

**Львівський національний університет ветеринарної
медицини та біотехнологій імені С.З. Гжицького**

Кафедра філології імені Якіма Яреми

Лілія Мелешко, Тетяна Череповська



**ДІЛОВА АНГЛІЙСЬКА МОВА
МЕТОДИЧНІ РЕКОМЕНДАЦІЇ
до практичних занять**

Львів-2025

Мелешко Л., Череповська Т. Ділова англійська мова
методичні рекомендації до практичних занять для здобувачів
освіти. Львів, 2025. 53с.

Мета методичних рекомендацій - це формувати та вдосконалити навички ділового спілкування, розширити активний словниковий запас у професійній сфері, розвинути вміння висловлювати власну думку, вести дискусії та переговори та навчити ефективно спілкуватися в міжнародному діловому середовищі.

Рецензент: Дзюбинська Х. А. канд. пед. наук, доцент кафедри
філології імені Якіма Яреми

Схвалено на засіданні кафедри філології імені Якіма Яреми

Протокол № 8 від 11 червня 2025 року

Завідувач кафедри філології імені Якіма Яреми, канд. пед. наук,
доцент Подоляк М. В.

Передмова

Методичні рекомендації «Ділова англійська мова» містить комплекс завдань для вдосконалення комунікативних умінь усного та писемного ділового мовлення. Метою курсу є формування комунікативної компетентності у сфері ділового спілкування у межах окреслених тем.

Методичні вказівки складаються з 10 тем, кожен з яких містить текст, систему вправ та завдань на засвоєння лексики, розуміння прочитаних матеріалів, обговорення запропонованих питань. Теми включають творчі завдання, що дають змогу здобувачам ефективно представляти свої ідеї та аргументи в діловому контексті, а також підвищують рівень професійної мовної компетентності та формують толерантність, глибше сприйняття як іншомовної, так і рідної культури.

TOPIC 1. Self-introduction examples.

A sample self-introduction for a veterinary student seeking employment. It highlights key skills, experiences, and career aspirations relevant to securing a position in the veterinary field. This introduction can be adapted for various settings, including job fairs, interviews, and networking events.

PART 1

Good morning/afternoon/evening, everyone. My name is [Your Name], and I'm a [Year]-year student at [Veterinary University Name], pursuing my Doctor of Veterinary Medicine (DVM) degree. I'm incredibly enthusiastic about animal health and well-being, and I'm actively seeking opportunities to gain practical experience and contribute to a veterinary team.

From a young age, I've been drawn to the field of veterinary medicine. My passion stems from a deep love for animals and a strong desire to alleviate their suffering. This passion has driven me to excel in my studies and actively seek out experiences that will prepare me for a successful career as a veterinarian.

During my time at [Veterinary University Name], I've consistently maintained a strong academic record, particularly in courses such as [Mention 2-3 relevant courses, e.g., Anatomy, Physiology, Pharmacology, Small Animal Medicine, Large Animal Surgery]. I find the

intricacies of [Mention a specific area of interest within veterinary medicine, e.g., diagnostic imaging, surgical techniques, internal medicine] particularly fascinating, and I'm eager to apply my knowledge in a real-world setting.

PART 2

Beyond academics, I've actively sought opportunities to gain hands-on experience in various veterinary settings. I've volunteered at [Animal Shelter Name/Veterinary Clinic Name], where I assisted with [Describe your responsibilities, e.g., animal handling, administering medications, assisting with examinations, cleaning and sanitizing kennels, providing post-operative care]. This experience allowed me to develop essential skills in [Mention specific skills gained, e.g., animal restraint, basic wound care, client communication, medication administration].

Furthermore, I completed a [Type of externship/shadowing experience] at [Clinic/Hospital Name], specializing in [Area of specialization, e.g., equine medicine, small animal surgery, exotic animal care]. During this experience, I had the opportunity to [Describe your responsibilities and observations, e.g., observe surgical procedures, assist with diagnostic testing, participate in client consultations, learn about practice management]. This experience provided invaluable insights into the day-to-day operations of a veterinary practice and solidified my commitment to pursuing a career in this field.

I am particularly interested in [Mention specific areas of interest within veterinary medicine, e.g., small animal general practice, emergency medicine, surgery, specific species]. I am eager to learn from experienced veterinarians and contribute to a team that provides high-quality care to animals. I am a quick learner, highly motivated, and possess excellent communication and interpersonal skills. I am also comfortable working independently and as part of a team.

I am proficient in [Mention relevant skills and software, e.g., venipuncture, catheter placement, microscopy, basic laboratory procedures, veterinary software]. I am also comfortable with [Mention any specific animal handling experience, e.g., handling large animals, working with aggressive animals, administering injections].

I am seeking a [Type of position, e.g., part-time job, internship, externship, volunteer opportunity] that will allow me to further develop my skills and gain practical experience in a veterinary setting. I am available to work [Mention your availability, e.g., evenings, weekends, during school breaks]. I am confident that my skills, experience, and dedication to animal welfare would make me a valuable asset to your team.

Thank you for your time and consideration. I have copies of my resume available, which further details my qualifications and experiences. I am eager to learn more about potential opportunities and discuss how I can contribute to your organization. I can be reached at [Your

Phone Number] or [Your Email Address]. I look forward to hearing from you soon.

Key takeaways **for adapting this self-introduction:**

- Tailor it to the specific opportunity: Research the organization and the specific position you are applying for. Highlight the skills and experiences that are most relevant to their needs.
- Be specific: Instead of saying "I have good communication skills," provide a specific example of how you have used your communication skills in a veterinary setting.
- Quantify your accomplishments: Whenever possible, quantify your accomplishments. For example, instead of saying "I assisted with surgeries," say "I assisted with over 20 surgical procedures, including spays, neuters, and mass removals."
- Show enthusiasm: Let your passion for veterinary medicine shine through.
- Practice your delivery: Practice your self-introduction so that you can deliver it confidently and naturally.
- Proofread carefully: Ensure that your self-introduction is free of grammatical errors and typos.
- Have your resume ready: Be prepared to provide a copy of your resume to anyone who expresses interest.
- Follow up: After the event, send a thank-you note to anyone you spoke with.

