

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**Guidelines for practical classes
on the academic discipline**

"CULTURE OF BUSINESS COMMUNICATION"

for students of training direction

6.140103 "Tourism"

of all forms of study

Kharkiv

S. Kuznets KhNUE

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Compiled by K. Naumik-Gladka

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Plans of seminars and practical studies, materials to consolidate knowledge (tasks for independent work, test questions), tasks for acquiring the professional competences a student should have after studying the academic discipline are given. Case studies and practical test questionnaires chosen according to the modules and themes are suggested.

For students of subject area 1401 "Services Sector", training direction 6.140103 "Tourism" of all forms of study.

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Introduction

The activity of economic entities is impossible without cooperation of partners, suppliers, competitors and consumers – members of the external business environment. The peculiarity of the modern business is a dynamic and unpredictable environment. As a consequence, business leaders are using new mechanisms for the formation of strong relationships with business partners who are not only focused on competition but on cooperation and collaboration. Transformed into high-quality business communication technology, these mechanisms provide reliable operation and development of enterprises.

The subject of the academic discipline is the technology of building trust, economically and socially responsible behavior and mutual interaction between business partners.

Priority principles of any economic industry development, main areas of the targeted use of available resources, selection and support of key competitive advantages are impossible today without practical tools of proper business communication and development of relevant behavior models based on them.

The academic discipline "Culture of Business Communication" is an optional one and is taught according to the curriculum of the bachelor academic degree of training direction 6.140103 "Tourism" for intramural and extramural forms of study.

Content module 1

The Basis of Business Communication

Theme 1. Culture of Business Communication: Introduction

Key items

1.1. *The theoretical basis of the academic discipline "Culture of Business Communication".*

1.2. *The historical background of business ethics formation.*

1.3. *Social responsibility of an entrepreneur.*

The topic of the seminar: "The causes of partnership in business and its problems".

1. The causes of business negotiations.
2. The key processes during the business communication.
3. The ways for beginning a business conversation.
4. The sources that can be used to search for a new business partner.

Task 1. Rules of interaction in the classroom (lecture-hall, with listeners).

Form small groups of 3 – 5 people. Each team should offer 7 – 10 rules of business interaction. These rules should be discussed and summarized. Make a general list of interaction rules. Each rule should be analyzed in terms of what it is need for.

Use two criteria for the rules: 1) respect (the process of showing respect); 2) trust (the process of creating trust).

Task 2. Determine what is good for you and what is evil by using the method of association.

Conclusion – the notions (ideas, concepts) of good and evil are relative in time and situation, subjective. The criterion of good and evil is utility.

Task 3. A case study.

This case was prepared for class discussion rather than for illustration of either effective or ineffective handling of a management situation. The author(s) may have disguised the names and other identifying information presented in the case in order to protect confidentiality.

(A) First Reports – Day 1

Kate Hadson sat in front of the computer and read with alarm a news story indicating that the Food Control Authorities (FCA) had issued a warning to consumers to avoid eating fresh bagged products. The report indicated that an outbreak of E. coli in eight states had resulted in the death of one person and the illness of 49 others (Food Control Authorities). The outbreak involved E. coli 0157:H7, a virulent strain that may lead to dehydration, kidney failure, and, in rare instances, death.

Kate Hadson was a large grower of fresh meat headquartered in England. Her company, Pure Food, produced chicken meat, pork meat and beef meat on several ranches. She was a contract grower for a large processor, GRT Meat, which produced about 80 % of the product grown on her ranches and marketed the product under many labels. She sold the remainder of her produce to a smaller processor, Taste Fresh, under a similar arrangement.

There were several major processors of fresh meat located in England. GRT Meat was one of the larger processors. It sourced produce from several producers, with about 20 % of its products coming from Pure Food.

The news story went on to report that the first reported case had occurred three weeks earlier. However, only recently did health officials determine that chicken meat was the likely problem. When patients are diagnosed with food poisoning, they are routinely interviewed to determine what they have eaten. The only food eaten in common by all of the patients affected by the recent E. coli outbreak was bagged fresh chicken meat. While tests on the product would be needed to determine if that meat was in fact the cause, no other products had been implicated. When asked whether consumers should avoid bagged meat, an FCA health official said that there was no information at this time to indicate that bagged meat was contaminated.

Questions:

1. If you were Kate Hadson, how would you respond to the first reports of contaminated meat? Be specific as to the actions you would take.
2. What factors would you consider and how would you make your decision? To whom are your primary obligations?
3. What actions would you take regarding the meat products you market through Taste Fresh?
4. What actions would you take in regard to the other products you produce?

(B) Processor Identified – Day 15

It was now 15 days since the first announcement by the FCA of contaminated meat. Kate Hadson had become accustomed to checking her computer more frequently than was usual for her as she awaited the almost daily FCA update on the unfolding meat crisis. Most of the statements simply updated the number of cases of E. coli contamination caused by fresh bagged meat. However, today's statement was different. The FCA announced that all of the meat implicated in this recent outbreak had been traced back to one processor, GRT Meat, the processor that bagged and marketed 80 % of all of the meat grown by Taste Fresh.

The FCA made this determination based on laboratory findings of product samples. The analysis of 10 product samples in 8 cities had confirmed the presence of a strain of E. coli O157:H7. All of these product samples had been processed by GRT Meat.

A total of 187 cases of E. coli O157:H7 infection due to fresh bagged meat had been reported in 26 cities. The contamination had been linked to one death.

Although Kate Hadson was troubled that the FCA had pinpointed GRT Meat as the source of all of the contaminated meat, she knew that they (GRT Meat) sourced product from many different growers. Furthermore, the FCA also indicated that the source of the E. coli contamination had not been traced to a specific field.

The latest statement said that "there has been a long history of E. coli O157:H7 outbreaks involving meat from the central England region". The statement went on to state that "... FCA expects the industry to develop a comprehensive plan which is designed to minimize the risk of another outbreak due to E. coli O157:H7 in meat grown in central Europe. While this plan is under development, FCA reiterates our previous concerns and advise firms to review their current operations in light of the agency's guidance for minimizing microbial food safety hazards".

Questions:

6. How would you respond to this new information? Be specific as to the actions you would take.

7. Given the increasing likelihood that the source of the contamination may be from Pure Food's meat, what would you do in regard to the other products you grow and to the fresh bagged meat marketed through Taste Fresh?

(C) Source Identified – Day 30

Today, Kate Hadson did not have to check her computer for an update on the meat outbreak. She received a late morning call from an official at the FCA informing her that samples collected by England officials from a field on one of her ranches had tested positive for the strain of E. coli O157:H7 responsible for the recent outbreak.

The FCA suspected that cattle feces might be the cause of the contamination, but contaminated feces had not been found in Hadson's products.

In a statement issued later that day, the FCA announced that they were reporting laboratory results indicating that the strain of E. coli O157:H7 found in contaminated meat had been found in four different works on four ranches. The statement went on to say that "Samples of cattle feces on one of the implicated ranches tested positive based on matching genetic fingerprints for the same strain of E. coli that sickened 199 people" FCA).

Questions:

8. What actions would you take in response to the FCA findings?
9. How would you respond to the FCA that the industry should develop a plan to minimize the risk of another E. coli O157:H7 outbreak? What should be done to ensure the safety of processed produce in the future?

Topics for reports

1. The meaning of the terms "culture", "ethics" and "morality".
2. Ethics as a part of philosophy.
3. The areas of study of ethics: descriptive, normative and analytical (or metaethics).
4. Contribution to ethics of Socrates, the way of attaining self-knowledge.
5. The ethical system of Aristotle, the idea of self-realization.
6. Hedonism posits as maximizing pleasure and minimizing pain, the present dominating in the pursuit for immediate pleasure.
7. Utilitarian theories of philosophers such as Jeremy Bentham and John Stuart Mill.
8. Deontological ethics epitomized by the work of Immanuel Kant.
9. Social responsibility as a voluntary effort of business to be responsible and satisfy the expectation of the different interest groups.
10. Basic principles of social responsibility of an entrepreneur.
11. The notions of public image, government regulation, survival and growth, employee satisfaction, consumer awareness. Their influence on social responsibility of an entrepreneur.

Theme 2. Business Ethics and Ethical Decision Making

Key items

- 2.1. The general principles of ethical business decision making.*
- 2.2. The obligations and responsibilities, the performance and regulation of obligations and responsibilities.*
- 2.3. The ethical aspects of business risks.*

The topic of the seminar: "The key processes during the ethical decision making".

1. Ethical standards of the ethical decision making.
2. Organizational values and ethical decision making.
3. Difficulties in ethical decision making.
4. Individualism and ethical decision making.

Task 1. A case study.

The aim of the case study is to determine the social responsibility principles of ethical decision making.

Case 1

Dylan is a manager at a leading consumer electronics company. In his role, he must frequently interact with industry partners and customers. One day, Dylan met with a customer of one of his company's custom products. The custom product was a special chip for an electronic appliance that was currently in its final stages of review before market release. During the meeting, the customer wanted to know the method of making the chip, a process which was not specified in the given datasheet. The client claimed this information was needed to ensure that the chip would function properly when it was integrated with electronic appliances.

At first, Dylan was uncertain. He wanted to give his customer more details if it was for the benefit of his client's final product, but, at the same time, was concerned because the requested information was protected under his company's non-disclosure agreement (NDA).

Dylan decided to discuss the matter with his supervisor; however, Dylan's manager was overseeing many projects and, knowing that Dylan was capable and experienced, entrusted him to take care of the situation. When he returned to work the next day, Dylan received an email from his customer.

The message stated that, if the chip's manufacturing methodology was not disclosed, the customer would cease further investments in the product.

Shocked, Dylan believed that if the customer could not abide by the NDA, he should tell the contract should be broken off. However, doing so would mean losing a significant amount of profit they had intended on garnering from selling the chip. On the other hand, sharing confidential information with his customer could cause negative repercussions, especially if his company were to discover the legal breach.

Although it is highly unlikely that the extra chip information would be used by Dylan's client for malicious purposes, its disclosure could potentially affect his company's reputation, lead to mistrust in the company and compromise Dylan's position. What should Dylan do?

