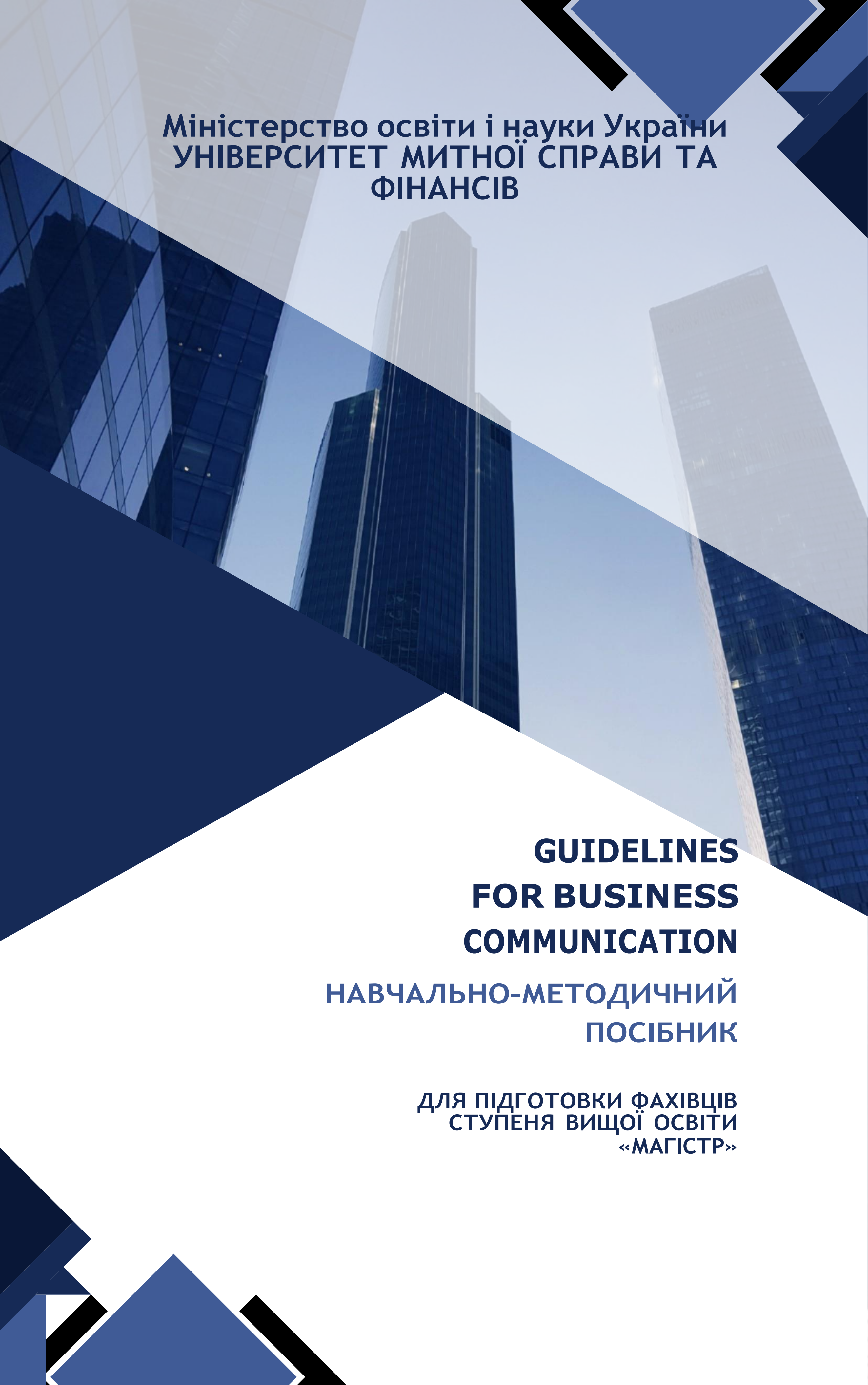




**Міністерство освіти і науки України  
УНІВЕРСИТЕТ МИТНОЇ СПРАВИ ТА  
ФІНАНСІВ**

**GUIDELINES  
FOR BUSINESS  
COMMUNICATION**

**НАВЧАЛЬНО-МЕТОДИЧНИЙ  
ПОСІБНИК**

**ДЛЯ ПІДГОТОВКИ ФАХІВЦІВ  
СТУПЕНЯ ВИЩОЇ ОСВІТИ  
«МАГІСТР»**

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Р34 посібник для здобувачів заочної форми навчання усіх спеціальностей за  
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## ВСТУП