TASK 1. Make your own self-introduction

TASK 2. Fill in the blanks with the most appropriate word or phrase.

1. In a formal business setting, you might begin by saying, "_____. My name is _____]."
2. If you want to introduce a friend, you could say, "_____, this is [Friend's Name]."
3. After being introduced, a polite response is, "_____!"
4. Riley See is excited to find her first _____ for the coming school year.
5. Jennifer Smith realized she was more interested in _____ rather than the scientific aspect.
6. Jennifer Smith has experience in _____ organizations.
7. A veterinary student is _____ about animal health and well-being.
8. Veterinary students seek opportunities to gain _____ and contribute to a _____.
9. A deep love for animals and a strong desire to _____ their suffering is important in veterinary medicine.
10. A veterinary student should maintain a strong _____, particularly in courses such as Anatomy, Physiology, and Pharmacology.
11. Students are eager to apply their knowledge in a _____.

12. Volunteering at an animal shelter allows students to develop essential skills in _____.
13. Students can gain experience through an _____ at a clinic or hospital.
14. Students can observe _____ and assist with _____ during their externship.
15. Students are eager to learn from experienced veterinarians and contribute to a team that provides high-quality care to animals.
16. Students should mention relevant skills and software, such as _____ and _____.
17. Students should mention any specific _____, such as handling large animals.
18. Students are seeking a _____ or _____ that will allow them to further develop their skills.
19. Students' _____ to animal welfare would make them a _____ to the team.
20. Students should have copies of their resume available, which further details their _____.

TOPIC 2. Process documentation system for students

Understanding the importance of process documentation translates to better group projects, smoother transitions between semesters, and a valuable skill to showcase to future employers.

Documentation Tools



Document Management System

Centralized repository for all documentation. Options range from simple shared folders to sophisticated platforms.

Tools help visualize processes with flowcharts and diagrams.

Process Mapping Software



Collaboration Tools

Platforms for communication and feedback.

Essential for tracking changes and reverting to previous versions.

Version Control



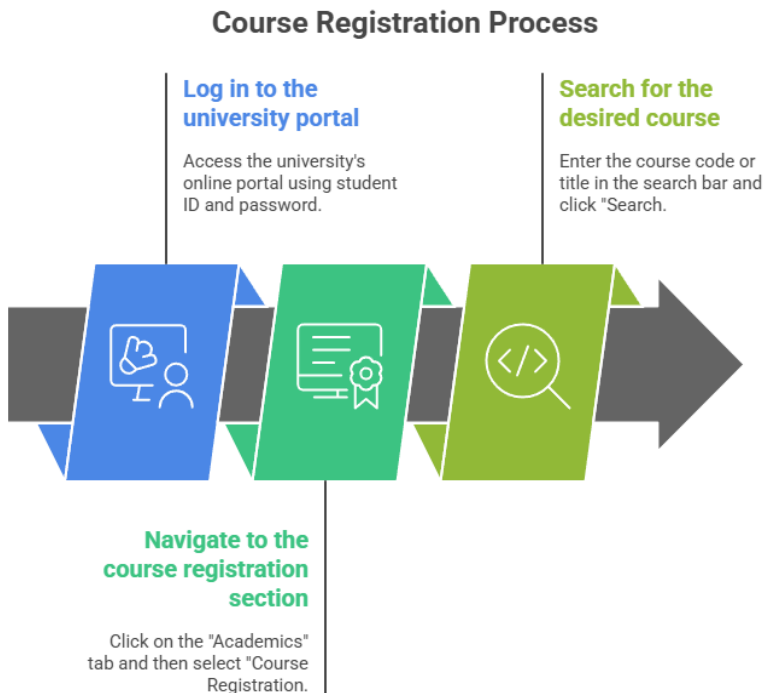
Made with  Napkin

Writing Effective Documentation

- Clear and concise writing is paramount.
- Know your audience: Tailor the language and level of detail to the intended users.

- Be concise: Get to the point quickly and avoid unnecessary fluff.
- Use visuals: Incorporate diagrams, flowcharts, screenshots, and videos to enhance understanding.
- Follow a consistent format: Use headings, subheadings, bullet points, and numbered lists to structure the information.
- Include examples: Provide concrete examples to illustrate key concepts.
- Write step-by-step instructions: For procedures, break down each step into clear and actionable instructions.
- Proofread carefully: Ensure the documentation is free of errors in grammar, spelling, and punctuation.

Example of a step-by-step instruction:



Maintaining and updating documentation

Documentation is not a one-time effort. It needs to be regularly reviewed and updated to remain accurate and relevant.

- Establish a review schedule: Schedule regular reviews of documentation (e.g., quarterly, annually).
- Solicit feedback: Encourage users to provide feedback on the documentation.
- Track changes: Use version control to track changes and maintain a history of revisions.
- Update documentation after process changes: Whenever a process is modified, update the corresponding documentation immediately.
- Archive obsolete documentation: Remove or archive outdated documentation to avoid confusion.
- Implement a feedback mechanism (e.g., a comment section in the DMS) to make it easy for users to report errors or suggest improvements.

Promoting documentation usage

Creating documentation is only half the battle. You need to ensure that people actually use it. You have to make documentation easily accessible. If you communicate the availability of documentation to all users, it'll work better. You can use documentation as part of the training process. Also use metadata and keywords to improve searchability. For example: During a group project

meeting, refer to the documented project plan to stay on track.

TOPIC 3. Curriculum Vitae

The header of your CV is the first thing a recruiter or hiring manager will see. It's crucial to make it clear, concise, and professional. It should contain all the essential information needed to contact you.

Personal Contact Information



Made with  Napkin

The professional summary is a brief overview of your skills, experience, and career goals. It's your chance to make a strong first impression and highlight what makes you a valuable candidate.