Case 2

Rachel works as a Quality Assurance Engineer at a large electronics company. She is responsible for the final testing of her company's servers and is part of a team which decides when new products will be shipped to distributors for sale.

Rachel's company has a contract with another company which makes the chips which are incorporated into the servers Rachel's company makes. The business model for this product is to release a new generation server approximately every six months, meaning Rachel has a limited timeframe to conduct her Quality Control tests.

Because there is such a short amount of time between the release of each next new product, the Quality and Assurance department cannot perform every possible test on the servers to ensure they are defect free. Rachel will not ship a product if there is any possibility that the server could malfunction and cause physical harm to the customer. However, she will ship a product that has a higher likelihood of failure resulting in data loss for the customer, because she knows that if she doesn't, her company's competitor will.

Is this an ethical way to conduct business? How should she determine when to ship a product with known defects?

Case 3

SDX Alliance is a large company that sells computers, computer components, and software. Ralph is hired as an entry-level software engineer at SDX Alliance. His first project was to assist in writing the code for SDX Alliance's new hard disc controller. He had previously worked on a similar

system interning at a start-up and had written a code which greatly enhanced the performance of their product. Ralph quietly reuses this same code in the SDX Alliance product, and does not think to tell anyone that he has used the code from his last job. His manager is thrilled with the speed improvements this code brings to the product.

Before the product is released, it has to undergo a four-month long quality assurance process review. During the review of the product, it was found the code which Ralph developed had been copyrighted by the startup he had previously worked for. Even though Ralph had developed the code, his previous company still owned the intellectual property rights to it.

When his manager informed Ralph of the problem, Ralph admits he did not realize he had made a mistake because he was not familiar with copyright laws. Ralph then goes on to explain that the start-up he used to work for is now out of business and is unsure if SDX Alliance would be able to get in contact with the owner of the copyright. If SDX Alliance can't use Ralph's code, then it will have to rewrite the entire code of the product, delaying its release by many months.

What should they do?

Case 4

Sarah was recently promoted to a managerial position at her industrial engineering company. With her new position, she is now responsible for overseeing the company's production factory, meaning approximately 50 factory workers now report to her. Although Sarah previously worked as an engineer and does not have any experience running a factory, she is excited to begin her new position.

At the end of her first day, Sarah is confused to see her factory workers continuing to work well past the end of their 8-hour shift. She then goes to the factory supervisor (who reports to her) to express concern because the factory does not have the budget to pay so many workers overtime. The supervisor smiles at Sarah and explains that the factory meets production goals by making the factory workers work off the clock. The workers are well aware of this expectation and went along with it in order to keep their jobs. Sarah is shocked to learn this illegal practice had become part of the company culture, but the supervisor explains that the company's CEO (who is Sarah's boss) is well aware of this expectation.

What should Sarah do?

Case 5

Brad is a production engineer at a bicycle company. Part of his job includes inspecting broken bikes and drafting the design plans for their repair.

One day, Brad receives instructions from his supervisor to repair a bike whose brake cables had snapped. When Brad inspects the bike, he notices the cables had snapped because they were made from a low-quality material. He suspects that this bike had been custom designed, and that the customer simply did not know what materials would be best suited for the brake cables. Therefore, when Brad drafts his design plans for the repair of the bike, he incorporates a more durable material for the cables.

When Brad goes to repair the bike, he finds out the customer had specifically requested that the bike be repaired, but no aesthetic changes should be made to the bike. Brad's design for the bike will change the look of the bike, but it will also make the bike more durable. When Brad goes to his manager and asks him what to do, his manager tells him that "the customer is always right" and he should repair the bike as the customer requested.

Brad knows he could repair the bike according to the customer's wishes, but if he does, the bike will break down again in a few months, perhaps dangerously. However, if he implements his design improvements, he risks going against his manager and the wishes of the customer.

What should Brad prioritize? The customer's safety or the customer's desires?

Topics for reports

1. The ethical decision making concept.
2. Classification of ethical decision making.
3. Typology of people according to the models of decision making.
4. A model for ethical decision making in business: reasoning, intuition, and rational moral principles.
5. The role of obligations and responsibilities in business negotiations.
6. Cause and motive as key elements of obligations and responsibilities.
7. Mutual mistake of both parties to a contract. Interpretation and regulation of obligations and responsibilities.
8. Ethical aspects of modern industries.
9. Ethical pitfalls when working with business partners.
10. Ethical risks in doing business in the regions.
11. The effects of cultural dimensions on ethical decision making.

Theme 3. The Forms and Technologies of Business Communication

Key items

- 3.1. *Choosing a business partner.*
- 3.2. *The concept and scenario of business negotiations.*
- 3.3. *Organization of business meetings.*

Task 1. Make pairs and answer the test questionnaires. Write a conclusion regarding the advantages of your potential partner's traits.

Do you have the ability to evaluate the partner?

Do not hesitate, choose one of the answers to the test questions, make a note of the relevant rating:

1. In your opinion, those who diligently adhere to the rules of etiquette are:
polite, agreeable – 2 points;
strictly brought up – 4 points;
just hide their true nature – 1 point.
2. You know a couple that never quarrel. You think:
they are happy – 2 points;
they are indifferent to each other – 4 points.
3. You see a man the first time, and he immediately begins to tell jokes.

You think:

he is a joker – 1 point;

he feels insecure and in this way wants to get out of a difficult situation – 2 points;

he wants to make a good impression on you – 4 points.

4. Your friend is actively gesticulating. You think that is because:

he is excited – 4 points;

he is tired – 2 points;

he is insincere – 1 point.

5. You want to learn more about a certain person. You think that to do this it is necessary:

to invite him or her to a company – 1 point;

check him or her "in a business" – 2 points;

check him or her through the stress – 4 points.

6. Someone in the restaurant gives you a big tip. You are sure:
he wants to impress you – 4 points;
he wants to attract the attention of the waiter – 2 points;
he is generous – 1 point.

7. If a person does not start a conversation first, you think:
he is secretive or will not talk – 2 points;
he is fearful – 4 points;
he is afraid that people will not understand him – 1 point.

8. You think that a low forehead indicates:
small mind – 1 point;
obstinacy – 2 points;
you cannot say anything concrete – 4 points.

9. What is your opinion of a man who does not look another in the eye?

You think:

he has an inferiority complex – 1 point;
he is insincere – 4 points;
he is inattentive – 2 points.

10. A man with money always buys cheap stuff. You think that:
he is modest – 2 points;
he is economical – 4 points;
he is skimp – 1 point.

The key to the test

Sum up all the points.

35 and more. You easily form an opinion about a person. You just look at someone and can say a lot about him. In addition, you are able to immediately inform the person about this, because they believe that it is not wrong. But even if it is not, consider whether it is worth while telling everyone all that you think about him. This can cause irritation, but nothing will change.

26 – 34 points. You are able to objectively assess the situation and the environment. You have a sense of the state of other people, it is not difficult for you to guess a person's character. You can become a psychologist. You do not take for granted the views of others, trying to form your opinion about the person you are evaluating. If you realize that you have made a mistake, you are not afraid to admit it. This is a good quality for teachers and managers.

25 and less. You often believe just anyone, you are too trusting of people perceive them by their appearance. When you are sure you make a mistake, you are sorry. Your behavior maybe wrong through inability to evaluate a person.

Aspirations to risk

Determine the answer to a question what is the most suitable to you.

1. You have won a TV game show. What prize will you choose for yourself:

- a) 2000 dollars cash;
- b) a 50 % chance to win 4 000 dollars later;
- c) a 20 % chance to win 10 000 dollars;
- d) a 2 % chance to win 100 000 dollars.

2. You lost \$ 500 playing poker. How much would you bet on the game to win back your money:

- a) more than \$500; b) \$500; c) \$250; d) \$100; e) nothing.

3. One month after you had bought shares their rate unexpectedly rose to 15 %. What will you do without additional information:

- a) I will hold these shares without selling or buying any more;
- b) I will sell, and get the spread;
- c) I will buy more shares hoping that their price will be rising.

4. The rate of your shares began to fall suddenly. But the main indicators of the corporation that sold the shares did not deteriorate. What are you going to do:

- a) buy more shares;
- b) leave only those shares that you have bought;
- c) sell them to prevent losses.

5. You are a leading specialist in a company that has just been created. You are given the opportunity to choose one of the payment methods of your bonus rewards at the end of the year. Which one will you choose:

- a) \$1500 cash;
- b) take an option (the document that gives you the right to purchase shares of the company that could bring dividends in the future) of \$15 000 next year, if things go well in the company. But these shares will not bring anything, if the company's business deteriorates.

The key to the test

Question number	Number of points for the answer				
	a	b	c	d	e
1	1	3	5	9	0
2	8	6	4	2	0
3	3	1	4	0	0
4	4	3	1	0	0
5	1	5	0	0	0

Count the points:

15 – 18 points – you are conservative regarding financial risk. You choose only a reliable sphere of business.

18 – 30 points – you are not conservative, try to get more chances to win in the future.

The higher the score, the more you are prone to risk. You can try to play in difficult circumstances, with an uncertain outcome. However, at the same time you must analyze carefully all possible options. Try to check your luck.

Estimation of confidence

Express your attitude towards the following statements on a 4-point system this way:

very often – 4 points; often – 3 points; sometimes – 2 points;
rarely – 1 point; never – 0 points.

1. I wish my friends supported me.
2. I constantly feel responsibility for the work.
3. I care about my future.
4. Many people hate me.
5. I am less initiative than others.
6. I am concerned about my mental state.
7. I am afraid to look like a fool.
8. The appearance of others is much better than mine.
9. I am afraid of speeches in front of strangers.
10. I often make mistakes.
11. It is a pity that I cannot speak properly with people.
12. It is a pity that I am not self confident.
13. I would like others to praise my action as often as possible.
14. I'm too modest.
15. My life is in vain.
16. Many people perceive me wrong.
17. I do not have anyone to share with my thoughts.
18. People are expecting a lot of me.
19. People are not interested in my achievements.
20. I'm a little confused.
21. I feel that many people do not understand me.
22. I do not feel safe.