Цей посібник призначений для розвитку навичок письмового спілкування у професійній діяльності англійською мовою для студентів заочної форми навчання усіх спеціальностей. Посібник складається з трьох розділів, кожен з яких відображає реальну ситуацію, що виникає під час написання CV та кваліфікаційної співбесіди. Вправи, що пропонуються магістрантам у рамках кожного розділу, спрямовані на закріплення коректного використання лексико-граматичного матеріалу у межах даного блоку.

Навчально-методичний посібник призначено для здобувачів другої вищої освіти заочної форми навчання. Методичні вказівки також можна використовувати на заняттях з ділового письма англійською мовою для студентів денного відділення всіх спеціальностей.

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## Unit 1. Effective communications.

### 1.1. Business emails– basics

Writing: A2

#### An email cover letter

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

#### Preparation task

Put the words in the correct groups.

|                         |                                  |                                |
|-------------------------|----------------------------------|--------------------------------|
| sales assistant         | communication skills             | high school diploma            |
| IT consultant           | degree in information technology | ability to work under pressure |
| Master's in Engineering | certificate in hotel management  | engineer                       |
| marketing manager       | good team player                 | good at problem solving        |

| Jobs | Education | Skills |
|------|-----------|--------|
|      |           |        |

#### An email cover letter

**From:** Laura Mazzanti

**To:** David Kelly, HR Manager

**Subject:** Application for sales manager position

Dear Mr Kelly,

I am writing in response to the job advertisement on the ABC Jobs website for the position of sales manager.

I have five years of experience in sales. For the last three years, I have worked as a team leader, managing a team of 20 sales assistants in a large store. I have experience in hiring,

training and managing staff. I have good communication skills and I can speak Italian, Spanish and English.

I have attached my CV with more information about my background and qualifications.

I look forward to hearing from you soon.

Best regards,

Laura Mazzanti

.....

## Tips

1. Be specific in the subject line and say what job you are applying for.
2. Start your email with *Dear Mr/Mrs/Ms + person's surname*.
3. Say where you saw the advertisement.
4. Say which job you're applying for. You can use the sentence *I'm writing in response to the job advertisement for the position of ...*
5. Write a short paragraph to say why you're suitable for the job. Mention your education, qualifications, work experience or skills.
6. Attach a CV (also known as a *résumé* in the USA) with more information about your qualifications and background.
7. End by saying *I look forward to hearing from you soon* or *I hope to hear from you soon*.
8. Sign off with *Best regards* or *Best wishes*.

## Tasks

**Task 1.** Choose the correct answer:

1. Which of these is the best subject line?
  - a. Jobs
  - b. Application for IT consultant position

- c. IT consultant
  - d. Job advertisement
2. Which of these should you NOT use to start a cover letter or email?
- a. Dear Mr Kelly,
  - b. Dear HR Talents,
  - c. Hi Stephen,
  - d. Dear Sir/Madam,
3. Which of these phrases can you use to complete this sentence? I'm writing ... the job advertisement for the position of IT consultant.
- a. in response to
  - b. regarding
  - c. with regards to
  - d. in response to / regarding / with regards to (all answers are correct)
4. In your email, what can you also include?
- a. details of your hobbies
  - b. all of your work experience
  - c. one or two examples of your relevant skills
  - d. the names of all your family members
5. What is a CV called in American English?
- a. a résumé
  - b. a job application
  - c. an advertisement
  - d. a position
6. Before writing your name, how can you sign off your email?
- a. Ciao!
  - b. Laters,
  - c. Bye,
  - d. Best regards,

**Task 2.** Put the parts of the email in the correct order:

\_\_\_\_\_ Best regards,

\_\_\_\_\_ I look forward to hearing from you soon about a possible job interview.

