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# ИНОСТРАННЫЙ ЯЗЫК В ПРОФЕССИОНАЛЬНОЙ СФЕРЕ

Методические указания для подготовки к лабораторным занятиям студентов направления подготовки
38.03.04 Государственное и муниципальное управление

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**Иностранный язык в профессиональной сфере**: методические указания для подготовки к лабораторным занятиям студентов направления подготовки 38.03.04 Государственное и муниципальное управление / Юго-Зап. гос. ун-т; сост.: Е.А. Сентищева. – Курск, 2023. – 21 с.

Данные методические указания включают в себя вопросы для собеседования по основным темам дисциплины «Иностранный язык в профессиональной сфере» для студентов направления подготовки 38.03.04 Государственное и муниципальное управление.

Методические указания соответствуют требованиям программы, утвержденной учебно-методическим объединением по направлению подготовки 38.03.04 Государственное и муниципальное управление.

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## *Введение*

Изучение иностранного языка является неотъемлемой частью подготовки специалистов в области государственного и муниципального управления. Данные методические указания были составлены по дисциплине «Иностранный язык в профессиональной сфере» для студентов направления подготовки «Государственное и муниципальное управления». В соответствии с задачами дисциплины

необходимо сформировать общелингвистические представления о современном иностранном языке; привить навыки разговорной и письменной речи, умение читать и переводить на русский язык (без словаря и со словарем) тексты бытовой и профессиональной направленности; ознакомить с основами межкультурной коммуникации; научить работать с литературой по специальности на иностранном языке. Автором были разработаны тексты по основным темам курса, включающие в себя лексические единицы и грамматические структуры, которыми должны владеть студенты в рамках данного курса.

Благодаря чтению и переводу данных текстов, освоению выделенной в них активной лексики, а также используемых грамматических конструкций студенты должны иметь следующими навыки и умениям: продуктивного активного и пассивного освоения лексики английского языка; овладения грамматическим строем английского языка; подготовленного устного монологического высказывания на английском языке в пределах изучаемых тем; письменной речи на английском языке.

## UNIT 1
## CV

What to Include in a Curriculum Vitae?

A curriculum vitae, commonly referred to as a “CV,” is a longer (two or more pages), more detailed synopsis than a resume. Your CV should be clear, concise, complete, and up-to-date with current employment and educational information.

The following are examples of information that can be included in your curriculum vitae. The elements that you include will depend on what you are applying for, so be sure to incorporate the most relevant information to support your candidacy in your CV.

Personal details and contact information. Most CVs start with contact information and personal data but take care to avoid superfluous details, such as religious affiliation, children's names, and so on.

Education and qualifications. Be sure to include the names of institutions and dates attended in reverse order: Ph.D., Masters, Undergraduate.

Work experience/employment history. The most widely accepted style of employment record is the chronological curriculum vitae. Your career history is presented in reverse date order starting with the most recent appointment. More emphasis/information should be placed on your most recent jobs.

Skills. Include computer skills, foreign language skills, and any other recent training that is relevant to the role applied for.

Training / Graduate Fieldwork / Study AbroadDissertations / Theses

Research experienceTeaching experiencePublications

Presentations, lectures, and exhibitions

Grants, scholarships, fellowships, and assistantshipsAwards and honors

Technical, computer, and language skills

Professional licenses, certifications, and memberships

## UNIT 2
## TELEPHONING

Why Learn How to Talk on the Phone Professionally

Talking on the phone may be an essential part of your job, or you may only have to make or answer phone calls in English from time to time.

You may need to speak on the phone in English every day or even as part of an exam or job interview. Sometimes your job may even depend on a phone call!

Skyping (or video calling) in English involves the same skills as traditional telephoning, but with a webcam so will be seen by the other person.

You will discover that improving your telephone skills will also help with your speaking skills in general. What's more, it will help you gain self-confidence and even improve your self-esteem—both when speaking English and your native language.

