**Идентификатор 286-400-224**

**Приложение 1:**

**Professional Vocabulary:**

**Managing Director** — управляющий директор, отвечающий за всю

деятельность вверенной ему компании; директор-распорядитель;

**Sales Manager** — менеджер (управляющий) по сбыту готовой продукции;

коммерческий директор;

**Production Manager** — менеджер по производству (чиновник администрации, ведающий вопросами производственной деятельности фирмы); производственный директор;

**wholesaler** — торговец оптовым товаром, оптовик, посредник между производителем или поставщиком и розничной торговлей, обычно поставляющий крупные партии товара. Компания-производитель также может осуществлять оптовую торговлю своей продукцией.

**catering** – сфера общественного питания;

**to purchase**- покупать

**shareholder**- акционер

**insurance -**страхование

**open up a new market** — выйти на новый рынок сбыта;

**income per capita** — доход на душу населения;

**delivery dates** — сроки поставки/поставок товара. Если товар не поставлен в срок, сроки поставки считаются сорванными;

**tariff** — пошлина на ввозимую продукцию;

**Board of Trade** — Министерство торговли Великобритании, ведающее

вопросами торговли и коммерции;

**duty** — государственный налог, взимаемый за провоз товара в страну (см. tariff);

**trans-shippcd** — товары, перегруженные с одного судна на другое в случае

транзитных перевозок, когда прямое сообщение между портом отправления и портом назначения отсутствует;

**red tape** — бюрократическая волокита (букв. красная лента. Называется так потому, что, работая с юридическими документами, юристы когда-то использовали машинописную ленту красного цвета);

**import licence** — лицензия на импорт товаров;

**agent** — агент, т.е. представитель компании (или нескольких компаний) за рубежом, получающий комиссионные (проценты) от стоимости товаров, ввозимых в страну;

**channels of distribution** — различные пути и способы продажи товара покупателю (можно продавать тому или иному правительственному учреждению (министерству) через розничную сеть или оптовикам);

**field survey** — изучение спроса путем сбора информации на месте, после чего составляется доклад (отчет) о потребителе (покупателе), способах продажи товара, числе конкурентов, предпочтительном виде упаковки товара в той стране, где фирма планирует продавать его.

**O.R.** — **Operational Research** — анализ хозяйственной деятельности предприятия, т.е. использование математических методов в бизнесе;

**P.E.R.T.** — Project Evaluation and Review Technique — система, используемая при планировании проекта и контроле за его осуществлением, в соответствии с которой составляется диаграмма, отражающая действия по отработке отдельных частей проекта и необходимые затраты времени;

**port rates** — портовые сборы;

**retailer** — продавец небольших партий товара, розничный торговец; магазин розничной торговли;

**telex** — телекс;

**Text:**

**The Company Organization**

Company is an association of persons officially formed for the purpose of some business. It is often headed by the board of directors. The board headed by the chairman usually consists of individuals elected by the shareholders to manage the

business. The directors are active in the day-to-day operation as well as company

policy and broad general direction. Look at the structure of a typical big company

in the diagram

BOARD of DIRECTORS

MANAGING DIRECTOR

Personal Manager

Production Manager

Marketing Manager

Finance director

Planning Manager

Purchasing Manager

Sales Manager

Training Manager

Accounts

Manager

Public Relations Manager

Advertisement

Manager

Pay attention to the fact that American job titles differ from British ones. These are rough equivalents:

|  |  |
| --- | --- |
|  BRITISH |  AMERICAN |
| Chairman | President |
| Managing Director | Chief Executive Officer |
| Director | Vice President |
| Accountant | Financial Controller |
| Manager | Director |

Companies belong to various areas of business, such as: engineering, microelectronics, chemicals, vehicle manufacturing, aerospace, shipping, transport,

retailing, catering, insurance, banking, etc.

**Dialogue :**

In this episode, the Managing Director, Hector Grant, has to make a decision about allowing his young Sales Manager, John Martin, to go on an expensive fact-finding tour of a country in Africa called Abraca.

First we hear John Martin discussing with Peter Wiles, the Production Manager, an article he has just read in The Times newspaper about the recent discovery of oil in Abraca. He thinks that the firm should find out whether it would be possible to export to Abraca, and in particular to the capital city, Djemsa, where a lot of new government offices are shortly to be built. He wants to go there at once and try to open up a new market.

Hector Grant (or H.G. as his staff generally call him, using his initials) remembers a disastrous attempt a few months ago to export to a country in South America when the firm lost a lot of money. He is inclined to be cautious, a bit worried about the difficulties involved, and the expense. So we discover some of the points which have to be considered by a firm wishing to export.

**New Markets are Vital.**

*(In Peter Wiles' s office.)*

**JOHN MARTIN*:*** Hello. Peter! Have you seen the article in The Times this morning about Abraca? It says here that income per capita is rising fast.

***PETER WILES:*** I can't keep up with all these newly independent countries. Is Abraca the country that's just found a lot of oil?

***JOHN:*** That's the one. Apparently they're going to build a lot of new offices in the capital, Djemsa, and I think it might be a good market for our furniture and office equipment.

***PETER:*** Ah, the export market. Well, you know what H.G.'s views are on that'.

***JOHN:*** But we must export more, Peter. You really must try and help me to convince Mr. Grant that we're crazy not to look for more foreign business. Will you back me up?