23. I often worry in vain.
24. I feel embarrassed when I go into a room where there are already people.
25. I feel that people are talking behind my back.
26. I feel constrained.
27. I feel that people understand everything better than I do.
28. It seems to me that some trouble will happen to me.
29. It is a pity that I am not sociable.
30. I am concerned about the idea of how people perceive me.
31. In the debate I speak only if I am convinced that I am right.
32. I reflect about what I am thinking about others.

The key to the test

0 – 25 points – you are too sure of your actions.

25 – 40 points – an average level of confidence.

More than 40 points – low level of self-esteem. You respond to criticism more than required and doubt about your actions.

The effectiveness of listening

Answer 10 questions in points using the scale:

always – 4 points; often – 3 points;

sometimes – 2 points; never – 1 point.

1. Do you give the opportunity to say everything to your partner without interrupting him/her?
2. Do you pay attention to the subtext of statements of your partner?
3. Do you try to remember what your partner was talking about?
4. Do you pay attention to the main idea of the message?
5. Listening to your partner, do you try to keep in mind the main facts of the message?
6. Do you draw your partner's attention to what follows from the content of the message?
7. Do you restrain the impulse to avoid unpleasant questions during a conversation?
8. Do you feel pent irritation when your partner presents the opposite view?
9. Are you trying to keep the attention on the partner's message?
10. Does your partner show interest in talking to you?

The key to the test

You know how to listen:

32 points or more – perfectly;

27 – 31 – well;

22 – 26 – satisfactorily;

less than 21 points – your ability requires training.

Assessment of the relationship with the people

Below, there is a list of statements that describe your relationship with people. Give your answer to each statement using the scale:

Yes indeed – 4 points;

almost yes – 3 points;

it seems to be yes – 2 points;

hardly yes – 1 point.

1. My companion usually considers the subject matter and does not insist on his own.
2. My companion believes that I deserve the attention.
3. When we discuss the different views, we are concerned about important things, little things are not interesting to us.
4. I am sure that my partner understands my intentions regarding the establishment of a good relationship with him.
5. My companion properly evaluates my thoughts.
6. During a conversation, my companion feels when it is time to listen and when it is good to speak.
7. I am sure that I will keep calm in a conflict situation.
8. I feel when my partner may be interested in the subject of my message.
9. I like to spend time talking to my partner.
10. When we agree with a partner, we are well aware what is necessary for each of us to do.
11. If circumstances require, my partner is willing to continue the discussion of a problem up to its solution.
12. I'm trying to meet my partner's requests.
13. I believe the promises of my partner.
14. Both of us, me and my partner, try to please each other.
15. My companion almost always says substantially, without additional words.
16. After discussing different points of view with a partner I feel that it is good for me.

17. Even when I'm not in a good mood, anyway I do not use hard words.
18. I sincerely try to understand my companion.
19. I can count on sincerity of my partner.
20. I believe that good relations depend on both parties.
21. After a dispute with my companion, we usually try to be attentive to each other, avoid hard feelings.

The key to the test

Count your points for answering the questions:

Group I: 2, 5, 9, 12, 14, 18, 20.

Group II: 2, 4, 6, 8, 11, 15, 19.

Group III: 3, 7, 10, 13, 16, 17, 21.

Answers to the first group of questions are characterized by the expression of your actions of mutual support in a relationship with a partner.

Answers to the second group are characterized by consistency in communication.

Answers to the third group are characterized by the ability to resolve conflicts.

For each group of questions, you can get maximum 28 points; 21 points or more is a norm; less than 21 is a sign of some trouble in the relationship with the partner.

How pleasant you are during communication

Questions	Points		
	Sometimes	Often	Always
1. Do you pick up the phone on the first ring, and no later than the third?	2	4	6
2. Do you always have a pen and paper at hand?	3	6	9
3. Do you smile when talking on the phone?	2	4	6
4. When you call, do you remember to tell your name after the greeting?	3	6	9
5. Before explaining the reason for your call, do you ask the person you are talking to "Do you have a spare moment?" or "Do you have time to speak with me?"	2	4	6
6. If you have to interrupt the conversation do you ask for permission or just say, "Wait"?	1	2	3

7. If you do not know the voice of the person who is calling you, do you say: "Please tell me who I'm talking to?" or just ask: "Who is calling?"	2	4	6
8. If you stop speaking on the phone and then resume the conversation, do you say "Thank you for waiting," or simply, "I am here"?	3	6	9
9. Finishing the conversation on the phone, do you expect your partner to put down the phone?	1	2	3
10. If you call and hear the answering machine or a voice mail system, do you leave a message?	3	6	9
11. Do you avoid such phrases as "no", "yeah", "all right" and, instead, say "Goodbye", "Yes"?	1	2	3

The key to the test

Count the points:

21 – 30 points – it was unpleasant to communicate with you by phone;

31 – 42 points – you have to work on yourself;

43 – 55 points – you have good manners, but you should improve them;

56 – 62 points – you are good at communication on the phone;

63 points – make sure you are not too perfect. This raises doubts about your sincerity.

Sense of humor

Mark the answers to the questions that suit you:

1. You go to a masquerade ball in the suit of:

a) Scheherazade; b) Piero; c) a clown.

2. Your favorite geometrical figure is:

a) a circle; b) a triangle; c) a square.

3. You prefer to read the novel titled:

a) "The Broken Heart"; b) "The Scandal in the House of Lost Illusions";

c) "Death in the Afternoon".

4. If you have a free moment:

a) you will go to McDonald's; b) you will be satisfied with a sandwich;

c) you will eat a muffin with chocolate.

5. Find an adjective to the word "week":

a) nice; b) boring; c) the next.

6. The verb "wriggle" is similar to:

a) pain; b) worm; d) thread.

7. You can hardly get used to:
 a) day-light saving time; b) the new phone numeration; c) mandatory security regime.
8. It might be black, cold, slightly bitter (tart) and it even has a bad appearance. What is it:
 a) humor; b) a monster; c) bad coffee.
9. You cannot do without:
 a) sleeping pills; b) a home computer; c) a corkscrew.
10. You wish one speaks to you in love:
 a) writing with pink paint on the wall of the house; b) in the elevator, which was stuck;
 c) every morning at breakfast.
11. The most pleasant to you is to die because of:
 a) laugh; b) pleasure; c) love.
12. Which sound is harder for you to stand:
 a) other people's children; b) stiletto heels of your neighbor; c) variety TV shows.
13. You want to play on the scene:
 a) a tragedy; b) an avant-garde performance; c) a comedy.
14. In all circumstances, you keep:
 a) cool; b) smile; c) the "Ego".
15. You were unfairly slandered. What will you do to the slanderer:
 a) give a slap in the face; b) apply to the court; c) play a trick, so that one will remember it for a long time.
16. You usually read a magazine:
 a) sitting at the table; b) lounging on the couch; c) standing in the bus.
17. When you finish the test, you will find it:
 a) ridiculous; b) entertaining; c) very interesting.

The key to the test

Question number	Points		
	a	b	c
1	1	3	5
3	3	5	1
5	3	1	5
6	1	3	5
8	5	1	3

9	1	3	5
10	5	3	1
11	5	3	1
13	1	3	5
15	1	3	5
17	5	3	1

Less than 17 points – you are very serious, you need to smile more often;

17 – 39 points – you have a sense of humor, but you do not like to be the subject of jokes. Try to perceive some things easier;

More than 39 points – you have no problems with humor.

Questions 2, 4, 7, 12, 16 are for distraction.

Moonflight

This is an abstract game that allows you to show how you can select a leader and the most competent expert group ready to take action in a specific area of management. The rules of the game:

1. Each participant ranks the subjects. – The subject which, in the opinion of the participants, is the most important during the flight is ranked 1st.

2. There is a discussion in the group and the group rank is assigned.

3. The informal leader of the group is determined (who will report the results).

4. The standard is given.

5. Deviation of individual assessments from the norm is determined (the absolute value and the sum modulo).

6. Individual deviations from the group ones are determined (5th column) to established who played a major role in the creation of the group evaluation. If it does not coincide with the informal leader, then the informal leader had been determined incorrectly. The actual leader of the group, the most competent one, is determined.

7. The level of competence of each participant (6th column) is determined by the deviation of individual evaluation from the standard norms. If deviations of the informal leader are the best, he/she can lead the team competently.

8. According to the deviations of the 8th column one can evaluate the most competent team. It can be assigned to the task execution.

Table 1

The terms of the moonflight game

Items	Individual rank of a participant	Average rank in the group	The standard	Deviation from the group estimation	Individual deviation from the standard	Group deviation from the standard
1	2	3	4	$5 = 2 - 3$	$6 = 2 - 4$	$7 = 3 - 4$
Matches			14			
Food concentrates			4			
Rope (cord)			6			
Silk parachute canopy			8			
Atlas of the sky			3			
Packaging milk powder			11			
Oxygen cylinders			1			
Heater on sun batteries			12			
Inflatable boat			9			
Compass			13			
Drinking water			2			
Signal pistol			10			
First-aid kit			7			
Solar radio transmitter			5			

Task 2. Development of the scenario of business negotiations. Conducting negotiations in the absence of suitable premises.

Task 3. Learn to talk on the phone. Organize the first contact with the necessary partner in the absence of a middleman by phone.

Practice getting conversations started. You may feel a little clumsy at first, but with practice it can become easy to start good conversations. Every time you're in a situation where you're called upon to converse with others, see it as part of your ongoing practice, and note how you're improving each time that you try it.

Phone conversation: write out other persons' dialogue and investigate it.

Look for variety in the phone call. Add the other person.

"In the end, it can't look like acting."

It is rude to make your friend or family member feel as if he or she is annoying or boring you. Right before you conclude your conversation with someone try to convey that it was wonderful talking with them.

Do not lie to get off the phone. Use completely honest reasons that you cannot talk longer ("It was wonderful talking", and...):

"I talked way too long yesterday".

"I am way behind on laundry".

"I need to study".

"I need some quiet time".

"I need to get ready for my big day".