Tips for Learning Business English Telephone Phrases

The great thing about learning these telephone phrases is that you will actually get to use them in real life. Here are some tips for learning these new phrases:

Don't be afraid of making mistakes

The first time you use some new phrases, you will probably make some mistakes. Everybody does when they learn something new; it's completely normal.

Hopefully the people you talk to will be patient and understanding. However, some people who have never learned a second language don't understand how difficult it can be. Don't let them discourage you! Remind yourself: When you make mistakes, you are making progress.

Learn from your mistakes

Another great thing about mistakes is that you can learn from them. Every time you finish a phone conversation, write down the mistakes you think you made or the phrases you are not sure about.

You may even want to record your phone conversations if that's possible and allowed where you work. Then you can listen later—by yourself or with a tutor—to look closely for new phrases you used correctly and where you need more practice.

Use three new phrases in your phone conversations every day

Once you read the phrases below, choose three every day to use in your phone conversations or whenever appropriate. If you don't use the new words, they will no longer be fresh in your mind. They will be part of your passive vocabulary, which means you will probably recognize them when you hear them, but you won't be able to use them yourself on the spot.

If you can't find a way to include them in your real telephone conversations, try writing down imaginary phone conversations so you can use the new phrases. Remember: By using new words, you learn new words!

Practice new grammar concepts in phone calls

You can use the previous learning strategy with grammar as well, not just with new vocabulary. Every time you see a new grammar structure, write it down, make your own examples with it and then use it at work!

## UNIT 3
## E-MAILING

These are basics of modern email etiquette

1. Include a clear, direct subject line.

Examples of a good subject line include "Meeting date changed," "Quick question about your presentation," or "Suggestions for the proposal." "People often decide whether to open an email based on the subject line,"Pachter says. "Choose one that lets readers know you are addressing theirconcerns or business issues."

2. Use a professional email address.

If you work for a company, you should use your company email address. But if you use a personal email account-whether you are self-employed or just like using it occasionally for work-related correspondences - you should be careful when choosing that address, Pachter says.

You should always have an email address that conveys your name so that the recipient knows exactly who is sending the email. Never use email addresses (perhaps remnants of your grade-school days) that are not appropriate for use in the workplace, such as "babygirl@..." or "beerlover@..." -; no matter how much you love a cold brew.

3. Think twice before hitting 'reply all.'

No one wants to read emails from 20 people that have nothing to do with them. Ignoring the emails can be difficult, with many people getting notifications of new messages on their smartphones or distracting pop-up messages on their computer screens. Refrain from hitting "reply all" unless you really think everyone on the list needs to receive the email, Pachter says.

4. Include a signature block.

Provide your reader with some information about you, Pachter suggests. "Generally, this would state your full name, title, the company name, and your contact information, including a phone number. You also can add a little publicity for yourself, but don’t go overboard with any sayings or artwork."

Use the same font, type size, and color as the rest of the email, she says.

5. Use professional salutations.

Don't use laid-back, colloquial expressions like, "Hey you guys," "Yo," or "Hi folks."

"The relaxed nature of our writings should not affect the salutation in an email," she says. "Hey is a very informal salutation and generally it should not be used in the workplace. And Yo is not okay either. Use Hi or Helloinstead."

She also advises against shortening anyone's name. Say "Hi Michael," unless you're certain he prefers to be called "Mike."

6. Use exclamation points sparingly.

If you choose to use an exclamation point, use only one to convey excitement, Pachter says.

"People sometimes get carried away and put a number of exclamation points at the end of their sentences. The result can appear too emotional or immature," she writes. "Exclamation points should be used sparingly in writing."

7. Be cautious with humor.

Humor can easily get lost in translation without the right tone or facial expressions. In a professional exchange, it's better to leave humor out of emails unless you know the recipient well. Also, something that you think is funny might not be funny to someone else.

Pachter says: "Something perceived as funny when spoken may come across very differently when written. When in doubt, leave it out."