***PETER:*** Yes, of course I will; but you know what the boss thinks about exports. He thinks it's all a big waste of time and money for very little profit. Anyway, I'll do what I can. *(In Hector Grant's office.)*

***SECRETARY*** (Elizabeth Corby): Mr. Martin to see you, Mr. Grant.

***HECTOR GRANT:*** Oh yes, ask him to come in, please, Elizabeth.

***JOHN:*** Good morning, H.G.

***GRANT:*** Ah, John, I've been thinking about this scheme of yours to sell our products to Abraca.

***JOHN:*** Oh, I'm glad.

***GRANT:*** Yes, it's all very well to say we should export more,but is the expense worth it? Look what happened over our attempt to break into that South American market.

***JOHN:*** That was because we had that labour trouble at the time and we weren't able to meet our delivery dates. But we can't let that one failure stop us from trying to break into a new market.

***GRANT:*** You say Abracan imports are going to rise rapidly. Well, let's have some figures. What are the difficulties? Who are our likely competitors? What about tariffs?

***JOHN:*** There are tariffs on certain products, but the Board of Trade assure me that our office equipment would not be liable for duty.

***GRANT:*** What about shipping facilities? It seems there are few direct sailings, and a lot of goods have to be transhipped via Rotterdam. And then there's all this red tape involved in getting an import licence.

***JOHN:*** Well, if I find an agent in Abraca to act for us we can get him to sort out the import licence.

***GRANT:*** Have you considered what channels of distribution are needed within the country?

***JOHN:*** I'll have to find out, but we might be able to sell direct to government departments and oil companies. Maybe we should have a field survey to find out exactly how the firms in Abraca prefer to buy their products.

***GRANT:*** Field surveys are too expensive.

***JOHN:*** Oh, I don't agree, Mr. Grant. As you see from my preliminary desk research, Abraca is a young, rich, expanding country. I'm convinced that we can work up a big demand for our goods there.

***GRANT:*** I'm sorry, John. On balance, I don't think it's quite the right time for this probe. I don't want the expense of sending you out there. You've got plenty to do in the home market.

***JOHN:*** But surely we ought to go ahead now. Why wait and let somebody else get there first? We can't live on our old markets forever!

***GRANT:*** Let's say we have a different way of looking at things.

***JOHN:*** I'm sorry, Mr. Grant, but I do feel strongly about this. If this is really your policy, then I must think about leaving the firm.

***GRANT:*** You're being very foolish, John.

***JOHN:*** Perhaps I am. But as our opinions differ so much about the future of the firm, perhaps I'd better go somewhere a little more forward-looking. I'm sorry, H.G. *(In John Martin's office.)*

***PETER:*** Good morning, John. Where were you yesterday afternoon? I tried to contact you all over the place.

***JOHN:*** I went out for a long drive to cool my temper a bit.

***PETER***: Oh? What happened?

***JOHN:*** You know H.G. decided not to let me go to Abraca.

***PETER:*** Oh no! I thought he'd be bound to agree. I'd have said that particular market was wide open.

***JOHN:*** That's what I think. Anyway, I just suddenly got fed up with H.G.'s old fashioned outlook and I resigned.

***PETER:*** Did he accept your resignation?

***JOHN:*** I didn't give him much chance. I was so angry I just walked out of his office.

***SECRETARY:*** Excuse me, Mr. Martin, this letter has just come for you from Mr. Grant's office.

***PETER:*** What is it, John?

***JOHN:*** Good Lord! It's a reservation for a first-class return flight to Abraca!

**PRACTICE:**

1. Составить диалог ,используя активную лексику предложенного в качестве образца диалога, изменив имена собеседников, название компании, название страны, в которую предполагается командировка, при этом сохранив предложенную цель визита. В диалоге важно затронуть все ключевые пункты, вопросы дискуссии. Составляемый диалог по своему объему может быть короче.

1. **В приведенном ниже диалоге один из собеседников был невежлив. Исправьте реплики этого человека.**

Mr.Simpson : Hello, may I speak to Mr.Ward, please?

Mr.Ward: Wait.

Mr.Simpson: Could you put me through to Mr.Ward?

Mr.Ward: Speaking. Charles Ward.

Mr.Simpson: Good morning. This is Gary Simpson.

Mr.Ward: What?

Mr.Simpson: This is Gary Simpson of Grant & Clark speaking.

Mr.Ward: What do you want?

Mr.Simpson: Сould we make an appointment to discuss our contract ? Will you be available next Monday?

Mr.Ward: No.

Mr.Simpson: That’s a pity. How about this Friday or next Tuesday?

Mr.Ward: This Friday or next Tuesday is fine. I don’t care which.

**ДЕЛОВАЯ ИГРА:**

Представьте, что один из студентов группы - начальник отдела кадров в вашей компании. Другие участники игры будут представлять соискателей на открытые в компании вакансии. Начальнику отдела кадров нужно заполнить вакансии секретаря, бухгалтера, торгового агента, начальника отдела сбыта. Он должен организовать знакомство с кандидатами, выяснить у них наиболее важную для себя информацию, уметь кому-то из претендентов вежливо отказать ,кого-то из них принять на работу после собеседования.

*Не забудьте использовать в речи активную лексику изучаемой темы, добыть всю необходимую для вас информацию, но при этом быть вежливыми и придерживаться официального стиля в общении*!