\_\_\_\_\_ Please see my attached CV for more information about my qualifications and experience.

\_\_\_\_\_ Taukif Ali

\_\_\_\_\_ Dear Ms Tan,

\_\_\_\_\_ I'm writing with regards to the position of lead engineer you advertised on your website. I have many of the qualifications you are looking for and am interested in applying for the above job.

\_\_\_\_\_ I have a Master's in Engineering and ten years' experience leading an engineering project based in Dubai. I have the ability to work under pressure and excellent problem-solving skills.

**Task 3.** Write a word to fill the gaps:

(1) ..... Ms Campbell,  
I'm writing (2) ..... response (3)  
..... your job advertisement for an outreach worker. I  
have six years' experience working (4) ..... the charity  
sector. I have worked (5) ..... three years (6)  
..... a social worker. I also worked as (7)  
..... volunteer for three years  
(8) ..... a centre for the homeless.  
I have good experience of working (9) ..... a team and  
organising my own workload.  
Please find attached my CV (10) ..... more information.  
I am looking forward (11) ..... hearing (12)  
..... you.  
Best regards,  
Sam Hill

**Discussion**

What kind of information would you include in your CV or résumé?

## 1.2. An email cover letter

Writing: B2

### A covering email

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

#### Preparation task

Match the definitions (a–h) with the vocabulary (1–8):

| Vocabulary                    | Definition                                                                                |
|-------------------------------|-------------------------------------------------------------------------------------------|
| 1. .... analytics             | a. to find someone to do a specific job                                                   |
| 2. .... to fill a role        | b. the main or largest portion of something                                               |
| 3. .... marketing channels    | c. a series of activities aimed at achieving a specific result                            |
| 4. .... retail                | d. ways to communicate with potential customers                                           |
| 5. .... initial               | e. using data to examine or assess something, such as the success of a marketing activity |
| 6. .... the bulk of something | f. the sale of goods in shops directly to customers                                       |
| 7. .... a campaign            | g. happening at particular times in the year                                              |
| 8. .... seasonal              | h. happening at the beginning                                                             |

### Reading text: A covering email

**To:** recruitment@new-company.com

**From:** Susan Nelson

**Subject:** Digital Marketing Executive application

Dear Ms Jones,

I'm writing in response to your advertisement for a Digital Marketing Executive. My name is Susan Nelson and I'm a Social Media Marketing Assistant. I have had this job for the past two years and I believe I am the person you need for your new role.

The bulk of my work involves designing and implementing online marketing campaigns across a range of channels. I am very comfortable using analytics to assess campaign success and drive future initiatives. I work with a range of social media platforms and tools for digital marketing.

I have always worked in the retail industry and am familiar with the seasonal nature of business such as yours and have the skills to push your business forward through creativity and innovation. I would very much like the opportunity to both bring my experience and enthusiasm to this role while continuing to develop professionally and personally.

Following initial research into your company I very much feel we would be a good fit for each other and I would welcome the opportunity to discuss this position with you in person.

Please find attached my CV.

I look forward to hearing from you.

Yours sincerely,

Susan Nelson.

**Tips** .....

- 1. Try to find out the name of the person hiring and address your cover letter to them.
- 2. Start with a clear statement about who you are and the role you are applying for.
- 3. Then give information about your current work (or studies if you are still a student).
- 4. Mention how and why this experience is suited to the new company and role, including any transferable skills (= things you have learned that you will take with you to future jobs).
- 5. End with a closing statement that suggests further contact.  
*I look forward to hearing from you.*

**Tasks**

**Task 1.** Are the sentences true or false?

|                                                                                            |      |       |
|--------------------------------------------------------------------------------------------|------|-------|
| 1. Susan’s current role is the same level of responsibility as the job she’s applying for. | True | False |
|--------------------------------------------------------------------------------------------|------|-------|

|                                                                                      |      |       |
|--------------------------------------------------------------------------------------|------|-------|
| 2. She sounds confident about her ability to do the Digital Marketing Executive job. | True | False |
| 3. She explains what she does in her current role.                                   | True | False |
| 4. Susan emphasises the transferable skills she would bring to the new role.         | True | False |
| 5. Susan suggests that email is the best way to continue the conversation.           | True | False |
| 6. She is sending more detail about her work history in a separate document.         | True | False |