8. Know that people from different cultures speak and write differently. Miscommunication can easily occur because of cultural differences, especially in the writing form when we can't see one another's body language. Tailor your message to the receiver's cultural background orhow well you know them.

A good rule to keep in mind, Pachter says, is that high-context cultures (Japanese, Arab, or Chinese) want to get to know you before doing business with you. Therefore, it may be common for business associates from these countries to be more personal in their writings. On the other hand, people from low-context cultures (German, American, or Scandinavian) prefer to get to the point very quickly.

9. Reply to your emails-even if the email wasn't intended for you.

It's difficult to reply to every email message ever sent to you, but you should try to, Pachter says. This includes when the email was accidentally sent to you, especially if the sender is expecting a reply. A reply isn't necessary but serves as good email etiquette, especially if this person works in the same company or industry as you.

Here's an example reply: "I know you're very busy, but I don't think you meant to send this email to me. And I wanted to let you know so you can send it to the correct person."

10. Proofread every message.

Your mistakes won't go unnoticed by the recipients of your email. "And, depending upon the recipient, you may be judged for making them," Pachter says.

Don't rely on spell-checkers. Read and re-read your email a few times, preferably aloud, before sending it off.

"One supervisor intended to write 'Sorry for the inconvenience,'" Pachter says. "But he relied on his spell-check and ended up writing 'Sorry for the incontinence.'"

11. Add the email address last.

"You don't want to send an email accidentally before you have finished writing and proofing the message," Pachter says. "Even when you are replying to a message, it's a good precaution to delete the recipient's address and insert it only when you are sure the message is ready to be sent."

12. Double-check that you've selected the correct recipient.

Pachter says to pay careful attention when typing a name from your address book on the email's "To" line. "It's easy to select the wrong name, which can be embarrassing to you and to the person who receives the email by mistake."

13. Keep your fonts classic.

Purple Comic Sans has a time and a place (maybe?), but for business correspondence, keep your fonts, colors, and sizes classic.

The cardinal rule: Your emails should be easy for other people to read. "Generally, it is best to use 10- or 12- point type and an easy-to-read fontsuch as Arial, Calibri, or Times New Roman," Pachter advises. As forcolor, black is the safest choice.

14. Keep tabs on your tone.

Just as jokes get lost in translation, tone is easy to misconstrue without the context you'd get from vocal cues and facial expressions. Accordingly, it's easy to come off as more abrupt that you might have intended --you meant "straightforward," they read "angry and curt."

To avoid misunderstandings, Pachter recommends you read your message out loud before hitting send. "If it sounds harsh to you, it will sound harsh to the reader," she says.

For best results, avoid using unequivocally negative words ("failure," "wrong," or "neglected"), and always say "please" and "thank you."

15. Nothing is confidential-so write accordingly.

Always remember what former CIA chief General David Petraeus apparently forgot, warns Pachter: Every electronic message leaves a trail.

## UNIT 4
## MAILING

Traditional Letters

Print traditional letters on letterhead using a heavier or textured stock. The letterhead should include the name, address, phone number and email address of the sender. If letterhead is not available or the letter is personal, the proper title for the person or persons sending the letter should appear at the top left corner. For example, if you and your spouse are sending a letter of complaint to a business, include the following:

Mr. and Mrs. John A. Doe 123 Main St. Anywhere, USA 555-555-5555 thedoes@email.com

Next, list the recipient of your correspondence and the address at the left margin. The name and address should be formal, including his titles and designations.

The date comes next in the spelled format, for example: June 23, 2010. Under the date, include a line referencing the subject matter of the letter, using the form "RE: (reference)."

The greeting is next and should reflect your relationship with the party. If you are on a first-name basis, greet her with "Dear" and include her first name. If the letter is going to a department or an unknown recipient, use "Dear Sirs" or "Dear Sir or Madam:" or even "To Whom It May Concern." All business letters should close formally. The best choice for a professional ending is simply "Sincerely" or "Best Regards." Avoid frilly endings.