"I'm walking the dog".

"I need to exercise".

"My ear hurts".

"Someone else wants to use the phone".

"I need to use the bathroom".

If appropriate, end with a short but sweet: "Let's talk sometime soon, take care/goodbye".

You could just try telling them you need to go.

Task 4. Communicating within a group meeting at work.

In general, people tend to enjoy group meetings at work or dread them, even if they like their co-workers. The laws of group dynamics are such that people often feel frustrated that their views aren't heard and, in the process, that they aren't exactly making the greatest impression on their co-workers – and especially the boss. This frustration could be spawned by people who dominate group meetings or your own natural reticence. Either way, you can make valuable contributions at your next group meeting by taking some sensible and proactive steps.

Step 1. Listen attentively during the meeting. Ask questions of clarification, when necessary, but don't steer the conversation off the subject.

Step 2. Take notes during the meeting and write down your observations and thoughts. Refer to these notes so that you can organize your ideas before speaking up.

Step 3. Choose your entry into the conversation at an appropriate time, either when the group quiets down or when you are directly asked to respond. If you're unsure if the moderator is willing to open the floor, just ask.

Step 4. Speak calmly but assertively to show that you know what you're talking about – and can prove it. Support your ideas and opinions with illustrations and examples. Remember that you will make a stronger point – and enhance your credibility – if you can be specific and precise rather than vague and nebulous.

Step 5. Answer questions in an equally even-handed manner. If you don't know the answer, don't fudge; acknowledge the worthiness of the question and promise to gather the appropriate information and follow up promptly.

Step 6. Show some emotion, but keep cool, especially if you are challenged or provoked. Take a breath before you respond to challenges.

Theme 4. Business Protocol and Etiquette

Key items

4.1. Greetings, introduction, self-presentation.

4.2. Break during business negotiations.

4.3. Finishing business negotiations.

Task 1. Analyze and conduct business conversations during the break and business negotiations.

Task 2. Greetings in business.

Proper etiquette is important in business greetings. Make sure to use polite language such as "please" and "thank you". Appropriate titles and gestures should also be used. Shaking hands is common in most English-speaking countries. It is also important to smile.

Tips

Introduce yourself with name and title. Shake hands. Express happiness to meet the other person.

Give or accept directions.

Useful phrases

Please have a seat. Thanks for agreeing to meet with me. He'll be right with you. Can I offer you something to drink? My pleasure.

Pair practice. Listen and read:

A: Hello. I'm Kate Connors.

B: Hi, Mia. I'm David Sinclair, and this is my partner Gina Evans (hold out your hand to shake).

A: Nice to meet you Mr. Sinclair and Ms Evans. Thank you for taking the time to meet with me today.

B: It's our pleasure. And please, call us David and Gina. Can I take your coat?

A: Thank you.

B: No problem. Please take a seat and we'll be right with you. I just have to make a quick phone call.

Further practice for pairs

Add a third speaker and create your own lines.

Add an unexpected interruption (a phone call, a fax coming in, a secretary).

Write the next four lines between the two speakers.

Write an inappropriate line and explain why it should not be part of the greeting.

Make a new dialogue that takes place between people in a business situation.

Task 3. Writing a business letter.

A business letter is a formal method of communication between two or more parties. The common purposes of writing business letters are sales efforts, building relationship, resolving an issue and considerations. They are written to clients, prospective customers, managers, employees and business partners among others.

Business letters come in various forms. Depending on the recipient, they are written in varying tones, such as persuasive, informational, promotional or motivational. They have a clear purpose and objective, and they are targeted toward a specific individual or group. When companies introduce new products to customers, they send sales letters that are typically mailed with a brochure and order form. Business letters are also used to build rapport and express gratitude to business associates or customers. Another purpose of writing a business letter is to provide sales incentives, such as special deals, coupons and rebates, for loyal customers. Moreover, it is used to order products in the form of a purchase order, which serves as a legal document between the seller and buyer. Companies also send a formal letter to acknowledge complaints, such as problems with damaged products, inaccurate shipment and customer service issues. It is important for a business to respond to complaints quickly to avoid potential legal problems. Lastly, a business letter is used to communicate with lost customers and dormant ones who have not bought a company's products for a while.

When writing the sender's address, never include the sender's name or title. This will be included in the closing. Only the street, city and zip code are needed.

The date line should be written based on the location of the sender. For example, dates in the United States should be written as "January 5, 2015", while U.K. dates should be written "15 January, 2015".

Next comes the inside or recipient's address. This should be addressed to the specific person to whom the letter is written, using any titles as necessary. The salutation comes next, using the same name and title as in the inside address.

The body of the letter should be single-spaced and left-justified. The letter should be concise and get straight to the point. Finally, the closing's first letter should be capitalized, and four lines should be left blank between the closing and the sender's name, leaving room for a signature. Indicate any enclosures added to the document at the bottom.

General practice when writing a business letter is to use a Times New Roman size 12 font, with a left-justified block format that is single-spaced within paragraphs and double-spaced between paragraphs. To write the letter, include the sender's address, date, inside address, salutation, body text, closing and enclosures. Use a professional tone, be concise and state your point early in the letter to avoid miscommunication.

First, type the sender's address. Typically, the sender's address is included in the letterhead. If you do not use a letterhead, type the sender's address at the top of the letter one line above the date. Include only the address because the sender's name is included in the letter closing. Next, type the date using the "month, day, year" format. Next, include the inside address or recipient's address. If possible, write to a specific individual within the organization, and include a personal title such as "Mr." or "Ms." Next, type the salutation. Use a colon at the end of the name.

In the body text, state why you are writing. Establish any connection or mutual relationship up front. For business letters that feature a complaint, outline your proposed solution. Always provide proof for claims by using examples or expert opinions. In the closing, state what the reader must do and what you can do to follow up. If you enclose any supporting documents along with the letter, indicate this by typing "Enclosures" one line below the closing.

A business letter with two signatures can be formatted by placing the two signatures next to each other on the same line or placing them in a vertical arrangement where one is below the other. Under both types of placement, the signature of the more senior signatory should appear first.

For example, "cc: Jane Doe, Human Resources Supervisor" may be placed at the bottom of the page. The "cc" is sometimes referred to as "carbon copy" in reference to the days before computers when business letters were typed, and copies were made with carbon paper.

A business letter template: the structure

1. Sender's address.

2. Email address.

3. Date.

4. Receiver's address (the following format should be followed: full name, title, company's name, physical address, city, state).

5. Salutation should be as shown below:

Dear Mr./Ms. or the person's name: or Sir/Madam,

6. There should always be a reference in the introduction of the letter *REF*. Begin by referencing a specific conversation or other contact means. If this is the first letter in a conversation, you can also provide the reason for writing.

With reference to your advertisement in the daily News, your letter of 25 Feb..., your phone call today ..., Thank you for your letter of March 25th.

The reason for writing: I am writing to inquire about ... / apologize for ... / confirm ... / comment on ... / apply for

e.g. I am writing to inquire about the position posted in The Daily Mail. I am writing to confirm the shipment details on order # 2346. I am writing to apologize for the difficulties you experienced last week at our branch.

7. The body of a business letter is very important. Make sure that the language is simple and the content sticks to the point. The first paragraph is essential because it discusses the actual point or the reason behind the letter being written. It discusses the purpose of the letter.

The following paragraphs can come as an extension to the purpose again. But make sure there is nothing too prolonging the written.

The final lines, again, should shed light on the reason. The motive should be just mentioned and not discussed. End it by thanking the person to consider your request.

8. The close should sound nice and pleasing like:

Yours truly (Yours sincerely),

Your name

Your company/organization name

9. A signature marks the end of a business letter.

The structure of a letter

Address	
1	2
Mr. J. Rhodes Rhodes & Rhodes Corp. 212 Silverback Drive California Springs CA 92926	The format of US addresses: receiver's surname, company's name, street number + street name, city name + country (in abbreviations) + zip code
Mr. Adam Smith Smith's Plastics 8 Crossfield Road Birmingham West Midlands B29 1WQ	British and Irish address format: receiver's surname, enterprise name, number + street name, town, country, zip code
The Managing Director Fightstar Corporation 155 Mountain Rise Antogonish NS B2G 5T8	Canadian address format: receiver's surname, enterprise name, number + street name, town, area (abbreviation), zip code
Ms. Celia Jones TZ Motors 47 Herbert Street Floreat Perth WA 6018	Australian address format: receiver's surname, enterprise name, number + street name, area (region), city + zip code
Miss L. Marshall Aquatechnics Ltd. 745 King Street West End Wellington 0680	New Zealand address format: receiver's surname, enterprise name, number + street name, village / number of a street / PO box, city, zip code
Introduction	
Dear Mr. President,	Very formal, the recipient's name is preceded by a special address
Dear Sir,	Official, the recipient is a man, the name is unknown
Dear Madam,	Official, the recipient is a female, the name is unknown
Dear Sir / Madam,	Official, the recipient's name and gender are unknown
Dear Sirs,	Official, when the letter is addressed to several unknown people or a whole department
To whom it may concern,	Official, the name of the recipient(s) and gender are completely unknown
Dear Mr. Smith,	Official, the recipient is a man, you know the name
Dear Mrs. Smith,	Official, the recipient is a married woman, you know the name
Dear Miss Smith,	Official, the recipient is an unmarried woman, you know the name
Dear Ms. Smith,	Official, a female recipient, the name is known, the marital status is unknown
Dear John Smith,	Less official in the presence of business relations with the recipient

Table 2 (continuation)