**Task 2.** Write the phrases in the correct group:

|                                          |                                                                              |
|------------------------------------------|------------------------------------------------------------------------------|
| I've had this job for the past two years | I am very comfortable using analytics                                        |
| The bulk of my work involves ...         | I have always worked in marketing                                            |
| I can work across a range of platforms   | I have the skills to push business forward through creativity and innovation |

| Talking about work experience | Talking about transferable skills |
|-------------------------------|-----------------------------------|
|                               |                                   |

**Task 3.** Put the words and phrases in order to make sentences:

1. a digital marketing executive. response to in your advertisement for I'm writing
2. this job had six years. I for have
3. person are am the I believe I you looking for.

4. I would bring to this role. very much like my experience and enthusiasm the opportunity to

5. with you welcome to discuss this position in person. the opportunity I would

6. attached find Please my CV.

### **Discussion**

Do you have any tips for writing a good covering email?

Writing: C1

### **Work in pairs and discuss the questions.**

1. What is a cover email or letter when applying for a job and what do you think should be included in one?
2. Should a cover email be written in formal or informal language?
3. Do you think employers place a lot of value on cover emails and letters? Why/Why not?

**Which of the following do you think should be given priority in a cover email/letter?**

availability      experience  
general suitability      interests  
personal skills      qualifications

**Task 1. Read the job advert. What do you think a cover email for this job should include?**

**Graphic Designer**  
**SBI International**  
**Midhampton MH51 2XP**  
**\*remote**  
• degree in graphic design  
• experience (at least three years preferred)  
• interest in campaign projects

- flexibility and ability to meet deadlines
- good interpersonal skills to deal with clients
- job type: full-time. permanent
- Send examples of work with CV and covering email to ...

**Task 2. Read the cover email and check your ideas. Would you be impressed by the cover email? Why/Why not?**

Dear Mr Turner,

I am writing to apply for the position of graphic designer advertised on the SBI company website. I was excited to discover this opening as SBI International has an excellent reputation **in** the industry, and I have been particularly impressed by your recent on line anti-hacking campaign. Aspects of my background which I consider relevant include the following:

- In my three years as a freelance designer I have been involved in projects very similar to the anti-hacking campaign.
- I have extensive experience working with key design programs.
- My freelance experience has taught me to adapt to the demands of different project types essential for a graphic designer in a corporate context.

I have a flexible working style and am accustomed to working under pressure and to tight deadlines. I am a good team player, with excellent communication skills and the majority of my freelance projects have involved working with a group of designers. I am passionate about my career and see myself working **long-term** with a company. I consider SBI to be an **ideal** context for me to showcase my best work and to develop further as a professional in the field. I feel my expertise, initiative and enthusiasm would be a real asset to your company. As requested, I am attaching my CV, which includes further details and contact information for three references. I would be grateful for the opportunity to discuss my application with you and to explore my suitability for the position you have advertised. Please contact me at your convenience. Thank you for your consideration.

Kind regards,

**Task 3. Read the checklist. Find examples in the cover email of the points mentioned.**

Style

*The writer has:*

- 1 avoided contractions and colloquial language.
- 2 used formal verbs and expressions.
- 3 used standard, polite opening and closing phrases.

Content and organisation

*The writer has:*

- 4 clearly outlined why they are writing.
- 5 referred to their suitability for the position.
- 6 given an outline of their hard and soft skills.
- 7 included and referred to attachments and given contact information.

**Task 4. Read these sentences from other cover emails. Rewrite the sentences using more appropriate language.**

- 1 I loved your ad campaign last year.
- 2 Here are some things I've done that you might like.
- 3 I've got lots of experience working in marketing.
- 4 I love what I do.
- 5 I think your company could really use me.
- 6 Please let me know if you'd like me to come for interview.