Handwritten notes

A handwritten note is appropriate in many business situations, such as thank-yous, congratulations for achievements such graduations, family births, promotions and condolences.

The envelope should include the formal name and address of the recipient. Your return address should appear on the back of the envelope, although it can go in the upper left corner of the front.

The card should include a familiar greeting based on your relationship. If you are on a first-name basis, use the first name. If not, choose a respectful greeting that fits the sentiment.

Keep the body of the note short and write or print neatly in blue or black ink. If you do not have decent handwriting, find someone who does.

Get to the point. If you are saying thank you, choose a phrase or two that reminds the recipient what you are thanking her for, but don't get too detailed. If you are congratulating someone, include what for and, if appropriate, how you received the information. If a client's engagement was in the newspaper, for example, clip the announcement and include it with the card or reference it in your note.

End the note with "Sincerely." Sign the letter with your formal name and title if you are less familiar with the recipient. If you are more familiar, your first name is appropriate.

## UNIT 5
## GIVING PRESENTATIONS

Presentation software can be a wonderful tool if used correctly. It can also be a dangerous distraction that interferes with communication rather than facilitating it. The line between the two is thin.

Over the course of my career, I have sat through hundreds of presentations. Most of them were done with PowerPoint. Most of them are done poorly.

I often think the presenter would be more compelling if he would ditch the presentation software and just speak. Because of this, I even thought of outlawing presentation software when I was the CEO of Thomas Nelson.

But alas, it has become a staple of corporate life. It is the ubiquitous prop that attends every presentation.

So if we can’t outlaw presentation software, at least we can improve how we use it. Here are my five rules for making more effective presentations.

Don’t give your presentation software center stage. This is the biggest mistake I see speakers make. They forget that PowerPoint or Keynote are tools designed to augment their presentation not be their presentation. Never forget: You are the presenter. Your message should be the focus. Not your slides. Not your props. And not your handouts. You are in the lead role, and you need to retain that role. No amount of “razzle dazzle” or slide effects can overcome a weak presentation. If you don’t do your job, slides won’t save you. It only makes a bad presentation worse.

Create a logical flow to your presentation. Better yet, tell a story. (See Cliff Atkinson's Beyond Bullet Points. The absolute last thing you want to do is turn your presentation into a random assortment of bulleted lists, which is what often happens, especially when PowerPoint is involved. There must be a flow. Start with a good outlining or mind mapping program. I personally use OmniOutliner. Decide if your talk is going to be a persuasive speech or an enabling one. (It should be one or the other.) We teach you how to do this at The SCORRE Conference. This is something I use every day.

Make your presentation readable. Memorize this sentence: "If people can't read my slides from the back of the room, my type is too small." Now repeat it over and over again while you create your slides. If people are squinting during your presentation, trying to make out what's on the slide, you've lost your audience. In my experience you must use at least 30-point type. Obviously, it depends on the size of the room, the size of the screen, etc. This is precisely why you can't afford to leave this to chance. You must test your slides and make certain they are readable.In Really Bad PowerPoint (PDF file), Seth Godin also sets forth five PowerPoint rules. In the first one he says, "No more than six words on a slide. EVER." This may be too extreme, but you get the idea. The more words you use, the less readable they become. I have made some really effective presentations with no more than a word or two per slide. It can be done. Steve Jobs was a master at this. So is Tom Peters. Here are some other things to rememberregarding text:

Avoid paragraphs or long blocks of text. If you really, really must use a paragraph, then whittle it down to the bare essentials. Use an excerpt—a couple of sentences. Emphasize the important words. Put the text block by itself on a single slide.

Use appropriate fonts. I recommend a sans serif font for titles (e.g., Arial, Verdana, Helvetica, or—my personal favorite—Myriad Pro, etc.) and a serif font for bullets or body text (e.g., Times New Roman, Garamond, Goudy, Palatino, etc.). Most books are typeset this way because it make them more readable. The serifs help you recognize the characters (and thus the words) faster. It makes the text more readable. It's also customary to use san serif fonts for chart labels.