1	2
Dear John,	Unofficial, friendly correspondence
We are writing to you regarding...	Official, on behalf of the whole company
We are writing in connection with...	Official, on behalf of the whole company
Further to...	Official, about something that you know about the receiver's company
With reference to...	Official, about something that you know about the receiver's company
I am writing to enquire about...	Less formal, on behalf of yours as a representative of the company
I am writing to you on behalf of...	Official, if you're writing for someone
Your company was highly recommended by...	Official, the polite form of the beginning of a letter
Main part	
Would you mind if...	A formal request (careful, prudent)
Would you be so kind as to...	A formal request (careful, prudent)
I would be most obliged if...	A formal request (careful, prudent)
We would appreciate it if you could send us more detailed information about ...	A formal request, very polite
I would be grateful if you could...	A formal request, very polite
Would you please send me...	A formal request, polite
We are interested in obtaining /receiving...	A formal request, polite
I must ask you whether...	A polite formal request
Could you recommend...	A formal request, direct
Would you please send me...	A formal request, direct
You are urgently requested to...	A formal request, direct
We would be grateful if...	An official polite request on behalf of the company
What is your current list price for...	An official direct request
We are interested in... and we would like to know...	An official inquiry, direct
We understand from your advertisement that you produce...	An official inquiry, direct
It is our intention to...	An official statement of intent, direct
We carefully considered your proposal and...	Official, failing to take a decision about the deal
We are sorry to inform you that...	Official, the denial of a transaction or a manifestation of lack of interest in this proposal
Enclosing documents	
I am enclosing...	Unofficial, friendly correspondence
Please find enclosed	Official, very polite
Enclosed you will find	Official, direct
Conclusion	
If you need any additional assistance, please contact me	Official, very polite

Table 2 (the end)

1	2
If we can be of any further assistance, please let us know	Official, very polite
Thanking you in advance...	Official, very polite
Should you need any further information, please do not hesitate to contact me	Official, very polite
I would be most grateful if you would look into this matter as soon as possible	Official, very polite
Please reply as soon as possible because...	Official, polite
If you require any further information, feel free to contact me	Official, polite
I look forward to the possibility of working together	Official, polite
Thank you for your help in this matter	Official, polite
I look forward to discussing this with you	Official, direct
If you require more information...	Official, direct
We appreciate your business	Official, direct
Please contact me – my direct telephone number is...	Official, direct
I look forward to hearing from you soon	Less formal, polite
Yours faithfully,	Official, the recipient's name is unknown
Yours sincerely,	Official, widely used, the recipient is known
Respectfully yours,	Official, rarely used, the recipient's name is known
Kind/Best regards,	Informal, between business partners who are quit close
Regards,	Unofficial, often between collaborating business partners
If you need any additional assistance, please contact me	Official, very polite
If we can be of any further assistance, please let us know	Official, very polite
Thanking you in advance...	Official, very polite
Should you need any further information, please do not hesitate to contact me	Official, very polite
I would be most grateful if you would look into this matter as soon as possible	Official, very polite
Please reply as soon as possible because...	Official, polite
If you require any further information, feel free to contact me	Official, polite
I look forward to the possibility of working together	Official, polite
Thank you for your help in this matter	Official, polite
I look forward to discussing this with you	Official, direct

Topics for report

1. The definition of the notion "business conversation".
2. Preparation, principles and stages of a business conversation.
3. The key rules of greetings.
4. The structure of a business letter.
5. The methods of presenting the material: deductive, inductive.
6. The typical structure of break during business negotiations.
7. The science and history of the coffee break.
8. The methods to break deadlocks in business negotiations.
9. The problems of negative finishing of business negotiations.
10. Avoiding divergence between the counterparties.
11. Prospects for mutual business relationships.
12. Confidentiality of business negotiations data. Kinds of solutions.

Content module 2

Communication Technologies and Procedures

Theme 5. The Concept of Image and the Role of Image in Business Ethics

Key items

- 5.1. Male and female images in business communication.*
- 5.2. Business clothes.*
- 5.3. Business requisites.*

Task 1. Analyze and develop a personal business image.

Topics for reports

1. Definition of the concept of image.
2. Classification of personal images in business communication.
3. The impact of image on business negotiations.
4. Classification of business clothes.
5. Women's business clothes guide. Men's business clothes guide.
6. Business cards (Internet and printed ones).
7. Souvenirs, gifts. Business accessories.

Theme 6. Written Agreements in Business Negotiations

Key items

- 6.1. *The structure of a commercial contract.*
- 6.2. *The goal and the content of the business intention agreement.*
- 6.3. *The goal and the content of the business sale/buy contract.*

Task 1. Develop the content of a business agreement.

The structure of a commercial contract

Most written contracts have a similar structure consisting of certain essential clauses, irrespective of the subject matter of the contract. The general pattern of paragraphs can be:

The heading. For example, "The distribution agreement".

The date. The date is usually inserted in the relevant space upon completion – the last stage in the formation of the contract.

The parties. The full details of the parties are set out. In the case of a company, the registered number is included. This remains unchanged during the life of the company despite any changes of name or registered office.

Commencement. Usually the contract commencement contains a brief introduction which describes the nature of the agreement for example, "This Agreement for the sale of ..." or "This Share Agreement..." The commencement clause will state the date on which the provisions, or conditions of the contract, are to come into effect.

Recitals. Also known as Background or Preamble. These paragraphs are traditionally introduced by the word WHEREAS (conventionally, keywords are in capital letters or have an initial capital). The recitals consist of the statement of background facts and the reasons why parties are to enter into the contract. Related or preceding transactions may be referred to. If a dispute arises concerning the operative part, the recitals may be used to determine construction, that is, interpret intentions.

Recitals aren't essential, but are useful. They explain the factual background and reasons why the parties have agreed on certain terms. For example, they may state the factors that the parties considered when agreeing what the seller should be responsible for. These may help to show the reasonableness of clauses, which say that the seller isn't legally responsible for particular types of loss.

Operative provisions. Often introduced by the expression "The Parties Hereby Agree as follows..." or similar words, for example "Whereby it is agreed as follows...".

These words signal the start of the operative part of the contract, containing various clauses which create rights and obligations, or create and transfer interests in property. Operative provisions in more complex agreements may refer to more detailed descriptions.

The operative part creates the legal rights and obligations of the parties. The clauses found here vary with the nature of the contract. These are some of the common clauses found in the operative part of a commercial contract:

Conditions precedent clauses: these are conditions that must be met before a contract becomes effective.

Rights and obligations: clauses setting out what the parties are promising to do, and how they're promising to do it.

Representations and warranties: promises made by either one of you about certain facts that may have encouraged the other party to enter into the contract. For example, the seller may promise that the goods will fulfil particular requirements.

Standard clauses: these are included in all agreements. For example, those about how and when any notices under the agreement must be delivered; and "force majeure", where it has become impossible to fulfil a contract because of unforeseen circumstances beyond anyone's control. These circumstances would include war or natural disaster.

Definitions. This section states the meaning to be attributed to terms essential to contract – the defined terms. Most defined terms are conventionally given in capital initial letters, for example Security Documents or Completion Date.

In the absence of a definition, words within the contract will be given their ordinary and natural meaning.

Interpretation. The aim of this section is to assist in the interpretation and construction of the whole contract by referring to specific uses. There are a number of provisions included in most contracts, for example "Words denoting the singular include the plural meaning and vice versa".

Conditions precedent. These preconditions must be satisfied in order for the agreement, or the relevant parts of it, to come into effect, for example the grant of planning permission. The condition precedent clause stipulates, or imposes, obligations on the relevant party to procure the satisfaction of the

condition and provide a date by which time the condition precedent must be satisfied. It is usual for an agreement to terminate automatically if this is not achieved by the specific date.

Consideration. This sets out the consideration provided by the parties.

Other operative clauses. These include, for example, warranties, limitation and exclusion clauses, and other standard clauses such as governing law.

Schedules. Sections at the end of the contract containing specific provisions and documents, for example the Transfer Deed in a Contract for the sale of land.

Schedules allow you to keep the body of the contract fairly short and put other details in a separate place at the end of the agreement. For example, in an agreement for the sale of several goods, you can include a list of all the goods along with any accompanying details in a schedule. The body of the agreement would refer to the goods in that schedule.

Task 2. Put into right order the typical elements of the contract.

The structure of a commercial contract varies depending on its nature, but many would contain the following (Table 3).

Table 3

The typical elements of the contract

The elements of a contract	The order number
Headings	1
Parties – who is involved	3
Date – the date of the contract	2
Term – how long the contract will last	6
Commencement – when it would start	5
Execution and attestation – the signing clause	9
Operative part – the essence of the contract, i.e. who has to do what	7
Schedules – lists of relevant matters (usually appear separately)	8
Recitals – the factual background to a clause or to the contract	4

Task 3. Write a business letter of intent using the samples. Describe the details of the following letters using the business letter template and Table 2.

A business letter of intent (samples)

Dear Ms. Olga:

My name is Katherine Smart; I am a senior at the University of Pennsylvania. The subject that I am majoring in is Psychology. I have made it through the Dean's list almost every semester. I am writing this letter to you, hoping that you understand my interest in the program that is being held at the University of Texas.

I have come to know more about the program from the People's Magazine. Considering that it is so popular and helpful, I would want to be a part of it. The program is constituted by the best of psychologists around the country. Working with such people and seeking in their guidance is like a dream come true. The best part is that it allows us to reach even more closely to the real human.

I would want to discuss more about the program. I hope you don't have any problem if we do this over the phone. My number is +38066-555-9999.

Sincerely,

Katherine Smart

Hello, My name is Kevin Grace from Venice, FL and I am sales rep at www.abcdf.com. The reason why I contact you is because your site does not meet Google's latest requirements regarding mobile friendliness. Here's an easy way to check this – <https://www.google.com/webmasters/tools/mobile-friendly>.

It has become an issue starting from April 21. Check this to see why – <http://googlewebmastercentral.blogspot.com/2015/04/rolling-out-mobile-friendly-update.html>.

I'd like to offer you our services. We can convert your site into mobile-friendly version within 4 business days as this is exactly what we are experts in. You'll be pleasantly surprised with the price affordability as well as with the results.

Let me know if you are interested in letting your site meet Google's latest requirements thus avoiding the loss of your site efficiency.

Thanks,

Kevin Grace

www.abcdf.com

Ph. (772) 987 65 34

e-mail: kevin.grace@abcdf.com

Questions:

1. What could you conclude regarding the companies where the senders of the letters work (analyze the email addresses, the style of writing)?
2. What elements of the business letter structure were used by the senders of the letters?