Summary: Focuses on your accomplishments and how you can benefit the employer. It's best for experienced professionals.

Objective: Focuses on your career goals and what you hope to achieve. It's more suitable for entry-level candidates or those changing careers.

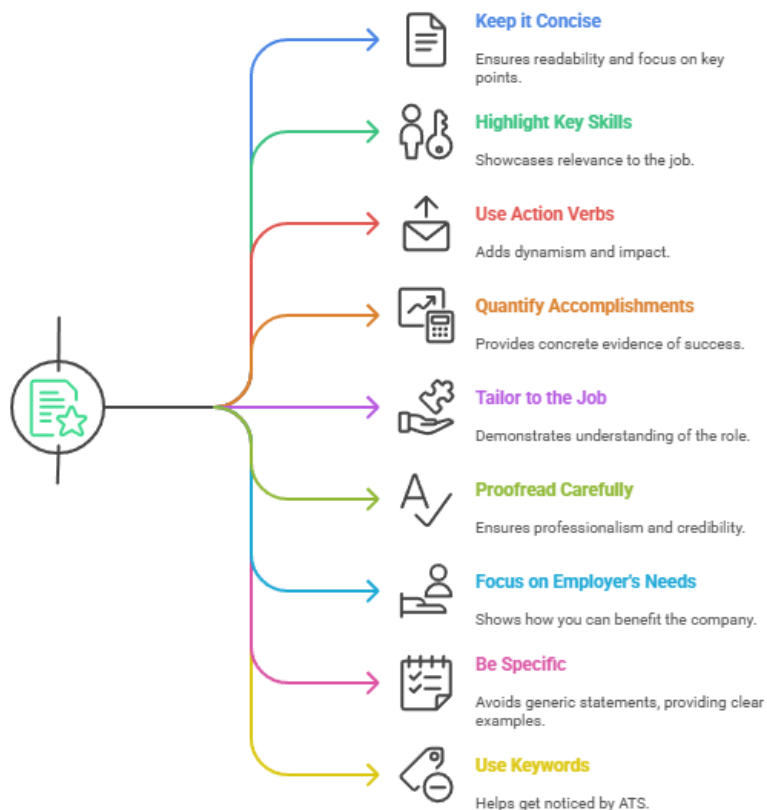
Example 1: Recent Graduate (Objective)

Enthusiastic and highly motivated recent graduate with a Bachelor's degree in Computer Science and a strong foundation in software development principles. Eager to apply my technical skills and passion for innovation to a challenging entry-level Software Engineer role at a reputable company. Seeking opportunities to learn and grow within a collaborative and supportive environment.

Example 2: Career Changer (Objective)

Highly adaptable and motivated professional with 5+ years of experience in customer service seeking a career change into the field of Human Resources. Possesses strong communication, interpersonal, and problem-solving skills. Eager to leverage my experience and passion for helping others to contribute to a positive and productive work environment. Seeking an entry-level HR Assistant position where I can learn and grow within the HR field.

How to write an effective professional summary/objective?



TOPIC 4. Types of management styles

Understanding these styles is crucial for effective leadership and team management. Let's explore different approaches, highlighting their characteristics, advantages, and disadvantages.

Management styles refer to the way a manager works to fulfill their objectives. The chosen style significantly impacts employee morale, productivity, and overall organizational success. There is no one-size-fits-all approach; the most effective style often depends on the specific situation, the team's composition, and the organizational culture.

Here are some of the most prevalent **management styles**:

1. Autocratic Management:

The autocratic manager makes decisions unilaterally, without consulting subordinates. They maintain tight control and expect strict obedience. Communication flows primarily from the manager to the employees.

Characteristics: Centralized decision-making, clear directives, strict rules, limited employee input.

Advantages: Quick decision-making, effective in crisis situations, suitable for tasks requiring high precision and control.

Disadvantages: Can stifle creativity, lower employee morale, lead to resentment, and hinder employee development.

2. Democratic Management (Participative Management):

The democratic manager involves employees in the decision-making process. They value input from team members and encourage collaboration.

Characteristics: Shared decision-making, open communication, employee empowerment, emphasis on teamwork.

Advantages: Increased employee morale, enhanced creativity and innovation, improved problem-solving, greater employee commitment.

Disadvantages: Slower decision-making, potential for disagreements, requires strong communication and facilitation skills.

3. Laissez-faire Management (Delegative Management):

The laissez-faire manager provides minimal supervision and allows employees significant autonomy. They delegate tasks and trust employees to make their own decisions.

Characteristics: High degree of employee independence, minimal intervention, reliance on employee expertise, decentralized decision-making.

Advantages: Fosters creativity and innovation, empowers employees, suitable for highly skilled and motivated teams.

Disadvantages: Can lead to lack of direction, poor coordination, decreased productivity, and potential for chaos if employees lack the necessary skills or motivation.

4. Transformational Management:

The transformational manager inspires and motivates employees to achieve extraordinary results. They focus on creating a shared vision and fostering a culture of innovation and growth.

Characteristics: Charismatic leadership, inspirational motivation, intellectual stimulation, individualized consideration.

Advantages: High employee engagement, strong organizational culture, promotes innovation and change, develops future leaders.

Disadvantages: Can be demanding on the manager, requires strong communication and interpersonal skills, potential for burnout if not managed effectively.

Choosing the Right Management Style

The most effective management style is not static; it depends on various **factors**, including:

- The situation: Crisis situations may require a more autocratic approach, while routine tasks may benefit from a more delegative style.
- The team: Highly skilled and motivated teams may thrive under laissez-faire management, while less experienced teams may require more guidance and direction.
- The organizational culture: Some organizations value autonomy and innovation, while others prioritize efficiency and control.
- The manager's strengths and weaknesses: Managers should choose a style that aligns with their natural abilities and preferences.

Effective managers are often able to adapt their style to the specific needs of the situation and the team. This flexibility is crucial for achieving optimal results.

TASK 1. Answer the following questions

1. What factors determine the most effective management style?
2. What are the potential drawbacks of autocratic management?
3. What are the key characteristics of democratic management?
4. What are the benefits of using a democratic management style?
5. What are the potential disadvantages of democratic management?