**Task 5. Complete the text with the correct form of the verbs in brackets. Use the active or passive voice as appropriate.**

**Thank you, and goodbye**

It's not just employees who ..... (catch out) on social media and find their jobs in peril. Company managers need to be wary of who sees their posts and how they ..... (might interpret). Managers ... (expose) boasting about getting workers to do overtime without getting paid and competing with other managers for who .... (spend) the fewest hours in the office. In one remarkable example, a department store manager .... (video) himself posing as a shoplifter in the very store he worked in, and ... (make) it into a 'how-to' video uploaded for public viewing. The security department of the store ... (inform) and used the content of the video to .... (improve) their anti-theft measures. The store's owner was appreciative – a thank-you note to the manager .... (include) along with the notice informing him that his employment .... (terminate), effective immediately. There's a great deal .... (gain) by thinking twice before pressing the 'upload' button (sack) for something so obviously irresponsible is perhaps not too high a price to pay.

## **A cover letter**

### **Preparation**

Match the vocabulary with the correct definition and write a–h next to the numbers 1–8.

|  |  |
|--|--|
|  |  |
|--|--|

|                      |                                                                                        |
|----------------------|----------------------------------------------------------------------------------------|
| 1 ..... an insight   | a. connected with taking care of the health of animals                                 |
| 2 ..... hands-on     | b. a clear, deep understanding of a difficult problem or situation                     |
| 3 ..... a sanctuary  | c. extremely useful                                                                    |
| 4 ..... expertise    | d. to make stronger                                                                    |
| 5 ..... veterinary   | e. practical, that involves doing rather than just reading or learning about something |
| 6 ..... to reinforce | f. not shared with anyone else                                                         |
| 7 ..... sole         | g. high level of knowledge or skill                                                    |
| 8 ..... invaluable   | h. a safe place where animals can be protected                                         |

10 High Street  
Newtown  
N99 9AZ  
28th February

Dear Sir or Madam,

I am writing to you to express interest in the voluntary work placement at your animal sanctuary which I saw advertised on your website.

I am eighteen years old and in my final year at secondary school, due to sit my A levels next summer. I am planning on taking a degree in veterinary science at university and have received two conditional offers. As you will see from my CV, I have always shown an interest in working with animals and have relevant experience from voluntary work which I carried out at a local dogs' home. In this position I had sole responsibility for taking care of some dogs' daily needs, such as feeding, cleaning and exercise. In addition to this, I regularly spend time on my uncle's farm throughout the year and usually help him take care of the animals. This hands-on experience has reinforced my decision to seek a career working with animals. Both the dogs' home and my uncle would be willing to provide references.

I am hard-working, punctual and willing to help out with any kind of job at the sanctuary. My decision to undertake a degree in veterinary science confirms my interest in and commitment to the field. I am certain that experience working at your animal sanctuary will provide an invaluable insight into working with animals and a unique opportunity to acquire a range of skills and expertise.

I hope I have shown that I am an ideal candidate for this position and please find attached my CV.

I look forward to hearing from you.

Yours faithfully,

*E. Jones*

Emily Jones

## Top Tips for writing

1. Begin and end the letter appropriately.
  - Beginning: Dear Sir or Madam with no name – Closing: Yours faithfully
  - Beginning: Dear Mr / Mrs / Ms + surname – Closing: Yours sincerely
2. Give a clear reason for writing.
  - I am writing with regard to ... / to enquire about ... / to apply for ... / to express interest in ...
3. Use linking words to join similar ideas into paragraphs.
4. Include a summary comment near the end of your letter.
  - I hope you will find this information useful.
  - I would be very grateful for your assistance in this matter.
5. Close your letter with a set phrase.
  - I look forward to hearing from you.

### 1. Check your understanding: true, false or not given

Read the sentences and answer 'true' if the information can be found in the text, 'false' if the information says the opposite to the text or 'not given' if the information cannot be found in the text.