Avoid detailed reports. If you need to include a report in your presentation, hand it out. Don't force people to try to read a ledger printout on a slide. (Financial people take note!) If you must show a report, use it as a picture and then use a "call out" to emphasize the part of the report you want people to focus on. Better yet, just fill up a whole slide with the one number you want people to take away from the presentation.

Avoid “title capitalization” unless (duh!) it’s a title. Sentence capitalization is much easier to read. For example, “Sales are up 100% in the southeast region” is easier than “Sales Are Up 100% In The Southeast Region.” This is especially true when you have numerous bullet points.

Remember, less is more. Fancy slide transitions and fly-ins get old quickly. I strongly recommend that you keep things simple. A basic dissolve from one slide to another is usually sufficient. Also, have all your bullets appear at once rather than one at a time. Avoid sound effects—they serve no other purpose than annoying the audience and distracting them from your presentation. Finally, cut down the number of slides. You don’t need a transcript of your speech with every point and sub-point. Yawn! People are only going to remember the major points any way.

Distribute a handout. I have changed my mind on this over the years. I do not think that you should distribute a handout before you begin speaking. If you do so, people will start reading ahead instead of listening to you. It’s just one more distraction to keep them from focusing on your message. It also eliminates any surprises or drama you have built into your presentation. Instead, I tell people that I will distribute a handout of the slides when I am finished with my presentation. (Or now, I often create a special page on my blog, with the slides embedded into it using SlideShare.net.) That way, they can take notes during my session, knowing that they don’t have to write everything down. This allows them to stay engaged without becoming distracted.

Finally, I would encourage you to hone your PowerPoint or Keynote skills like you would any other essential business skill. The more you work at it, the better you will get. And the better you get the more compelling your presentations will become.

# UNIT 6
# MAKING MEETINGS EFFECTIVE

1. Determine whether the meeting really is necessary

Does the meeting really need to occur? Do multiple people really need to interact with each other? Reducing the number of attendees saves time for everyone, both those in the meeting (because it probably will end sooner) and for those not attending (because they can do other things).

If the meeting involves a review of documents, status reports, or other material, sending them to attendees prior to the meeting saves time and might even make the meeting unnecessary. Consider my example of the New Jersey meeting: I wonder whether the boss had even reviewed my materials beforehand. Had she done so, or had she spoken to me by telephone, it would have saved time for everyone.

Even if you determine that a meeting is really necessary, does it have to be in person? Consider a telephone or video conference call, which can save time, money, and energy (and which is an option I should have considered for my New Jersey meeting).

2. Be punctual

Have you ever been on time for a meeting and found that only about three-fourths of the attendees were present? Did the meeting leader say, "Well, let's wait a few minutes for more people to arrive"? Think about the message that action sends. You, the person who showed up on time, are being penalized for doing so. The people who are late, conversely, are being told that their lateness has no consequences. How likely is it that you will be punctual to the next meeting this leader holds?

I've heard of companies that remove all extra chairs from the room once the meeting starts, forcing latecomers to stand. While that technique may be extreme, it does reflect the idea that peoples' time should be respected.

In the same way, if you're going to be late, try to let the meeting chair know in advance. Simply showing up late might send a message to the other attendees that to you, the meeting is unimportant.

If you're the chair, try to end the meeting on time. Attendees have other commitments, and keeping them late is unfair to them and to the others with whom they have commitments. A friend blogged about how she hinted about the late running of a meeting, which was supposed to end at noon: Her stomach growled audibly at 12:05.

3. Be wary of recapping for latecomers

On a related note, be careful about recapping a meeting for latecomers. By doing so, you are in effect starting the meeting over.

4. Be prepared

Did you receive background material prior to the meeting? Reviewing it and being prepared with comments saves time for everyone. You might even spot something that could make the meeting unnecessary, as in the case of my New Jersey meeting. If you have questions about the material, consider e-mailing them to the author or to the other attendees in advance, so they have time to think about what you've asked.