6. What are the main characteristics of laissez-faire management?
7. What are the key characteristics of transformational management?
8. What are the advantages of transformational management?
9. What situational factors should be considered when choosing a management style?
10. What is the importance of flexibility in management styles?

Vocabulary:

Autocratic - автократичний

Democratic - демократичний

Laissez-faire - ліберальний

Transformational - трансформаційний

Decision-making - прийняття рішень

Employee morale - моральний дух працівників

Performance - продуктивність, виконання

Collaboration - співпраця

Responsibility - відповідальність

Authority - влада, повноваження

Empowerment - розширення прав і можливостей

Improvement - покращення

Opportunity - можливість

Challenge - виклик

Solution - рішення

Evaluation - оцінка

Planning - планування

Implementation - реалізація

Assessment - оцінювання
Adjustment - коригування
Outcomes - наслідки
Impact - вплив
Efficiency - економічність
Sustainability - стійкість
Transparency - прозорість
Integrity - чесність, цілісність
Values - цінності
Stakeholders - зацікавлені сторони
Communication skills - комунікативні навички
Interpersonal skills - міжособистісні навички
Conflict resolution - вирішення конфліктів
Time management - управління часом
Stress management - управління стресом
Change management - управління змінами

TOPIC 5. Electronic communication in Business

In today's rapidly evolving business landscape, electronic communication has become indispensable. It encompasses a wide range of methods used to exchange information electronically, transcending geographical boundaries and enabling real-time collaboration. Understanding the nuances of electronic communication is crucial for success in any modern business environment.

Electronic communication is an essential aspect of modern business. By understanding the different types of

electronic communication, adhering to best practices, and continuously adapting to new technologies, students can develop the skills necessary to thrive in today's dynamic business environment.

Types and forms of electronic communication

Electronic communication in business takes many forms, each with its own strengths and weaknesses. Choosing the right method depends on the message, the audience, and the desired outcome. Here are some of **the most common types**:

1. Email remains a cornerstone of business communication. It allows for asynchronous communication, meaning that the sender and receiver do not need to be online simultaneously.

Uses: Sending memos, reports, proposals, updates, and general correspondence.

Advantages: Widely accessible, allows for detailed messages and attachments, provides a written record.

Disadvantages: Can be slow, prone to spam and phishing, may lack the immediacy of other methods.

2. Instant Messaging (IM): real-time text-based communication between two or more people.

Uses: Quick questions, urgent updates, informal discussions, team collaboration.

Advantages: Fast, efficient, allows for immediate feedback.

Disadvantages: Can be disruptive, may lack formality, not suitable for complex discussions.

3. Video Conferencing: live visual and audio communication between individuals or groups in different locations.

Uses: Meetings, presentations, training sessions, interviews, team building.

Advantages: Mimics face-to-face interaction, allows for visual aids, fosters stronger relationships.

Disadvantages: Requires reliable internet connection, can be expensive, may be subject to technical difficulties.

4. Social Media: platforms for sharing information, engaging with customers, and building brand awareness.

Uses: Marketing, customer service, public relations, internal communication.

Advantages: Wide reach, allows for direct engagement with stakeholders, cost-effective.

Disadvantages: Requires careful management, can be prone to negative feedback, may be time-consuming.

5. Company Intranets: private networks used for internal communication and information sharing within an organization.

Uses: Sharing company news, policies, procedures, and resources.

Advantages: Centralized information hub, enhances internal communication, promotes collaboration.

Disadvantages: Requires ongoing maintenance, may be difficult to navigate, can become outdated.

6. Mobile Communication (SMS, Apps): communication via smartphones and tablets using text messages, dedicated apps, or mobile email.

Uses: Quick updates, reminders, emergency notifications, field communication.

Advantages: Highly accessible, convenient, allows for immediate communication.

Disadvantages: Can be intrusive, may lack formality, limited message length.

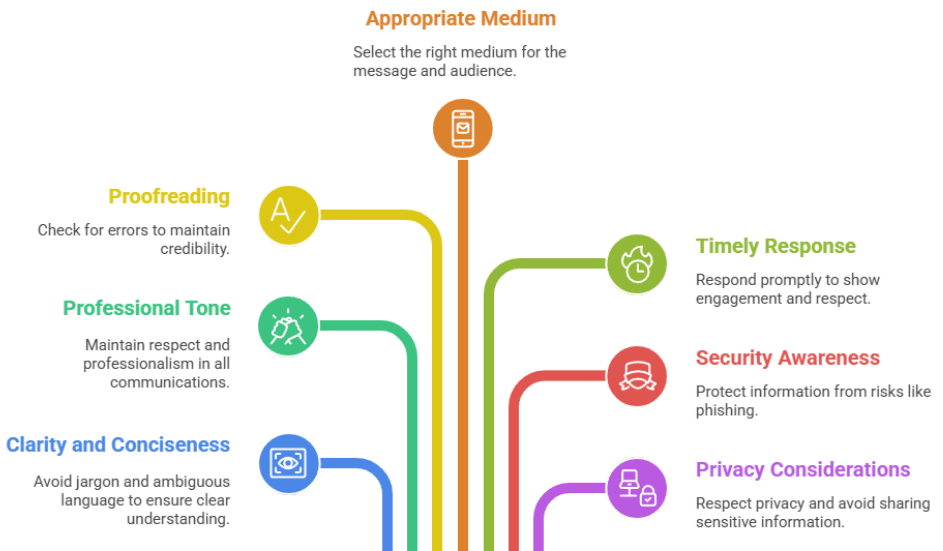
7. Voice over Internet Protocol (VoIP): technology that allows voice communication over the internet.

Uses: Business phone systems, international calls, remote meetings.

Advantages: Cost-effective, flexible, offers advanced features.

Disadvantages: Requires reliable internet connection, may be subject to technical difficulties, call quality can vary.

How to ensure effective electronic communication?