1. Emily was told about the work placement by a friend.  
a. True      b. False      c. Not given
2. Emily will study veterinary science at university if she passes all her A levels.  
a. True      b. False      c. Not given
3. Emily has worked mainly with wild animals.  
a. True      b. False      c. Not given
4. Emily has worked on her uncle's farm at different times of the year.  
a. True      b. False      c. Not given
5. Students who apply to veterinary science at university are expected to do work experience before starting the course.  
a. True      b. False      c. Not given
6. Emily is clear about the type of career she wants to have.  
a. True      b. False      c. Not given

### 2. Check your understanding: gap fill

Complete the sentences with a preposition from the box:

|    |    |     |      |      |    |    |
|----|----|-----|------|------|----|----|
| at | at | for | or   | from | in |    |
| in | in | In  | in   | into | of | on |
| to | to | to  | with |      |    |    |

1. I am writing \_\_\_\_\_ you with regard \_\_\_\_\_ the voluntary work placement.
2. I am planning \_\_\_\_\_ doing a degree \_\_\_\_\_ veterinary science \_\_\_\_\_ university.
3. As you will see \_\_\_\_\_ my CV, I have always shown an interest \_\_\_\_\_ working \_\_\_\_\_ animals.
4. \_\_\_\_\_ this position I was responsible \_\_\_\_\_ taking care \_\_\_\_\_ the dogs' daily needs.
5. Undertaking a degree \_\_\_\_\_ veterinary science confirms my interest \_\_\_\_\_ and commitment \_\_\_\_\_ the field.
6. Working \_\_\_\_\_ your animal sanctuary will provide an invaluable insight \_\_\_\_\_ working with animals.

### 3. Check your understanding: gap fill

Complete the sentences with the correct form of the word in brackets:

1. There are several \_\_\_\_\_ online for a variety of work placements. (advertise)
2. She's always known that she wants to work as a \_\_\_\_\_ after university. (science)
3. He has an \_\_\_\_\_ offer from medical school, which means he's definitely got a place, whatever his exam results. (condition)
4. Learning music is interesting, but it's \_\_\_\_\_ to what I want to do at university. (relevant)

5. At the animal sanctuary I had sole \_\_\_\_\_ for looking after the birds.  
(responsible)

6. She \_\_\_\_\_ spends time helping out on her uncle's farm. (regular)

7. My time helping out at the animal sanctuary \_\_\_\_\_ my decision to become a vet. (reinforcement)

8. Hands-on experience provides an \_\_\_\_\_ insight into any profession.  
(value)

9. It was a unique opportunity to acquire new skills and \_\_\_\_\_. (expert)

10. My previous employers would be willing to provide \_\_\_\_\_ to support my application. (refer)

#### 4. Check your understanding: multiple selection

Choose the six things you should include in a cover letter. Tick (✓) all the correct answers.

|       |                                                                        |
|-------|------------------------------------------------------------------------|
| ..... | Which job you are applying for and how you found out about the vacancy |
| ..... | Brief biographical details                                             |
| ..... | Your experience and personal qualities related to the job              |
| ..... | Your negative personal qualities                                       |
| ..... | Your motivation for applying                                           |
| ..... | Why you left your previous job                                         |
| ..... | Your salary expectations                                               |
| ..... | A complete list of your exam results and qualifications                |
| ..... | What you can offer the company if they give you the job                |
| ..... | What other documents you are attaching or enclosing with the letter    |

#### Discussion.

Do students at your school do work experience?

What company or organisation would you like to do work experience in?

What do you think are the main advantages of work experience?

### 1.3. Writing a good CV

#### Writing a good CV

When you're applying for a job, a great CV is essential. Find out what to include and what to avoid for the best chance of getting an interview.

Before reading

Do the preparation task first. Then read the article and do the exercises.

#### Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

| Vocabulary            | Definition                                                                              |
|-----------------------|-----------------------------------------------------------------------------------------|
| 1. .... neatly        | a. possible in the future                                                               |
| 2. .... bullet points | b. deliberately choosing some things and not others                                     |
| 3. .... to exaggerate | c. to bring attention to something important                                            |
| 4. .... to highlight  | d. directly connected with what is happening or being talked about                      |
| 5. .... potential     | e. the way that something is designed or arranged on the page                           |
| 6. .... the layout    | f. symbols, usually small black circles, used in a text to separate each item in a list |
| 7. .... selective     | g. to make something seem bigger, more important, better, worse, etc. than it is        |
| 8. .... relevant      | h. in a simple and tidy way                                                             |

Writing a good CV

When you're looking for work, you need an attractive, clear and memorable CV (curriculum vitae) that shows your potential employer all the skills and experience you have for the job.