Topics for reports

1. The date of the contract.
2. Parties involved.
3. Recitals.
4. Commencement and term.
5. Operative provisions.
6. Schedules.
7. Execution and attestation.
8. Obligatory provisions of the business intention agreement.
9. LOI – a letter of intent.
10. Commodity application.
11. Obligatory provisions of the business sale/buy contract.
12. Export/import contracts.
13. Appendixes to the contracts.

Theme 7. Business Communication During Employment

Key items

- 7.1. Business correspondence during employment negotiations.*
- 7.2. Conducting an interview.*
- 7.3. Passing an interview.*

Task 1. Divide into teams of three persons and prepare, conduct and pass a job interview.

Curriculum vitae

Curriculum Vitae (CV) means "courses of life" in Latin, and that is just what it is. A CV is a concise document which summarizes your past professional skills and experiences.

The main purpose of this document is to demonstrate that you have the necessary skills (and some complementary ones) to do the job for which you are applying.

Other purposes of a CV:

1. CV as a supporting document with a grant or contract funding proposal.
2. CV as a requirement for internal review for tenure or promotion.
3. CV as a requirement with an application for membership in a professional society or organization.
4. CV as a background statement for an introduction at any presentation.

Generally, there is no single correct format or style for writing a CV. CV's are frequently longer than resumes and thus can be multiple pages long. In a CV, completeness is more important than brevity.

A CV summarizes educational and academic history. It emphasizes academic achievements such as: teaching experience, publications (books, articles, research papers, unpublished manuscripts, or book chapters), and academic honors and awards.

On a CV it is appropriate to describe experience in detail (on a resume this is usually not appropriate). If applying for a position that primarily involves research, describe research experience first; if the reverse is true, put teaching experience first.

Work experience not directly relevant to research/teaching/academic opportunities should be omitted or described only briefly.

Highlighting your thesis. Including a one- or two-page abstract of your thesis, is recommended, but optional. If you do provide an abstract, write (see abstract attached) in the Education section of your CV, after the name of your thesis title.

If you are working on or have recently finished your doctoral degree, at least include a brief, clear summary of your thesis topic in the Education section.

What not to include. Omit references to date of birth (age), marital status, children, health, spouse's work, religious affiliation.

Do not include as headings, words such as "personal information", "name", "home address".

You don't need to use the heading "Curriculum Vitae" at the top. It's understood that it's a CV.

Task 2. Write your CV. CVs must contain the following information:

The sections of a CV

Your name, address, phone number, and e-mail address; current position; prior work experience (if relevant to position); education; special skills; projects; research experience; date (or expected date) of degrees and institutions (Ph.D., MA, and BA); title of thesis (and advisor's name if useful); licenses /certifications (optional, but recommended if they are related to the field); military service; publications (books, articles, book reviews); presentations; academic grants and awards (optional); references; interests (optional).

Other optional information you may want to include:

teaching experience, including courses taught;

foreign language proficiency;

memberships in professional associations;

administrative or service experience (if relevant to position).

Do not include extraneous information such as unrelated work experience, personal background, etc. There is no need to pad your CV – it will be obvious to the reader and will not help your chances. One or two pages is fine.

Pay attention to visual presentation. Use bold subheads to highlight your categories and break up large sections of text. If you don't have enough entries to constitute a separate category, combine them with creative titles such as "Publications and Works in Progress". If a category is too long, break it into two (e.g. "Books" and "Articles"). Also you may use graphic design.

For some people, a single CV will do for all jobs. Others may want to prepare two or more versions of their CV for different types of jobs. The most common scenario would be to have two versions: one stressing studying, the other stressing business. In most cases, it's just a matter of shuffling the categories around to emphasize your strengths for the particular job or to restate your educational interests.

Advice

Personal data

Full name.

Citizenship (optional).

Do not include information such as date of birth, gender, marital status, spouse, children's names or ages, etc.

Address

Professional address, telephone number, fax number, e-mail address.

Use a consistent chronological order for the following sections. Present to Past is most common.

Professional summary

Your summary should be in the form of a short paragraph or bulleted statements, containing only several sentences. There isn't a sentence limit, but as a rule do not take up more than one quarter of the page. Your summary should begin by a headline that summarizes your professional title and/or your professional statement. Emphasize your title by featuring the headline in bold and larger font, as it allows your potential employer to grasp who you are quickly. For example:

Financial Planning Professional Achieved Double-Digit Return for All Clients through Well-Balanced Financial Portfolios.

It is important that this title is well crafted, as it is the first impression your potential employer will have of you.

There are three things a well-written summary should address: (1) your experiences and skills as they relate to your job; (2) what you can bring to the organization and the open position that no other candidate can; and (3) your professional goals.

Education

List the year, institution, and degree for each.

Work experience

Dates; position; responsibilities.

Military service

List the dates and types of military service, including reserves.

To write a curriculum vitae, focus on updating and polishing it. Below is advice on maintaining and updating your CV.

Begin to exclude details on earlier experience such as graduate school assistantships. You may still note the experience without discussion of the responsibilities.

If certain categories of your vita are growing substantially, begin making subcategories (e.g. publications may be divided into articles, books and reviews).

Ask others to review your CV. In addition to having them look for typos and grammatical errors, ask them what items they notice and remember ... "if the most important items stand out, you're in good shape".

Look at the CVs of your peers and role models. Many faculty members post their CV online. If it is not online, you could ask them if you can see a copy. Notice the formatting, organizational techniques, and wording that works well.

Keep your CV updated. It can be difficult to remember presentations, awards, workshops, service work, and more. You want to be recognized for your efforts, and one way to do that is to include key events, committees etc. in your CV.

Consider removing personal information (such as your birth date) from your CV to protect your privacy.

Ensure your CV is easy for others to read and that the key information is easily accessible. Things to check:

Is your CV in an electronic format that can be viewed easily by others (e.g. .pdf file)? Does the font size/type scan and fax well? Does the layout look good to others? Talk to someone who is good at visual layout and design. They might have recommendations that would make your CV more visually appealing.

Ask someone who is detail oriented to review your CV. You might be surprised by the corrections they recommend. Discuss the style of your CV with others – is there another way the information can be presented so that it's clearer to others? These tips may require reworking your CV "from the ground up", but the changes will probably be worth it.

Is your name highlighted in your list of publications, especially if there are multiple authors? Highlighting your name makes it easier for others to see your name.

Is your name listed on every page? Are there page numbers? Your name and the page number serve as reference points for readers.

Updating a CV can be time-consuming and is a task that can be quickly pushed to the bottom of your to-do list. To save time in the long run, consider updating your CV at regular intervals. Having an updated CV ready to go will reduce the stress of having to update it at the last minute.

There are various layouts for a CV and this is just one example. Some CVs may have a section for supplementary information, where reasons for applying for the position and leaving previous and present employment are included, as well as personal qualities and skills which the candidate feels are relevant to the job. A sample CV structure is given in Table 4.

The structure of a curriculum vitae

Contact details	
Name	Kateryna Carol
Telephone number	+38081953991
Email address	carol@gmail.com
Present address	25, Westbound Road, Borehamwood, Herts, WD6 ID
Work experience	
Jan'89 – present	<p>National Auto Importers Ltd., Auto House, Sidmouth Street, London WCIH4GJ +44 20 8883 3844</p> <p>Type of Company: Car importers Post: Secretary to Assistant Director Responsibilities: Dealing with all correspondence; taking minutes at meetings and writing up Assistant Director's reports; receiving customers and suppliers: dealing with home and overseas enquiries; making decisions on behalf of A.D. in his absence: and representing the company at various business functions</p>
Oct'87 – Dec'88	<p>Johnson Bros. Plc, 51-55 Baker Street, London W1A, +44 20 7385 3864</p> <p>Type of Company: Retail Chain Stores Post: Junior Secretary Responsibilities: Secretarial work including typing; shorthand; correspondence; copying reports and minutes from shorthand notes; tabulating data; filing; answering customers' calls; mail distribution; and general office duties</p>
Education and qualifications	
1985 – 1987	Hilltop Further Education College, Kenwood Road, London NW7 3TM. Diploma in Business Studies
1980 – 1985	Mayfield School, Henley Road, Borehamwood, Herts, WD6 IDX GCE in English Language; French; History: Geography; and Art
Personal information	
Date of Birth	25 February 19-
Marital status	Single
Other information	While working I have attended various evening courses for Italian and French, and have also been on a special Information Technology course at The City College. My interests include tennis, badminton, swimming, and reading
References	<p>Mr B. Norman, Assistant Director, National Auto Importers Ltd., Auto House, Sidmouth Street, London WCIH 4GJ.</p> <p>Mrs T. R. Bradley, Senior Lecturer, Business Studies Dept., Hilltop Further Education College, Kenwood Road, London NW7 3TM</p>
Current salary	£14,000 per annum

Questions:

1. Which words in the CV correspond to the following: *unmarried, stenography, cataloguing and keeping data, acting for, wages?*
2. What is the order of data in a CV direct or inverted?

When you apply for a job with a curriculum vitae, it's important to include a cover letter, also known as a covering letter, with your CV.

Cover letters

Your cover letter should include specific information on why you are a match for the position you are applying for. Don't repeat the information on your CV in your cover letter, rather list your qualifications and the job requirements, relating your skills to the position requirements. Use either a bulleted list or a paragraph referencing your specific qualifications for the job.

The content of your cover letter should be brief and structured, avoid lengthy repetition of information covered in your CV. (Unlike a CV, it is acceptable to write a covering letter in the first person.) In particular:

Your letter should address the relevant contact, whose name often appears in the job advert. Avoid *Sir* or *Madam* if possible.

If you are replying to an advert, say so. Mention the job title, any reference number and where and when you saw it.

In some cases an advert will indicate a more substantial letter is required. Always follow a specific instruction and include any information if it is particularly requested, for example, your current salary.

Briefly outline your current situation and why you are seeking change. Include current or last job, qualifications and professional and academic training, tailoring your information to make it as relevant as possible to the organization or job applied for.

Tell the potential employer a little about themselves to demonstrate you have properly read the advert and that you have done some research into the organization. Also, state why you are interested in them as an employer.