Made with Napkin

Vocabulary:

Instant messaging - миттєві повідомлення

Company Intranet - корпоративна інтрамережа

Attachment - вкладення
Phishing - фішинг
Public relations - зв'язки з громадськістю
Notification - сповіщення
Collaboration - співпраця
Privacy - конфіденційність
Proofreading - коректура

TOPIC 6. Official Correspondence

Mastering official correspondence is essential for success in the professional world. By understanding the different types of written communication and practicing the principles outlined in this guide, you can effectively communicate your ideas, build strong relationships, and enhance your professional image. Remember to always prioritize clarity, conciseness, accuracy, and professionalism in all your written communications.

Text messages and emails

While text messages and emails are often considered informal, they still require a degree of professionalism, especially in business contexts.

Subject line (emails): Be clear and concise. (e.g., "Meeting request," "Project update," "Inquiry regarding...")

Greeting: Use a professional greeting. (e.g., "Dear Mr./Ms. [Last Name]," "Hello [First Name]," or "Hi Team,")

Closing: Use a professional closing. (e.g., "Sincerely," "Best regards," "Thank you,")

Example (Email):

Subject: Inquiry Regarding Internship Opportunity

Dear Mr. Smith,

I am writing to express my interest in the internship opportunity advertised on your company website. I am a third-year student at [University Name], majoring in [English Literature]. I am particularly interested in [Specific Area] and believe my skills and experience align well with the requirements outlined in the job description.

Would it be possible to schedule a brief call to discuss my qualifications further? I am available on [Date] and [Date] at your convenience.

Thank you for your time and consideration.

Sincerely,

[Your Name]

Vocabulary:

Inquiry - запит

Internship - стажування

Qualifications - кваліфікація

Convenience - зручність

Consideration - розгляд

Formal letters

Formal letters are used for more official communication, such as job applications, complaints, or formal requests.

Letterhead: Include your company's or your own contact information.

Date: Write the date clearly.

Recipient's information: Include the recipient's name, title, and address.

Salutation: Use a formal salutation. (e.g., "Dear Mr./Ms./Dr. [Last Name],")

Body: Clearly state the purpose of the letter in the first paragraph. Use concise and professional language.

Closing: Use a formal closing. (e.g., "Sincerely," "Yours sincerely," "Yours faithfully,")

Signature: Sign your name above your typed name.

Enclosures: Indicate any enclosed documents. (e.g., "Enclosure: Resume").

Example (Formal Letter - Job Application):

[Your Address]

[Your Phone Number]

[Your Email Address]

[Date]

[Hiring Manager Name]

[Hiring Manager Title]

[Company Name]

[Company Address]

Dear Mr. Smith,

I am writing to express my keen interest in the Marketing Assistant position at [Company Name], as advertised on [Platform]. With my Bachelor's degree in Marketing and two years of experience in social media management, I am

confident I possess the skills and qualifications necessary to excel in this role.

In my previous role at [Previous Company], I was responsible for developing and implementing social media strategies that resulted in a 20% increase in engagement. I am proficient in various marketing tools and platforms, including Google Analytics, Hootsuite, and Adobe Creative Suite.

I am eager to learn more about this opportunity and discuss how my skills and experience can contribute to the success of [Company Name]. Thank you for your time and consideration.

Sincerely,

[Your Signature]

[Your Typed Name]

Enclosure: Resume

Vocabulary:

Keen- великий

Proficient- досвідчений

Implement- впроваджувати

Engagement- залучення

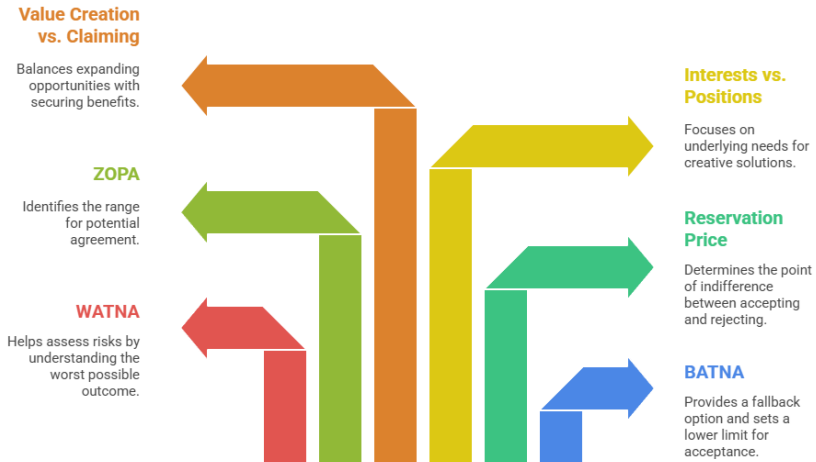
Contribute- сприяти

TOPIC 7. Business negotiations

Mastering business negotiation skills is essential for success in today's globalized world. By understanding the key concepts, employing effective strategies, and expanding your vocabulary, you can confidently navigate the complexities of international business negotiations and achieve favorable outcomes. Remember to practice regularly and adapt your approach based on the specific context and cultural nuances of each negotiation.

Business negotiations are a crucial aspect of international commerce. They involve discussions between two or more parties with the goal of reaching a mutually acceptable agreement. These agreements can range from simple sales contracts to complex mergers and acquisitions. Mastering the art of negotiation is essential for success in the global marketplace.

How to approach business negotiations?



Made with Napkin

Several core **concepts** underpin successful business negotiations:

- **BATNA** (Best Alternative To a Negotiated Agreement): This is your fallback option if negotiations fail. Knowing your BATNA empowers you and sets a lower limit for what you'll accept.
- **WATNA** (Worst Alternative To a Negotiated Agreement): This is the worst possible outcome if negotiations fail. Understanding your WATNA helps you assess the risks involved.
- **Reservation Price**: This is the point at which you are indifferent between accepting the deal and walking away. It's closely related to your BATNA.
- **Zone of Possible Agreement (ZOPA)**: This is the range of potential agreement where the parties'

reservation prices overlap. If there's no ZOPA, an agreement is unlikely.

