** relevant **financial data** concerning a particular entity, **that is** business, government organization.

Financial reporting is the communicating of such information in appropriately summarized form. In the UK such summarized form is called "Accounts". In the USA it is called "Financial statements". These accounts or statements are communicated to interested parties both within and outside the organization.

Financial reporting provides information that is useful to present and potential investors, creditors and other users in making rational investment, credit and other economic decisions.

Accounting is often referred to as the "language of business". And, as a direct result of the work of accountants and auditors. A wide range of different users of financial reporting are able to answer questions such as:

How much profit did the company make last year?

How much should I lend to the company?

Is this company more successful than its competitors?

How much can I withdraw from the company?

Was last year an improvement over the year before?

Accountants are therefore those individuals specialized in the "art" of capturing the correct data, and preparing the most meaningful financial reports from that data. They are "producers" of financial information, which is then made available to "consumers such as owners and lenders.

Accountants are assisted in their work by bookkeepers, who operate some form of accounting system, usually computerized, to help capture, accumulate, categorize, summarize and report the many thousands of transactions that affect an economic entity every year.

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
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**Методические указания к практическому занятию № 7
для студентов**

Тема: Использование примеров убедительной речи.
Культура дискуссии (2 часа).

Главный критерий профессиональной пригодности работника.
Стилистические формы выраженности речи. Косвенные примеры.
Культура дискуссии. Составление дискуссионных тем.

Retell the text:

BUSINESS MEETING

On a certain day Ivan, one of the participants of the group decided to telephone the English businessman with whom he had been doing business for some time. Before he left Moscow he had contacted the Englishman and told him he would be in London soon. And they decided to meet in the London office of the Englishman. Thus he telephoned the Englishman to make an appointment for the next day. His surname is Smirnov. He'd like to speak to Mr. Fraser. He came from Moscow a few days ago and he wanted to Mr. Fraser. They spoke about their meeting while Mr. Smirnov was still in Moscow. He is staying at the Sherlock Holmes Hotel. His room number is 346. He will be in at about six in the evening.

He also has some free time tomorrow morning. It was splendid. So they decided to make an appointment for ten. It suits both of them all right. Then Mr. Fraser's driver will pick Mr. Smirnov up at the hotel at a quarter to ten. Their office is not far away. During the meeting Mr. Smirnov and Mr. Fraser will discuss the details of the enquiry. After that they will have their lunch together.

Dear Sirs,

In your letter of 23rd January, this year, you offered your services in placing our clients' advertisements in magazines published in France.

Our clients welcome the opportunity and should be glad to have full information about the magazines in which you intend to place their ads .

In particular they would like to know the readership, circulation and one-time advertising rates.

A prompt reply will be appreciated.

Yours faithfully

Уважаемые господа,

Своим письмом от 23 января с. г. Вы предложили нам услуги при размещении заказов на публикацию рекламных объявлений наших клиентов в журналах, издающихся во Франции.

Наши клиенты заинтересованы в Вашем предложении и хотели бы получить полную информацию в отношении журналов, в которых Вы намерены помещать их рекламные объявления. В частности, они хотели бы знать круг их читателей, тираж и расценки за публикацию одноразовых рекламных объявлений.

С нетерпением ждем Ваш скорейший ответ.

С уважением,

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
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Методические указания к практическому занятию № 8 для студентов

Тема: Особенности речевого поведения. Невербальное общение – национальные стили. (2 часа).

«Стереотип» как фактор отрицательного влияния на сотрудничество» - дискуссия.

Retell the text:

London

London is the capital of Great Britain, its political, economic and commercial centre.

It is one of the largest cities in the world and the largest city in Europe. Its population is about 8 million. London is one of the oldest and most interesting cities in the world.

Traditionally it is divided into several parts: the City, Westminster, the West End and the East End. They are very different from each other and seem to belong to different towns and epochs.

The heart of London is the City, its financial and business centre. Numerous banks, offices and firms are situated there, including the Bank of England, the Stock Exchange and the Old Bailey. Few people live here, but over a million people come to the City to work. There are some famous ancient buildings within the City. Perhaps the most striking of them is St Paul's Cathedral, the greatest of English churches. The Tower of London was founded by Julius Caesar and in 1066 rebuilt by William the Conqueror. It was used as a fortress, a royal palace and a prison. Now it is a museum.

Westminster is the historic, the governmental part of London.

Westminster Abbey has more historic associations than any other building in Britain.

Nearly all English kings and queens have been crowned here. Many outstanding statesmen, scientists, writers, poets and painters are buried here: Newton, Darwin, Chaucer, Dickens, Tennyson, and Kipling.

Across the road from Westminster Abbey is Westminster palace, or the Houses of Parliament, the seat of the British Parliament. The Clock Tower of the Houses of Parliament is famous for its big hour bell, known as "Big Ben".

Buckingham Palace is the official residence of the Queen.

Trafalgar Square is the geographical centre of London. It was named in memory of Admiral Nelson's victory in the battle of Trafalgar in 1805.

On the north side of Trafalgar Square is the National Gallery and the National Portrait Gallery. Not far away is the British museum – the biggest museum in London. It contains a priceless collection of ancient manuscripts, coins, sculptures and is famous for its library.