You need to succinctly emphasize why an employer may want to meet and employ you. Highlight your transferable skills, achievements and versatility; what you can contribute and what makes you different. Mention personality traits relevant to the role applied for, taking care not to appear too subjective.

Ensure that your CV covering letter flows freely however and does not slavishly match every point on the job description. The reader should be left with an overall impression that you are a potentially valuable addition to the workforce.

Negative information of any sort should be avoided in your covering letter as well as CV.

Close your letter with a polite expression of interest in further dialogue with the recruiter. Do mention that you would like the opportunity to discuss your suitability further at an interview and that you await a response in due course.

Ensure your letter is neatly and clearly presented with no grammatical or spelling errors.

Email covering letters should be written in a common font with standard formatting and should emulate a handwritten letter in terms of style.

Samples of an email cover letter

Sample 1

Dear Hiring Manager,

I would like to express my interest in a position as management assistant for your company.

As a recent graduate with international management, marketing, and administrative experience, I believe I am a strong candidate for a position at the 123 Trade Company.

You specify that you are looking for someone with strong managerial skills. As an English major, a tutor, and an managerial intern for both a government authority and a college marketing office, I have become a skilled manager with a variety of experience.

My maturity, practical experience, and eagerness to enter the trade business will make me an excellent assistant. I would love to begin my career with your company, and am confident that I would be a beneficial addition to the 123 Trade Company.

I have enclosed my resume, and will call within the next week to see if we might arrange an appointment to speak together.

Thank you so much for your time and consideration.

Sincerely,

Kate Jones

Kate Jones

111 Main Street

Town, 11111

Email: katejones@gmail.com

Cell: +38(333) 333-3333

LinkedIn: [linkedin.com/in/katejones](https://www.linkedin.com/in/katejones)

Sample 2

Your Email

Contact Name

Title

Company Name

Address: City, State, Zip Code

Dear Contact Person:

I'm writing to express my interest in the Web Design Specialist position listed on Craig's List. I have experience designing consumer-focused health-based web sites. While much of my experience has been in the business world, I understand the social value of the non-profit sector.

My responsibilities included the design and development of the site's editorial voice and style, and the daily content programming and production of the web site. I worked closely with health care professionals and medical editors to help them provide the best possible information to a consumer audience of patients and health care professionals.

Experience has taught me how to build strong relationships with all departments at an organization. I have the ability to work within a team as well as cross-team. I can work with web engineers to resolve technical issues and implement technical enhancements, work with the development department to implement design and functional enhancements, and monitor site statistics and conduct search engine optimization.

My salary requirement is in the \$60,000 – \$70,000 range.

Thank you for your consideration.

Signature

First Name Last Name

A letter of application (sample)

Dear Sir,

I am writing to apply for the post of manager in your new branch to be opened in Kyiv, as advertised in the Daily News of 6 March.

As you will see from my enclosed curriculum vitae, I am a 35-year-old graduate in social sciences from the University of Kyiv, with eight years' experience in management posts within the retail trade, my current position being that of assistant manager at a branch of ABC Company in Kharkiv.

Since leaving university, apart from practical experience in the various posts I have held I have studied extensively at night school, attending courses in Negotiating skills, Personnel Management and Marketing. ABC Company has also sent me to various internal courses in the same areas.

I am interested in the post advertised because it seems to me to represent the type of opportunity I am looking for – to move into a large international retailing organization and to have the experience of setting up a new store from the start.

I hope my application and my curriculum vitae will be of interest to you. I am available for interview at any time, and my present employers would be happy to supply a reference.

Faithfully yours,

Signature

First Name Last Name

Task 3. Divide into teams of three and conduct an interview.

Job interviews have four stages: arrangements, preparation, the actual interview, the reconstruction.

Interviewing is a time consuming business, and knowing what questions to ask can mean the difference between a successful meeting and one where you find out very little about what the candidate can actually do. There is a comprehensive guide to conducting the perfect interview and how you should prepare in order to get the most out of every meeting.

1. Plan. Read the candidate's CV beforehand and have your questions prepared. The only way to know what questions to ask is to know as much as you can about your candidate.

2. Contact the person you would like to interview. You could do this by email, letter or phone. Remember to be polite – *you need them!* Try to set up the interview in person, but if this is not possible, ask if you could set up a phone interview instead.

3. Arrive on time. Remember that it is *you* who wanted to conduct the interview. The person has given up their time to meet you, so don't be late.

4. Be structured, i.e. follow a format and be consistent for each candidate.

5. Vary your questions. Use a mix of open, closed and competency based questions:

closed questions – can be answered with either a "yes" or "no". These give you facts and allow you to find out information quickly;

open questions – deliberately seek more in depth answers and generally begin with *who, what, why, how, when, where or describe*;

competency based questions – are selected based on the competencies required to be successful in the role (i.e. questions that ask for examples of previous performance – the same questions to be asked to each candidate for comparison purposes).

6. Let it be a two-way exchange of information. Strike a balance between talking and listening.

7. Be documented for later reference. This is essential! Take notes during the process as these can help overcome the "halo effect" and allow you to compare all candidates after the process is complete.

8. Be consistent. Interviews can often take unexpected twists and turns – being planned will help keep the meeting on track and allow you to steer the conversation back to the areas you need to cover.

9. Timing. Try and keep each interview to around an hour in length.

10. Legality. Observe the principles of equality and equal employment opportunities.

11. Feedback. Best practice is to give feedback to all interviewed candidates to ensure the candidate has a positive overall experience. Make sure that your feedback complies with the following: it must be balanced, objective, specific and timely.

12. Be welcoming. Make the candidate feel relaxed. Be aware of your body language. Turn off your mobile and ensure that you will not be disturbed. Outline the structure to the candidate at the beginning of the process.

13. And finally, sell yourself. Interviewing is a two-way street, a two-way conversation. Companies are often competing for the best candidates. It may be appropriate to tell the person you are interviewing a little about yourself. Establishing a good relationship with them will result in a more natural conversation and make them feel that you respect their opinions and stories. You need to make sure you are selling the benefits of the role and your company to all candidates. Even if they are not perfect for this specific requirement, who knows what may happen in future and you would like them to leave with a positive impression of your company! Remember a good interview gets the best out of a good candidate.

A Sample rejection letter

*ABCD Company Ltd
543 High Street
Kyiv
Ukraine*

March 19, 20...

*Mr. A. Smith
8 Queen Street
Kyiv
Ukraine*

Dear Mr. Smith,

This is with reference to your application for the post of a manager in our concern.

We regret to inform you that on primary scrutiny of your application we do not find your experience and qualification up to expectations.

Hence, it is not possible to call you for an interview for the said post.

We, however, thank you for the interest shown by you in our concern.

Thanks,

Yours sincerely,

Managing Director

A sample lay-off letter

In this lay-off letter, the employer (Alex Grace, the owner of the ABCD Company) writes to the employee (Ann White) advising that the company can no longer employ her.

*ABCD Company
10 Main street
2345 Kyiv
Ukraine
Tel: +38 044 5200999*

5 November, 2017

Ann White

20 Green Street

2345 Kyiv

Ukraine

Dear Ms. White,

As you are probably aware, the recent smoking ban has had a profound impact on our business. Our sales have dropped 40 percent in the last six months. Though we do not expect this to be a long-term concern for our business, we don't expect sales to return to normal until the summer when our patio opens for the tourist season.

Due to the loss in business we regret to inform you that we are laying-off all of our hosts and hostesses for the winter and spring. With business being so slow our servers can handle the task of greeting and seating customers on their own.

You are entitled to two week's severance pay, which will be paid in full on your next paycheck. Please come in for any scheduled shifts next week.

Thank you for your hard work and dedication to the ABCD Company. Please apply again for our next summer season.

*Sincerely,
Alex Grace*

_____ *Alex Grace (Owner)*

abcd_company@gmail.com

A sample letter of resignation

In this letter of resignation, also known as a resignation letter, the employee Ann White writes to her employer Fielders Pharmacy giving three weeks' notice of her intention to leave her employment.

*22 Tufton Street
London, SW1P 3TL
Tel: 020 7555 1777*

20 March, 2017

*Alex Grace
Fielders Pharmacy
14 Broadway
London, SE1 7DG*

Dear Mr. Grace,

I am writing to provide formal notice of my resignation from Fielders Pharmacy. My last day will be 3 April, 2016.

I trust that two weeks is sufficient notice for you to find a replacement for my position. I would be pleased to help train the individual you choose to take my place.

Thank you for employing me for the past three years. My experience as clerk, supervisor, and floor manager has been very positive and I'm confident that I will use many of the skills

I have learned at Fielders in the future.

If you have any concerns, please contact me at my personal email address.

*All the best,
Ann White*

_____ *Ann White*

awhite@hom-e-mail.com

A business thank-you letter

A business thank-you letter strengthens the tie between the business partners. It shows how one values the time, effort, and the act of patronizing the event. In short, it shows courtesy to the addressee for his or her contribution in a project or a social cause. Writing the letter is a kind gesture you must follow in your entire life whether you run a business or work in a nonprofit organization. Here is a thank-you letter body template.

Example 1

Thank you very much for your help during our recent store renovation. Your design experience and organizational skills really made a difference in how quickly we were able to reopen, and the new layout already seems to be increasing sales of some items!

We are planning a similar renovation of our satellite store on the West side, and I would like to contact you for your expertise on that project as well, as the time comes closer.

I have given your name to several executives who inquired about the new look, and I hope that this will help you to grow your business as well.

Example 2

I want to commend you for your efforts on the Doe project. The president noticed and appreciated your attention to detail and relentless determination to release a quality product on time. We are proud to have you as part of our team and look forward to your future contributions.

Example 3

Please convey our thanks to Ms. Doe, the clerk who helped my mother when she visited your fabric store. My mother is elderly and has difficulty hearing. Ms. Doe was courteous and helpful to her in choosing material for a new dress. If everyone could be as pleasant and helpful, our world would be much happier.