- **Interests vs. Positions:** Positions are what you say you want; interests are the underlying needs and desires that drive your positions. Focusing on interests can lead to more creative solutions.
- **Value Creation vs. Value Claiming:** Value creation involves finding ways to make the pie bigger (e.g., through collaboration and innovation). Value claiming is about dividing the pie (e.g., haggling over price).

Here are some **strategies** to enhance your negotiation skills:

1. **Preparation is a key:** Thoroughly research the other party, their interests, and their negotiation style. Define your goals, BATNA, and reservation price.
2. **Build rapport:** Establish a positive relationship with the other party. This can foster trust and cooperation.
3. **Active listening:** Pay close attention to what the other party is saying, both verbally and nonverbally. Ask clarifying questions and summarize their points to ensure understanding.
4. **Ask open-ended questions:** Encourage the other party to share information by asking questions that require more than a simple "yes" or "no" answer.
5. **Focus on Interests, not just positions:** Explore the underlying needs and motivations of the other party. This can lead to mutually beneficial solutions.

6. Be creative: Look for opportunities to create value by finding solutions that address the interests of both parties.
7. Be assertive, not aggressive: Stand up for your interests while respecting the other party's perspective.
8. Know when to walk away: Be prepared to walk away from the negotiation if the terms are not acceptable. Your BATNA should guide this decision.
9. Document everything: Keep detailed records of all communications and agreements.
10. Cultural sensitivity: Be aware of cultural differences in communication styles and negotiation practices.

Most people have positive intentions and they do want to get along, even in potentially tense situations. By showing that we are professionals capable of collaborating, we can not only please everyone involved but also set a strong foundation for future negotiations.

TASK1. Fill in the gaps

Complete the following sentences by choosing the most appropriate word or phrase below:

Words: *Leverage, ratification, concessions, disputes, breach of contract, good faith, due diligence, bottom line, competitive, counteroffer.*

1. We are entering into negotiations with a new supplier. We received a _____ offer from another company.

2. We made a _____ in response to their initial proposal.
3. We are willing to make some _____ to close the deal.
4. We hope to avoid any _____ during the project.
5. We have significant _____ in this negotiation due to our market share.
6. We conducted _____ to assess the risks involved in the acquisition.
7. The agreement requires _____ by both parties before it becomes legally binding.
8. They are being sued for _____.
9. The _____ is that we need to increase profits.
10. We are negotiating in _____ to reach a mutually beneficial agreement.

TASK 2. Match sentence halves

First halves:

1. We are entering into negotiations with a new supplier to explore
2. We received a competitive offer from another company which could lead
3. We made a counteroffer in response to their initial proposal which is
4. We are willing to make some concessions
5. We hope to avoid any disputes during the project for
6. The bargaining process was intense, but we eventually
7. We have significant leverage in this negotiation
8. We conducted due diligence to assess

9. The agreement requires ratification by both parties before it becomes
10. They are being sued
11. We strive to create win-win situations in
12. The bottom line is that we need to increase
13. We are negotiating in good faith to reach a mutually

Second halves:

- A. reached an agreement.
- B. the risks involved in the acquisition.
- C. legally binding.
- D. for breach of contract.
- E. all our negotiations.
- F. profits.
- G. beneficial agreement.
- H. ensuring a smooth working relationship.
- I. which has strengthened our position.
- J. to secure the deal.
- K. to a better outcome.
- L. potential partnerships.
- M. a positive sign for future collaboration.

Vocabulary:

Negotiation - переговори

Offer - пропозиція

Counteroffer - зустрічна пропозиція

Concession - поступка

Dispute - спір

Bargaining - торг

Leverage - важіль впливу

Due diligence - комплексна перевірка

Ratification - ратифікація

Breach of contract - порушення контракту

Win-win situation - безпрограшна ситуація

Bottom line - суть

Good faith - добросовісність

TOPIC 8. Business ethics and professional conduct

Part 1

Understanding cultural differences in business etiquette and the specific characteristics of business ethics in countries like Ukraine is crucial for success in international business. By developing cultural sensitivity, adhering to ethical principles, and promoting transparency and accountability, businesses can build trust, foster strong relationships, and contribute to a more sustainable and equitable global economy.

Business etiquette, the set of customs and norms governing professional interactions, varies significantly across cultures. Understanding these differences is paramount for successful international business dealings. Failure to adhere to local customs can lead to misunderstandings, damaged relationships, and ultimately, failed business ventures.

Here are some key areas where **cultural differences** in business etiquette are commonly observed:

- Communication styles: Directness vs. Indirectness: Some cultures, like Germany and the Netherlands, value direct and explicit communication. Others, such as Japan and many Latin American countries, prefer a more indirect and nuanced approach, relying heavily on nonverbal cues and context.
- Forms of address: Formality vs. Informality: The level of formality in addressing colleagues and superiors differs greatly. In some cultures, using first names is common even in formal settings, while others maintain strict adherence to titles and surnames.
- Gift-giving: Acceptable vs. Unacceptable: The appropriateness of gift-giving varies widely. In some cultures, gifts are expected and considered a sign of respect, while in others, they may be perceived as bribery or inappropriate. The type of gift, its value, and the timing of the presentation are also culturally sensitive.
- Negotiation styles: Competitive vs. Collaborative: Negotiation styles can range from highly competitive and adversarial to collaborative and consensus-oriented. Understanding the preferred approach of your counterparts is crucial for achieving mutually beneficial outcomes.
- Punctuality: Strict vs. Flexible: The importance of punctuality varies significantly. In some cultures, being on time is considered essential, while in others, a more relaxed approach to time is accepted.
- Eye contact: Direct vs. Avoidant: The appropriateness of direct eye contact differs across cultures. In some

cultures, it is seen as a sign of attentiveness and honesty, while in others, it may be considered disrespectful or aggressive.

- Personal space: Proxemics, the study of personal space, also varies. What is considered a comfortable distance in one culture may be perceived as intrusive or aloof in another.