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
2. Деловой английский=Business English: Business Correspondence: деловая переписка [Электронный ресурс]: учебное пособие / сост. Е.Г. Воскресенская, О.В. Фрезе. - Омск: Омский государственный университет, 2012. - 228 с. // Режим доступа - [http: //biblioclub.ru/index.php?page=book&id=238159](http://biblioclub.ru/index.php?page=book&id=238159)

Методические указания к практическому занятию № 9 для студентов

Тема: Социально-психологические механизмы общения (2 часа).

Особенности произношения слов. Окраска звучания голоса. Этические принципы делового общения. Дискуссия: «Неправильный» образ жизни как неумение общаться».

Составьте письмо-запрос о поступлении на работу, используя следующие фразы:

"Please consider me for the position of a manager".

"I have graduated from the faculty" Administration and Public Relations" on specialty "Manager" of one of the prestigious institutes of Kursk - МЕВІК."

"I am considered by those who know me to be alert, intelligent and well-informed."

"My education, which I get during my study at МЕВІК, corresponds your demands completely."

"I'll be very pleased if you call me. My telephone number is ----."

Sincerely,

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.
2. Деловой английский=Business English: Business Correspondence: деловая переписка [Электронный ресурс]: учебное пособие / сост. Е.Г. Воскресенская, О.В. Фрезе. - Омск: Омский государственный университет, 2012. - 228 с. // Режим доступа - <http://biblioclub.ru/index.php?page=book&id=238159>

Методические указания к практическому занятию №10 для студентов

Тема: Межкультурное общение и знание иностранных языков (2 часа).

Деловые контакты с зарубежными партнерами как преодоление культурных барьеров, влияние знания языков, обычаев и этикета на успешные переговоры. Использование полезных фраз в деловом общении на английском языке.

Переведите на русский язык образец резюме:

MICHAEL BROWN

R.D. 5 Box 66

Lebanon, NH 04855

(605) 657 0909

EDUCATION

Topeca Public College (Topeca, Kansas) B.A. in History, minor in Psychology, May 1994 L'Universite de Lyon (Lyon, France) During 1992 was enrolled in one-year exchange program through the French Collegiate Consortium (FCC). Studied language, culture and history of France. Familiar with French.

INTERPERSONAL SKILLS

Restaurant and retail work experience included serving customers during busy tourist seasons; sailing and windsurfing instructor: lectures to large groups as well as private lessons for all ages from beginning to racing levels; tutored high school students: lived with French family for a year.

--Work effectively in time pressured situations

--Interact effectively with peers, subordinates and superiors

--Can maintain group cooperation and support

--Adaptable to new environments

RESEARCH and ANALYTICAL SKILLS

Strong research and writing skills developed through writing of extensive term papers in history and psychology; quantitative analytical skills gained by coursework in microeconomics, biology and chemistry; critical thinking strengthened by philosophy, religion and American government coursework.

--Strong record of setting and achieving personal goals

--Organize and synthesize facts creatively

--Proficient in written communication

EMPLOYMENT

Selfing Sailing Center, Boston, MA (Summer 1993)

Sailing Instructor: Taught sailing and windsurfing; managed finances and handled scheduling.

Bentley's Restaurant, Ithaca, NY (Winter 1990)

Waiter

Retell the text:

Changing Money

In the evening a few participants went to a bureau de change next to the hotel to change some dollars into pounds.

In London money can be changed either at banks, at bureaux de change or at customers' services desks in big department stores.

Banks are usually open from 9.30 a. m. until 3.30 p. m. Some are open on Saturday, but never on Sunday. They accept plastic cards Visa, Access as well as Eurocheques, traveler's cheques and, of course, cash. Many banks have cash dispensing machine services.

Bureaus de change are usually open for longer hours and every day. They often charge a bigger commission than banks.

The exchange rates are often shown in the running lines placed in the windows or on the walls of the bureaux de change for everybody to see.

Now Sergey comes up to the counter of the bureau de change:

Sergey: Good evening.

Cashier: Good evening, sir. Can I help you?

Sergey: Could I change two hundred dollars into pounds, please?

Cashier: Yes, certainly.

Sergey: How much will it be?

Cashier: About one hundred and twenty pounds.

Sergey: Good. Here you are.

Cashier: Thank you. And how would you like it, in twenties, tens or smaller notes?

Sergey: In tens, please.

Cashier: Fine. Here is the money and your receipt, please.

Sergey: Thanks. Excuse me, will you be open tomorrow, on Sunday?

Cashier: Yes. But we work shorter hours on Sundays. We'll close at 7 p. m.

Sergey: Thank you. And one more thing. Can I change these coins of fifty cents each.

Cashier: I'm afraid I can't take small change. We change only notes.

Sergey: Do you believe I can change them somewhere else?

Cashier: I'm afraid you can't. This is a rule with banks and bureaux de change.

Sergey: I see. Thank you.

Cashier: You are welcome.

Список литературы:

1. Волегова, Ольга Анфиногентовна. Английский для бакалавров менеджмента [Текст]: учебник / О. А. Волегова. - Ростов-на-Дону: Феникс, 2013. - 430 с.

2. Деловой английский=Business English: Business Correspondence: деловая переписка [Электронный ресурс]: учебное пособие / сост. Е.Г. Воскресенская, О.В. Фрезе. - Омск: Омский государственный университет, 2012. - 228 с. // Режим доступа - [http: //biblioclub.ru/index.php?page=book&id=238159](http://biblioclub.ru/index.php?page=book&id=238159)