5. Have an objective

Author and consultant Stephen Covey counsels readers and clients to "Begin with the end in mind." When planning a meeting, therefore, ask yourself "What do I want to see as a result of this meeting?" Put another way, ask yourself (as a famous politician and U.S. president did), whether, at the end of the meeting, you and the attendees will be better off than you were at the beginning.

If you have no objective and no purpose, why meet at all?

6. Publicize the agenda

Having and distributing an agenda prior to a meeting alerts attendees to the nature of that meeting. Attendees who believe a particular item should be added or removed have an opportunity to discuss that issue with themeeting chair.

7. Be clear about responsibilities

In your agenda and in conversations beforehand, be clear about your expectations for the attendees. Regarding a particular topic, are you looking for a short update, a discussion, or a formal presentation? Being clear about expectations leads to efficiency and avoids embarrassment.

8. Address important things first

Dr. Covey uses a demonstration involving sand and a collection of medium-size and large rocks. He challenges audience members to place all of them into a pail, so that there's no overflowing of sand and the rocks all stay below the top of the pail. After many people fail, Dr. Covey shows them how to do it: He puts in the large rocks, then the smaller rocks, then pours in the sand. Those who fail do so because they reverse this sequence. In your meetings, as in other aspects of your life and work, try to address the most important issues first. Get them out of the way, so that if you do run out of time, all you have left are the less important things.

9. Avoid being distracted by side issues

It's easy, during a meeting, to be distracted by side issues. If that happens, you risk losing control of your agenda and the meeting itself. Is the issue one that really needs to be addressed right now? Does it need to be resolved to continue the meeting? If not, consider "parking" it. Section off part of a flipchart page or whiteboard, write the issue inside, then continue the meeting. Afterward, document the issue, as well as any others thathave similarly been parked.

If the issue really does need to be addressed immediately, you have a difficult decision to make. Among your current attendees, do you have the necessary people — and only those people needed to resolve the issue? If so, and this issue is important, you may have to take time to address it with the other attendees. If you lack the necessary people, you might have to defer the issue. In that case, try to proceed with other agenda items you canresolve.

10. Document your meeting

Within a day or two after the meeting, distribute minutes so people have a record of it. Make sure that the minutes list the specific people assigned to specific tasks. Without minutes of a meeting, questions will arise as to who said what and who committed to what. Follow-up actions from the meeting might happen more slowly, if they happen at all.

## UNIT 7
## WRITING REPORTS

To write a meeting report, use the agenda as a guide. Talk about past business that was concluded, summarize what each speaker said, and list the goals that were identified as action items.

1. Collect your notes

Gather your notes from the meeting and any audio or video recordings you made. Include the meeting agenda in your materials; it is a useful guide for the report.

2. State basic information

Write a title that explains what the meeting covered. Include a list of participants, the date, the time and the location of the meeting.

3. Summarize the meeting's content

Using the meeting agenda as an outline, write a summary of each discussion or presenter. Explain any conclusions surrounding action items from the last meeting. In one or two sentences, explain the basics of each speech. Use simple, straightforward language that makes no judgments or analysis.

4. Include action items

List the action items decided upon at the meeting. Identify the person responsible for each task and give the deadline, if available. Note items that are due for completion by the next meeting; these items are crucial for organizers.

5. Add upcoming information

If the meeting is a regular occurrence, mention the date of the next gathering. Include the time and location, if available.

## UNIT 8
## RULES OF CONDUCTING NEGOTIATIONS

Negotiation is a process that can be learned.