TASK 1. Match the English term with its Ukrainian translation:

- | | |
|-------------------------|-------------------------|
| 1. Business etiquette | a) Спільний |
| 2. Cultural sensitivity | b) Діловий етикет |
| 3. Collaborative | c) Культурна чутливість |
| 4. Transparency | d) Прозорість |
| 5. Punctuality | e) Пунктуальність |

TASK 2. Fill in the gaps with the correct English term

1. Showing _____ involves being aware of and understanding cultural differences.
2. _____ refers to openness and honesty in business dealings.
3. _____ is the set of customs and norms governing professional interactions.
4. A _____ negotiation style focuses on working together to achieve mutually beneficial outcomes.
5. _____ means being on time.

TASK 3. Choose the best answer:

1. What does "ethical principles" refer to?

a) Rules about punctuality c) Styles of communication

b) Moral guidelines that d) Forms of address

govern business conduct

2. What is "proxemics" the study of?

a) Eye contact c) Personal space

b) Gift-giving d) Negotiation styles

3. What does "misunderstanding" mean?

a) A successful business venture

b) A failure to understand something correctly

c) A type of gift

d) A form of address

Vocabulary:

Cultural sensitivity - культурна чутливість

Ethical principles - етичні принципи

Transparency - прозорість

Accountability - підзвітність

Misunderstanding - непорозуміння

Damaged relationships - зіпсовані відносини

Business ventures - ділові підприємства

Communication styles - стилі спілкування

Directness - безпосередність

Indirectness - опосередкованість

Nonverbal cues - невербальні сигнали

Forms of address - форми звертання

Bribery - хабарництво

Competitive - конкурентний, націлений досягнення власних цілей

Attentiveness - уважність

Proxemics - проксемика, вивчення особистого простору

Intrusive - нав'язливий

Aloof - відчужений, далекий, непривітний

Sustainable - стійкий, підтримується на певному рівні

Equitable - справедливий, неупереджений

Adversarial - ворожий

Main Characteristics of Business Ethics in Ukraine

Part 2

Ukraine, like many post-Soviet countries, has undergone significant economic and social transformation, which has influenced its business ethics landscape. While progress has been made in adopting international standards, certain challenges persist.

Key characteristics of **business ethics in Ukraine** include:

- Influence of history and culture: The legacy of the Soviet era, characterized by centralized control and a lack of transparency, continues to influence business practices. Traditional values, such as collectivism and personal relationships, also play a role.

- **Corruption:** Corruption remains a significant challenge in Ukraine. Bribery, embezzlement, and other forms of corruption are prevalent in both the public and private sectors. This undermines fair competition, discourages foreign investment, and erodes public trust.
- **Lack of transparency and accountability:** Transparency and accountability are often lacking in business dealings. Information is not always readily available, and there is a tendency to operate behind closed doors.
- **Weak enforcement of laws and regulations:** The enforcement of laws and regulations is often weak, which creates opportunities for unethical behavior. This can be attributed to factors such as corruption, lack of resources, and a lack of political will.
- **Growing awareness of ethical issues:** Despite the challenges, there is a growing awareness of the importance of business ethics in Ukraine. Businesses are increasingly recognizing the benefits of ethical conduct, such as improved reputation, increased customer loyalty, and enhanced employee morale.
- **Influence of international standards:** International organizations and foreign investors are playing a role in promoting ethical business practices in Ukraine. The adoption of international standards, such as the OECD Anti-Bribery Convention, is helping to improve the business environment.
- **Importance of personal relationships:** Personal relationships continue to play a significant role in

business dealings in Ukraine. Building trust and establishing strong relationships are essential for success.

- Focus on short-term gains: There is often a focus on short-term gains rather than long-term sustainability. This can lead to unethical behavior, such as cutting corners and exploiting workers.

TASK 1. Fill in the gaps

Words: *transparency, corruption, enforcement, awareness, relationships, history, standards, gains*

Ukraine's business ethics landscape is shaped by its post-Soviet transition. Several factors influence the way businesses operate.

1. The influence of _____ and culture is significant, with the legacy of the Soviet era impacting current practices.
2. _____ remains a major challenge, affecting both the public and private sectors.
3. A lack of _____ and accountability hinders fair business dealings.
4. Weak _____ of laws and regulations creates opportunities for unethical behavior.
5. There is a growing _____ of ethical issues, with businesses recognizing the benefits of ethical conduct.
6. International _____ are playing a role in promoting ethical business practices.

7. Personal _____ are crucial in business dealings, emphasizing trust and strong connections.
8. There is often a focus on short-term _____ rather than long-term sustainability.

TASK 2. Match the first half of the sentence in Column A with the correct second half in Column B.

Column A

1. The legacy of the Soviet era...
2. Bribery and embezzlement...
3. Lack of transparency...
4. Weak enforcement of laws...
5. Growing awareness of ethical issues...
6. International organizations...
7. Building trust and establishing strong relationships...
8. Focus on short-term gains...

Column B

- a. ...are playing a role in promoting ethical business practices in Ukraine.
- b. ...undermines fair competition and erodes public trust.
- c. ...is essential for success in Ukrainian business.
- d. ...continues to influence business practices in Ukraine.
- e. ...can lead to unethical behavior, such as cutting corners.

- f. ...is increasing as businesses recognize the benefits of ethical conduct.
- g. ...creates opportunities for unethical behavior.
- h. ...hinders fair business dealings.

TOPIC 9. Official meetings and visits

Effective Communication Strategies



Made with Napkin

Official meetings and visits are integral parts of many professional fields. Thorough preparation is crucial for a successful meeting or visit. This involves researching the

organization, understanding the purpose of the event, and anticipating potential topics of discussion.