Example 4

My special thanks to you and your team for the wonderful job you did on the Doe Project. The customer was delighted with the presentation and especially appreciated your suggested modifications. The extra time and effort you put in were certainly worthwhile. It is a joy for me to work with such dedicated and talented colleagues.

Thank you again, and I look forward to working with you in the future.

Regards,

...

Topics for reports

1. Cover letters.
2. A candidate rejection letter.
3. Letters of application for employment.
4. Employee reference letters.
5. Job offer letters.
6. Four stages of an interview: arrangements, preparation, the actual interview and the reconstruction.
7. Tips to follow when passing an interview.
8. Documents necessary during the interview.
9. Matching the job description and/or the person specification.
10. Common interview mistakes.

Theme 8. Communication Technologies in Shaping the Culture of Business Communication

Key items

- 8.1. *Communication online applications in modern business negotiations.*
- 8.2. *Social net communities.*
- 8.3. *Business-to-Customer Internet platforms.*

The topic of the seminar "Usage of communication online applications"

1. Business-oriented social networking services.
2. Electronic-customer relationship management.
3. Peculiarities of usage of communication online applications.

Task 1. Defining the role of social net applications in business negotiations.

Social nets is more than just a social media playground for personal use – it's also a tool for growing your business. At its most basic, social nets is a tool that allows people to communicate with one another. While it's not as personal of a means of communication as a phone call or an in-person meeting, it's a convenient way for businesses to connect and interact with their customer bases. By gaining followers and tweeting regularly, you can help increase brand recognition – and ideally, sales – within your business over social nets.

Task 2. Divide into groups, create a social net account of your group and try to provide the following effective ways to use social nets for businesses:

Creating consumer awareness. From a business perspective, social media helps consumers get to know a business or organization that they may have not been otherwise familiar with. It helps you inform your followers about exactly what your company does and what you're intending to do to create brand identity and increase consumer awareness. Using social nets may not lead to a plethora of new business right away, but it does help attract potential customers you may have been missing. The key is to update your account regularly, so this awareness continues to build.

Custom profile pages. Customize your social nets profile page to better showcase your business and make it more searchable. Social nets allow you to select your own profile picture and background so your page matches your brand. Use keywords in your bio to help interested users find your profile.

Increasing internet hits. Utilizing social nets helps increase the search engine ranking for your business website. Many search engines are using "social signals", which gauge a business' presence in social media networks like Tweeter and Facebook, as a measurement as to what is credible on the Web. The more a business uses social media, the more likely its website is going to come up high in the results after an Internet search. So the more followers, the more reposts and the more interaction you have on social nets, the better it is for your business' website.

Interact with followers. There are multiple ways for you to use social nets to interact with your followers. The first is the basic tweet. This goes out to all your followers and can be searched by potential followers. Using keywords and hashtags (#keyword) is the SEO equivalent for social nets. If a follower or any other user mentions you, consider replying to the tweet or sharing it. Talk privately with users via direct messages. This allows you to provide customer support privately which may lead to mentions from a satisfied customer. Another marketing method is to repost related posts from your followers and business partners. The more you interact, the more followers will trust you and repost your own posts. Consider this as free marketing outside of time.

Customer interaction. Social nets is essentially another means of communicating with people, so be sure to interact with your followers. Hire a

specific social media professional or assign such responsibilities to someone in the office and have her focus on putting a personal touch on the Social nets account. Direct message people with specific questions about your business and what you offer, tag people in your posts and don't forget to retweet valuable posts that your followers post. This gives your social nets account a personal touch, which is attractive to customers. What's great about business owners viewing their companies as enterprises is that the word "enterprise" encompasses so much more than just making profits. An enterprising company is active in the community and marketplace in diverse ways, expending great effort to grow and achieve in all of them. And social nets is one tool to help businesses take enterprising action.

Service. After gaining new customers, there's even more of a demand to provide customer service, and social nets can help with that. social nets has made businesses so accessible to the public that now, if something goes wrong or a customer has a question, oftentimes they'll go right to social nets to try and get service that way. For example, banking institutions have relied on social nets after service outages (link in Resources). Therefore, it's important not only that your business be prepared to "speak" on social nets, but also to "listen." So monitor your social nets account regularly – even daily or multiple times a day – to see what your customers are saying.

Education. Beyond responding to customers, enterprising companies also attempt to educate their customers and social nets followers. It's not an action that's directly promoting your business; however, practical and helpful information that you give to your followers will only distinguish you further as an expert and a giver. For instance, the company OnPoint Community Credit Union, in Portland, Oregon, posts not only about company promotions but also posts links to helpful finance-related content.

Information sharing. Social nets recommend using basic social media principles to gain customer loyalty and build a following. For example, the company suggests giving people insider views of activities that might take place within your organization. You might also post photos describing upcoming events or reveal new products or services that the people do not know about yet. If other social nets users respond to your posts or ask questions, you may even respond to them right away if you see their posts as they happen.

Community. Another way enterprises use social nets is to promote community events, in addition to events that your business hosts or is

involved in, and attend them if possible. This generates and sustains a sense of community and also gives you a chance to meet some of your current or new customers face-to-face, if you haven't already done so. This is one reason why businesses that use social nets effectively have a personable, authentic voice on social nets – not overly formal or stuffy. People want to connect with people they like. So by being amiable and community-oriented with your posts, you can only do good for your enterprising efforts.

People only have 140 characters with which to engage others with their social nets message yet businesses still find uses for social nets to help improve the bottom line. For example, BusinessWeek reports that IBM, the world's largest technology company, uses social nets extensively to communicate with customers and among employees. Your business may not be as large as IBM, but you can still use social nets as a valuable tool to increase your exposure, acquire new customers and spread the word about your product or service.

Intelligence gathering. While many may think of social nets as a tool for sending messages, you can harness social nets as an intelligent search tool to help you gather business intelligence. For example, you could type the name of your company, the name of a competitor or anything else into the search box and learn what people are saying about the keyword. Click the "Advanced search" button and to access a page that lets you to fine-tune your search and tell social nets to retrieve posts that mention one or more specific social nets accounts.

Brainstorming. Companies often come up with great products and services by gathering people into a group and brainstorming ideas. Using social nets, you can create a virtual brainstorming group whose size is only limited by the number of people who follow you. For example, if you have several possible ideas for a new product name, present them to your social nets followers and let them provide feedback. You can gauge feedback a variety of ways including measuring repost activity. A repost occurs when a social nets user shares your post with another user. Toss out additional ideas as necessary as you continue to make people feel like part of your business.

Social nets are most often associated with individuals sharing thoughts about their day or funny links. However, businesses can use social nets as a marketing tool for products, services and promotions. Social nets offer numerous features to help small businesses market themselves and appear in front of users outside of their followers. Social nets don't involve setting up

a page, making it simpler for smaller businesses to get started and focus on marketing.

Advertising. A company can only survive if it makes money, so a lot of what social nets are good for is helping businesses showcase their products and services to drive more business. For instance, Web domain company Go Daddy posted a promoted tweet in May 2013 about its website-building tools (link in resources). In addition to promoted posts, you can advertise by promoting your account or by purchasing a trending topic (hashtag) relative to your business.

Promotions. One of the best ways to gain followers outside of promoted products is by running your own promotions. Offer coupons, instant discounts, special products and contests through social nets only. This encourages follower growth and results in reposts, further promoting your company.

Paid promotions. Use social nets promoted products to increase your brand's exposure. Social nets have three ways to help you build your base of followers faster and reach your target audience. These products aren't free – the cost will vary based upon what you promote and how often. Promoted posts allow you to promote individual posts. Most businesses use this feature for discounts, contests and new product releases. Promoted trends allow you to choose a topic related to your business appear at the top of the trends list on social nets. All users see this list. This increases exposure and conversations related to your business. Promoted accounts place your business in the Who To Follow section. This can be filtered based on user interests, interests of their followers and geographic location.

Coupons/promotions. Another way for your business to effectively use social nets is to give users an incentive for following you. This may be done by posting coupons and special promotions that only your social nets followers see. Ideally, this is a win-win for both you and your followers. You gain more followers by offering discounts and specials to people exclusively over the social media outlet and your customers are able to get the products and services they need for less than the price of your competitors.

Analytics. Social nets's analytics let you see which marketing methods are working. Social nets provide charts to show which promoted products work best, how every tweet is performing, more details about your followers and follower growth and the amount of traffic social nets are driving to your website. These analytics allow you to change marketing strategies depending on what works best for your business.

Outside social nets. Social nets marketing doesn't have to occur just on social nets. Place a link on your website or blog to encourage visitors to follow you on social nets. If you have a promotion on social nets, advertise it on your site or blog for more exposure.

Customer support. In a 2012 study, STELLAService, a company that tracks customer service for stores, discovered that LLBean.com and some other companies used Twitter successfully as a customer support tool. As more people use Twitter to communicate with businesses and recommend those businesses to friends, you may want to try providing customer support using Twitter. If you do, respond courteously and promptly to service requests that Twitter users send. As the STELLAService study shows, LLBean.com responded within 24 hours of receiving a request during the 45-day study period.

Topics for reports

1. Skype conferences, Viber, WhatsApp, Telegram and other applications.
2. Facebook, Instagram, YouTube, Twitter, LinkedIn as business-oriented social networking services.
3. Ways to use socionets for small businesses.
4. Electronic-customer relationship management (e-CRM).
5. Human resources management on networks.
6. Marketing on networks. Work on networks.

Recommended Reading

Main

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НАВЧАЛЬНЕ ВИДАННЯ

Методичні рекомендації
до практичних занять з навчальної дисципліни
"КУЛЬТУРА ДІЛОВОГО СПІЛКУВАННЯ"
для студентів напряму підготовки
6.140103 "Туризм"
усіх форм навчання
(англ. мовою)

Самостійне електронне текстове мережеве видання

Укладач **Наумік-Гладка Катерина** Георгіївна

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Подано плани семінарських та практичних занять, матеріали для закріплення знань (завдання для самостійної роботи, контрольні запитання), завдання для опанування професійних компетентностей, якими повинен володіти студент після вивчення дисципліни. Запропоновано кейсові завдання та практичні тести, що обрані за модулями й темами.

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