1. Ask questions. Clarify information you do not understand. Determine both the implicit and explicit needs of your counterpart.
2. Listen. When you do a good job listening, you not only gain new ideas for creating win/win outcomes but also make your counterpart feel cared for and valued. This also allows you to find out what the other party wants. If you assume that his or her wants and needs are the same as yours, you will have the attitude that only one of you can "win" the negotiation.
3. Set a goal for each deal point. Define your minimum level of acceptance for each goal. If you aren't clear on your goals, you will end up reacting to the propositions of your counterpart.
4. Aim your aspirations high. Your aspirations will likely be the single most important factor in determining the outcome of the negotiation. You can aim high just as easily as you can aim low.
5. Develop options and strategies. Successful people are those who have the greatest number of viable alternatives. Similarly, successful negotiators are those who have the most strategies they can use to turn their options into reality.
6. Think like a dolphin. The dolphin is the only mammal who can swim in a sea of sharks or in a sea of carp. Dolphins are able to adapt their strategies and behaviors to their counterparts. Remember, even when negotiating with a shark, you have an option–you can walk away!
7. Be honest and fair. In life, what goes around comes around. The goal in creating win/win outcomes is to have both counterparts feel that their needs and goals have been met, so that they will be willing to come back to the table and negotiate again. An atmosphere of trust reduces the time required to create win/win outcomes.
8. Never accept the first offer. Often, the other party will make an offer that he or she thinks you will refuse just to see how firm you are on key issues. Chances are, if you don't have to fight a little for what you want, you won't get the best deal.
9. Deal from strength if you can. If that's not possible, at least create the appearance of strength. If the other party thinks you have no reason to compromise in your demands, he or she is less likely to ask you to.
10. Find out what the other party wants. Concede slowly, and call a concession a concession. Giving in too easily tells the other party that you will probably be open to accepting even more concessions.

11. Be cooperative and friendly. Avoid being abrasive or combative, which often breaks down negotiations.

12. Use the power of competition. Someone who thinks it's necessary to compete for your business may be willing to give away more than he or she originally intended. Sometimes just the threat of competition is enough to encourage concessions.

## UNIT 9
## SIGNING CONTRACTS

If you own a company such as a corporation or LLC, or even if you are just an employee of a company, you may sign contracts for the company regularly. Some are large and complex contracts, but many can appear to be simple contracts (such as Purchase Orders, Subcontractor Agreements or Change Orders). Regardless of the size of the contract, if you are signing for a business such as a corporation or a LLC, it is important the contract contain simple but specific language making it clear you are signing as an agent of the entity, not in your own personal capacity.

In Washington, courts will presume a person has signed a contract in his personal capacity unless the "clear and explicit language" in the contract shows he intended to sign for a business entity. If a person's signature line on a contract reads "Bob Smith, President" with no additional language showing Bob signed for a corporation, a court will presume "President" is merely a description of Bob, not that Bob signed for a corporation. Bob will still be presumed personally liable for the obligations in the contract. In a lawsuit, Bob would have the burden of producing evidence to show all parties actually believed the entity was intended to be liable, rather than Bob himself.

The body of the contract (usually at the beginning) should identify the parties who are signing. For example, the first line could read: "This is an agreement by and between XYZ LLC and ABC Industries, Inc." Next, the signature line must be proper. For example, say Bob is the owner and manager of XYZ LLC, and say Bob is signing a purchase order for the LLC for the purchase of lumber. Above the signature line of the PO (and every contract where Bob is signing for his LLC), we should find identification of the name of the entity. Beneath the signature line, we should find (a) Bob's name and (b) Bob's title.

Here is how Bob should sign:

XYZ LLC

___________________________________

By: Bob Smith<br>
Its: Manager

Here is how Bob should sign if he were the president of a corporation:

XYZ Corporation

_________________________________
By: Bob Smith
Its: President

What if Bob is only a middle-manager for XYZ Corporation, but he has authority to sign an agreement hiring a subcontractor?

XYZ Corporation

_________________________________

By: Bob Smith
Its: Authorized Agent

In short, the manner in which you sign a contract really matters. It is simple and easy to show you are signing on behalf of a corporation or LLC, not for yourself personally. But you have to include specific language if you want to avoid the presumption of personal liability.