- Before the meeting or visit, dedicate time to researching the organization. Understand its mission, values, products/services, and recent achievements. This knowledge will enable you to ask informed questions and demonstrate genuine interest.
- Clarify the objectives of the meeting or visit. These knowing will help you tailor your communication and focus your efforts.
- Research the individuals you will be meeting with. Understand their roles, responsibilities, and areas of expertise. This will allow you to tailor your questions and comments to their specific interests.
- Prepare a list of relevant questions to ask during the meeting or visit. Focus on open-ended questions that encourage detailed responses.
- Rehearse common English phrases and expressions used in professional settings. Practice introducing yourself, asking questions, and expressing your opinions clearly and concisely. Consider recording yourself and listening back to identify areas for improvement.
- Choose attire that is appropriate for the organization and the occasion. Professional attire demonstrates respect and professionalism.

Steps to Enhance Professional Engagement



Made with Napkin

Essential phrases for meetings:

Thank you all for coming today. -Дякую всім, що прийшли сьогодні.

Let's begin by reviewing the agenda. -Давайте почнемо з перегляду порядку денного.

Can we quickly go around the table and introduce ourselves? - Чи можемо ми швидко пройтися по колу і представитися?

I'd like to welcome [Name] to our meeting today. - Я хотів би привітати [Ім'я] на нашій зустрічі сьогодні.

I'd like to start by giving you an overview of... - Я хотів би почати з надання вам огляду...

Let me walk you through this presentation. - Дозвольте мені провести вас через цю презентацію.

As you can see from this chart/graph...- Як ви можете бачити з цієї діаграми/графіка...

I'd like to draw your attention to.. - Я хотів би звернути вашу увагу на...

The key takeaway here is.. - Ключовий висновок тут...

Could you please clarify that? - Чи не могли б ви уточнити це?

I'm sorry, I didn't quite catch that. Could you repeat it? - Вибачте, я не зовсім зрозумів. Чи не могли б ви повторити це?

What do you mean by...? - Що ви маєте на увазі під...?

Could you elaborate on that point? - Чи не могли б ви розширити цей пункт?

Just to be clear, are you saying...? - Щоб було зрозуміло, ви говорите...?

I agree with you completely. - Я повністю з вами згоден.

I see your point. - Я розумію вашу точку зору.

That's a good point. - Це гарна думка.

I'm afraid I have to disagree. - Боюся, я змушений не погодитися.

I'm not sure I agree with that. - Я не впевнений, що з цим згоден.

How about we...? - Як щодо того, щоб ми...?

We could consider.. - Ми могли б розглянути...

Perhaps we should.. - Можливо, нам слід...

Let's move on to the next item on the agenda. - Давайте перейдемо до наступного пункту порядку денного.

Can we stick to the topic, please? - Чи можемо ми, будь ласка, дотримуватися теми?

We're running out of time, so let's wrap this up. - У нас закінчується час, тому давайте завершимо це.

Let's take a five-minute break. - Давайте зробимо п'яти хвилинну перерву.

Thank you for your participation. - Дякую за вашу участь.

TOPIC 10. Conclusion of contract

Concluding a contract involves the final steps that bring a legally binding agreement into effect. This typically involves offer, acceptance, consideration, and intention to create legal relations. Once these elements are present and agreed upon, the contract is considered concluded. The specific steps and formalities can vary depending on the type of contract and the jurisdiction.

Sample Contract Clauses Related to Conclusion

Here are some sample clauses commonly found in contracts that relate to their conclusion and effectiveness:

1. Entire Agreement Clause (also known as an Integration Clause):

"This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior or contemporaneous communications and proposals, whether oral or written, between the parties with respect to such subject matter."

2. Effective Date Clause:

"This Agreement shall become effective as of the date first written above." (or "This Agreement shall become effective upon signature by both parties.")

3. Execution Clause (also known as a Signature Block):

"IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above."

4. Conditions Precedent Clause (Conditions that must be met before the contract becomes fully effective):

"This Agreement shall not become effective until [Condition, e.g., regulatory approval] is obtained. The parties shall use their best efforts to obtain such [Condition] within [Number] days of the date of this Agreement. If the [Condition] is not obtained within such time, either party may terminate this Agreement upon written notice to the other party."

5. Counterparts Clause (Allows the contract to be signed in multiple copies):

"This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument."

Contract Conclusion Process



Made with  Napkin

TASK 1. Match the English term with its Ukrainian translation:

- | | |
|---------------|-----------|
| 1. Agreement | a) Підпис |
| 2. Offer | b) Угода |
| 3. Acceptance | c) Оферта |
| 4. Signature | d) Акцепт |

TASK 2. Complete the following sentences with the correct term:

1. The contract becomes effective on the _____ date.
2. Both parties must provide _____ for the contract to be valid.
3. A _____ of contract can lead to legal action.

TASK 3. Which of the following is NOT a necessary element for concluding a contract?

- a) Offer
- b) Acceptance
- c) Consideration
- d) Negotiation

Vocabulary:

Agreement - угода

Contract - контракт, договір

Offer - оферта, пропозиція

Acceptance - акцепт, прийняття

Intention to create legal relations - намір створити правові відносини

Clause - пункт, стаття

Entire agreement - повна угода

Effective date - дата набуття чинності

Execution - виконання, підписання

Signature - підпис

Party - сторона

Counterpart - примірник

Condition precedent - попередня умова
Terminate - розірвати
Breach - порушення
Remedy - засіб захисту
Dispute - спір
Jurisdiction - юрисдикція
Liability - відповідальність
Warranty - гарантія
Indemnification - відшкодування збитків

References:

Рекомендована література:

1. Конопляник Л.М., Харицька С.В., Глушаниця Н.В. English for Professional Communication: навч. посіб. Київ: НАУ, 2019. 224 с.
2. Dubicka, I., Rosenberg, E., Dignen, B., Hogan, M., Wright, L. Business Partner B2. Coursebook. Longman (Pearson Education), 2019. 160 p.
3. O'Keeffe, M., Lansford, L., Wright, R., Frendo, E., Wright, L. Business Partner B1. Coursebook. Longman (Pearson Education), 2020. 160 p.
4. Mascull, B. Business Vocabulary in Use. Cambridge: Cambridge University Press.