**3 КУРС 1 СЕМЕСТР ФИТ**

**ЗАЧЕТ ПО АНГЛИЙСКОМУ ЯЗЫКУ (BUSINESS ENGLISH)**

* **Speaking** (Устный ответ 20-25 предложений на предложенную тему)

1. Do you have a career plan? Where do you want to be in 10 years time?

Which are would you like to work in? What should you do to get ahead in your career? Which qualities are important for a successful career? What are most important skills for your future career? (UNIT 1 Careers)

2. What are 3 main types of business (according to their main activity/business sector)? What companies belong to each type of business? Which highly successful world known enterprises belong to each type of business? What are main types of companies (according to their legal structure)? What company would you like to work for? Why? (UNIT 3 Companies)

3. What are the differences/similarities between online selling and high street retailing? What are the advantages and disadvantages of shopping online? What online services are available nowadays? (UNIT 2 Selling online)

* **Writing** (250 – 300 слов)

1. CV
2. Business success story
3. Investment plan
4. E-commerce opportunities and challenges on the example of 1 company.

**+ REVISION 1-3 (p.31-33)**

* **Vocabulary**

1. research and development
2. to climb the career ladder
3. to offer career opportunities
4. to make a fortune
5. to get a promotion
6. to make a living
7. to get the sack
8. to meet sales targets
9. to do research
10. to work flextime
11. to work anti-social hours
12. to have a sense of humour
13. to look smart
14. to get on with people
15. subsidiary
16. sales representative
17. staff turnover
18. to achieve results
19. a good academic background
20. to be a team player
21. numeracy skills
22. to make a mistake
23. to set a goal
24. to be in charge of/ to be responsible for
25. to a have a job interview
26. to apply for a job
27. human resources and recruitment/ personnel department
28. successful applicant / candidate
29. achievement
30. to bargain
31. a warehouse
32. to refund
33. to purchase
34. to despatch
35. a supplier
36. a retailer
37. a wholesaler
38. an invoice
39. an order
40. a turnover
41. after-sales service
42. out of stock
43. interest-free credit
44. a demand
45. a joint venture
46. to negotiate
47. to reach an agreement
48. a customer base
49. advertising budget
50. insurance
51. accommodation
52. market research/ survey
53. internet access
54. to offer a discount
55. to deliver
56. to confirm
57. to attract customers
58. to queue
59. cooling-off period
60. profit/ revenue
61. a market share
62. workforce
63. financial performance
64. an annual report
65. a highly competitive business
66. a valuable asset
67. to buy in bulk
68. **a pharmaceutical company**
69. **to run a company**
70. **to serve customers**
71. an employer
72. an employee
73. go international
74. to launch a marketing campaign
75. to become partners
76. to go public
77. a competitor
78. to increase sales
79. to invest in research and development
80. to establish a factory
81. a head office / headquarter
82. to reward staff
83. to achieve record sales
84. a key market
85. a parent company
86. a steady growth
87. the best option
88. cash flow

* **Home reading:** Journal articles

(от 2000 слов – 10000 слов в зависимости от количества пропущенных занятий)

**3 КУРС 2 СЕМЕСТР ФИТ**

**ЗАЧЕТ ПО АНГЛИЙСКОМУ ЯЗЫКУ (BUSINESS ENGLISH)**

* **Speaking** (Устный ответ 20-25 предложений на предложенную тему)

1. Where do ideas come from? How are great ideas generated? What should companies do to encourage new ideas? Make a brief presentation of a new product. Outline the product’s key features and explain why it presents a commercial opportunity. What are the main product applications? (UNIT 4 Great ideas)

2. What are the four Ps that form the basis of the marketing mix? What are the products you have bought recently? Which of the four Ps influences you decision to buy? Which marketing campaign impressed you most? Which companies and products in your country are you most proud of? (UNIT 7 Marketing)

3**.** What conditions are important for people starting new businesses? What businesses belong to public sector? What businesses belong to private sector? Where would you like to set up your business (start-up company)? Why would it be a good location? What factors should you consider?(UNIT 11 New businesses)

* **Writing** (250 – 300 слов)

1. Give a typical consumer profile for 1 product. What consumer behavior is associated with this product?
2. Give a description of a product: 1) its selling points 2) novelty 3) its target consumers and buyers 4) the price which will attract the most buyers 5) places where you can sell it 6) an advertising and promotion plan
3. You are a member of the planning committee which must choose a location for a new …. …. …. factory/ plant. Write advantages and disadvantages of two possible locations, rank them, choose most suitable one.

* **Vocabulary**

1. to exploit an opportunity
2. to win an award
3. to enter a market
4. to make a breakthrough
5. to extend a range
6. to save time
7. to fill a gap
8. to meet/address a need
9. to protect the environment
10. to reduce waste
11. to solve a problem
12. to enhance status
13. to generate an idea
14. to develop / invent a product
15. to offer a choice
16. existing customers
17. to develop a product
18. an advertising agency
19. to manufacture/ produce products
20. to boost sales
21. to improve the capacity of the business
22. in advance
23. target consumers
24. a licensing agreement
25. a high-profile entrepreneur
26. to hold a meeting
27. to generate profit
28. to file a patent
29. to miss an opportunity
30. to launch the production
31. market research
32. a consumer behavior
33. a consumer profile
34. a product lifecycle
35. a product range
36. sales figures
37. a sales forecast
38. an advertising campaign
39. to establish a brand
40. a consumer survey
41. low taxes
42. interest rates
43. skilled staff
44. transport link
45. high unemployment rate
46. exchange rate
47. tax incentive
48. foreign investment
49. average salary
50. savings
51. chamber of commerce
52. bribery
53. unskilled labour
54. gross domestic product (GDP)
55. trade surplus активный торговый баланс (превышение стоимости экспорта над стоимостью импорта)
56. trade deficit внешнеторговый дефицит (превышение импорта над экспортом)
57. public expenditure расходы на социальные нужды
58. welfare measure показатель благосостояния
59. recession кризисная экономическая ситуация
60. stable currency твёрдая (стабильная) валюта

* **Home reading:** Journal articles

(от 2000 слов – 10000 слов в зависимости от количества пропущенных занятий)