

ТЕМЫ И ЗАДАНИЯ ДЛЯ ПОДГОТОВКИ К СЕМИНАРСКИМ ЗАНЯТИЯМ

(VIII СЕМЕСТР)

Тема 1. Company structure.

1. The departments of an organization.
2. Responsibilities within a company.
3. Presenting companies.
4. Company profiles.

Термины: company, company organization, company profile.

Выполнить:

1. What departments does any business organization consist of?
2. How are the responsibilities within a company shared?
3. What is the most effective way of presenting a company?
4. What makes a company profile?

Литература: [[1](#) – P. 4-13; [2](#) – P. 6-9; [5](#) – P. 198-248].

Тема 2. Recruitment.

1. Matching job advertisements with covering letters.
2. Preparing a CV and letter of application.
3. Selecting candidates and job interviews.

Термины: covering letter/a letter of application, curriculum vitae, job interview.

Выполнить:

1. What are effective ways of job hunting?
2. What are the main rules for selecting candidates and job interviews?
3. You found out about a vacancy of a secretary (manager) in a well-known company. Make up a resume and write an application form using the expressions of an inquiry letter.

Литература: [[1](#) – P. 14-23; [2](#) – P. 10-13; [5](#) – P. 71-90].

Тема 3. Management styles.

1. Management styles in different countries.
2. International negotiations.
3. Cultural differences.

Термины: management style, negotiations.

Выполнить:

1. What is a management style?
2. What are the cultural differences in management?
3. What are the effective ways of international negotiations?

Литература: [[1](#) – P. 24-33; [2](#) – P. 14-17; [3](#) – P. 3-27].

Тема 4. Advertising and marketing.

1. Advertising media.

2. Product endorsements.
3. Advertising slogans.
4. Target markets.
5. Customer profiles and marketing strategies.

Термины: marketing, advertising, endorsement, target markets, marketing strategies.

Выполнить:

1. What are the advertising media?
2. What are the ways of product endorsements?
3. What is a customer profile?
4. What effective marketing strategies do you know?

Литература: [1 – P. 34-42; 2 – P. 20-23; 6 – P. 317-359].

Тема 5. Franchising.

1. Categories of franchising.
2. Franchisor/franchisee relations.
3. Franchise market.

Термины: franchising.

Выполнить:

1. What categories of franchising are you aware of?
2. How is to build good franchisor/franchisee relations?
3. What do you know about modern franchise market in UK?
4. Choose a franchisee company on Lugansk market and prepare its presentation. You may use the plan.

Its name is

The franchisor is ...

It specializes in

It is located in

Its customers are.....

It has representative offices in

Литература: [1 – P. 43-52; 2 – P. 24-27; 6 – P. 360-392].

Тема 6. Retailing

1. Retailing in the UK and in continental Europe.
2. Store layouts.
3. Consumer buying habits.

Термины: retailing.

Выполнить:

1. How can you characterize retailing in the UK and in continental Europe?
2. Is it different in LPR?
3. Answer the following money quiz.
 - *What currencies are used in Australia, England, the USA and Russia?*
 - *What does the expression 'hard currency' mean?*
 - *Give two examples of imports that most countries impose customs duties on.*
 - *Give three examples of kinds of income that would be classed as unearned.*

- *What is the Dow Jones index and what are its equivalents in London and Japan.*
- *Give an example of something that is priceless and something that is valueless.*
- *Name the coins and banknotes used in your country, in England, in the USA.*

Литература: [[1](#) – P. 69-77; [2](#) – P. 25-28].

Тема 7. Banking.

1. Banking items and documents.
2. Home and office banking system.
3. Making and answering enquiries about bank documents.

Термины: banking.

Выполнить:

1. What are the basic banking items and documents?
2. How does home and office banking system work?

Литература: [[1](#) – P. 78-87; [2](#) – P. 29-32 ; [6](#) – P. 393-436].

Тема 8. The stock exchange.

1. Assessing the performance of listed companies' shares.
2. Share price listing.
3. European stock market turnovers.
4. Characteristics of stock exchanges.

Термины: companies' shares, stock exchange, broker, jobber.

Выполнить:

1. What are the constituents of stock exchange?
2. What way does a stock exchange function?

Литература: [[1](#) – P. 88-97; [2](#) – P. 33-36].

Тема 9. The small business.

1. Advantages and disadvantages of small business.
2. Advice for starting a business.
3. Businessplan.

Термины: small business, business plan.

Выполнить:

1. What are the advantages and disadvantages of small business?
2. What are the effective ways of starting a business?
3. What are the basic rules of business planning?

Литература: [[1](#) – P. 106-115; [2](#) – P. 50-53].

Тема 10. Insurance.

1. Types of risk.
2. Evaluating risk.
3. Evaluation risk forms.

Термины: risk, insurance.

Выполнить:

1. What types of risk are you aware of?
2. How can risk be evaluated?

Литература: [[1](#) – P. 125-133; [2](#) – P. 78-81]

Тема 11. Revision.

1. Basics of style.
2. Start with a sentence.
3. Exercises to help you write better memos.
4. The business report.

Выполнить:

1. Study the theoretical material of Writing Fitness and do the practical exercises.

Литература: [[4](#) – P. 3-26; [7](#) – P. 8-87].