## UNIT 10
## BUSINESS ETHICS AND SOCIAL CORPORATE RESPONSIBILITY

Business ethics (also known as corporate ethics) is a form of applied ethics or professional ethics, that examines ethical principles and moral or ethical problems that can arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations. These ethics originate from individuals, organizational statements or from the legal system. These norms, values, ethical, and unethical practices are the principles that guide a business. They help those businesses maintain a better connection with their stakeholders.

Business ethics refers to contemporary organizational standards, principles, sets of values and norms that govern the actions and behavior of an individual in the business organization. Business ethics have two dimensions, normative business ethics or descriptive business ethics. As a corporate practice and a career specialization, the field is primarily normative. Academics attempting to understand business behavior employ descriptive methods. The range and quantity of business ethical issues reflects the interaction of profit-maximizing behavior with non-economic concerns.

Interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. For example, most major corporations today promote their commitment to non- economic values under headings such as ethics codes and social responsibility charters.

Adam Smith said, "People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices."

Governments use laws and regulations to point business behavior in what they perceive to be beneficial directions. Ethics implicitly regulates areas and details of behavior that lie beyond governmental control. The emergence of large corporations with limited relationships and sensitivity to the communities in which they operate accelerated the development of formal ethics regimes.

Corporate social responsibility (CSR, also called corporate sustainability, sustainable business, corporate conscience, corporate citizenship, conscious capitalism, or responsible business) is a type of international private business self-regulation. While once it was possible to describe CSR as an internal organisational policy or a corporate ethic strategy, that time has passed as various international laws have been developed and various organisations have used their authority to push it beyond individual or even industry-wide initiatives. While it has been considered a form of corporate self-regulation for some time, over the last decade or so it has moved considerably from voluntary decisions at the level of individual organisations, to mandatory schemes at regional, national and even transnational levels.

Considered at the organisational level, CSR is generally understood as a private firm policy. As such, it must align with and be integrated into a business model to be successful. With some models, a firm's implementation of CSR goes beyond compliance with regulatory requirements and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law". The choices of 'complying' with the law, failing to comply, and 'going beyond' are three distinct strategic organisational choices. While in many areas such as environmental or labor regulations, employers may choose to comply with the law, or go beyond the law, other organisations may choose to flout the law. These organisations are taking on clear legal risks. The nature of the legal risk, however, changes when attention is paid to soft law. Soft law may incur legal liability particularly when businesses make misleading claims about their sustainability or other ethical credentials and practices. Overall, businesses may engage in CSR for strategic or ethical purposes. From a strategic perspective, the aim is to increase long-term profits and shareholder trust through positive public relations and high ethical standards to reduce business and legal risk by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others. From an ethical perspective, some businesses will adopt CSR policies and practices because of ethical beliefs of senior management. For example, a CEO may believe that harming the environment is ethically objectionable. Proponents argue that corporations increase long-term profits by operating with a CSR perspective, while critics argue that CSR distracts from businesses' economic role. A 2000 study compared existing econometric studies of the relationship between social and financial performance, concluding that the contradictory results of previous studies reporting positive, negative, and neutral financial impact, were due to flawed empirical analysis and claimed when the study is properly specified, CSR has a neutral impact on financial outcomes. Critics questioned the "lofty" and sometimes "unrealistic expectations" in CSR or that CSR is merely window-dressing, or an attempt to pre-empt the role of governments as a watchdog over powerful multinational corporations. In line with this critical perspective, political and sociological institutionalists became interested in CSR in the context of theories of globalization, neoliberalism and late capitalism. Some institutionalists viewed CSR as a form of capitalist legitimacy and in particular point out that what began as a social movement against uninhibited corporate power was transformed by corporations into a "business model" and a "risk management" device, often with questionable results.

CSR is titled to aid an organization's mission as well as serve as a guide to what the company represents for its consumers. Business ethics is the part of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the triple bottom line (TBL). It is widely accepted that CSR adheres to similar principles, but with no formal act of legislation.

## Список использованных Интернет источников:

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