What should you include in a CV?

This article mainly focuses on writing a UK-style CV. If you're applying for a job internationally, be aware that the standard length, format and tone can vary from country to country. It's a good idea to check the expected format in the country or company you're applying to.

Contact details

Make sure the potential employer has a way of contacting you. Include your full name, telephone number and email address.

Photo?

In many countries, employers expect to see a professional-looking photo on a CV. In others, like the UK, Canada and the USA, the law prohibits employers from asking for a photo, and it is better not to include one. Try to find out if it is usual to include a photo in the working environment you're applying to.

Education

List and date the most important qualifications you have obtained, starting with the most recent. You can also include any professional qualifications you have.

Work experience

List and date the jobs you've had and the companies you've worked for, starting with the most recent. It's usually enough to cover the last ten years of your work history. Include your job title, responsibilities and achievements in the job. If you have a lot of work experience, give the job titles but be selective about which responsibilities and achievements you highlight. Reduce the detail about jobs that are less relevant to the role you're applying for and draw attention to the most important experience you bring.

Skills

These could include the languages you speak, the computer programs you can use well, the class type of your driving licence and any other professional skills you might have that are relevant to the job you're applying for.

Eight useful tips

Before you start getting ready to list your qualifications and work experience, here are eight useful tips to think about.

1. Keep it short ... but not too short!

Your CV should be one to two sides of A4 paper. If you find you've got too much information, summarise and select the most relevant points. If it's shorter than a page, consider including more information about your skills and the responsibilities you had in your previous roles.

2. Use active verbs.

When you describe what you have achieved in previous jobs, use active verbs for a strong positive effect on the reader. For example, to make a change from was responsible for, use verbs like led or managed (a team / a project); created or developed (a product / a positive atmosphere); delivered (results/training); and provided (support/training).

3. Fill in the gaps.

Avoid leaving gaps in your employment history. If you were travelling the world, on maternity leave or looking after small children, include that in your CV.

4. Make sure it's up to date.

Always ensure your CV is up to date. Include your most recent experience at the top of each section.

5. Don't exaggerate or lie.

Your potential employer can easily check information about where you have studied and worked. Don't be tempted to lie or exaggerate about your expertise, because sooner or later this will be discovered and may result in you losing the job.

6. Spend time on the layout.

Make sure your CV is clear and easy to read. Use bullet points and appropriate spacing, keep your sentences short, line up your lists neatly and use a professional-looking font (e.g. Arial font size 12).

7. Check for mistakes.

Mistakes on a CV create a bad impression. Use spell check, reread your CV and ask someone else to check it for you too before you send it.

8. Include a cover letter.

When you send your CV to apply for a job, you should send it with a cover letter or email to introduce your application. The cover letter should show your personal interest in the role, highlight the skills and experience you bring and encourage the employee to read the attached CV.

Writing a good CV takes time and is hard work, but these tips and your effort will help you get the best possible start in your job search. Good luck!

## Tasks

**Task 1.** Are the sentences true or false?

|                                                                                         |      |       |
|-----------------------------------------------------------------------------------------|------|-------|
| 1. It's always a good idea to include a photo.                                          | True | False |
| 2. When you list your work experience, you should put the first job you did first.      | True | False |
| 3. The longer your CV is, the better it is.                                             | True | False |
| 4. Using active verbs rather than passive structures helps to create a good impression. | True | False |
| 5. It's better not to mention periods of time when you were not in paid work.           | True | False |
| 6. You should always tell the truth on your CV.                                         | True | False |
| 7. Presentation and small mistakes don't matter – it's the content that's important.    | True | False |
| 8. Cover letters are nice to have but not entirely necessary.                           | True | False |

**Task 2.** Put the details in the correct groups:

|                                                                         |                                                                                                            |                                                                            |
|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Responsible for production in a reputable Seoul-based design firm       | Led a team of designers to develop graphic and production materials                                        | MA in Creative Arts and Design, Leeds Arts University (July 2011)          |
| Developed over 200 graphic design projects                              | Diploma in Graphic Design, York College (July 2008)                                                        | Proficient with Microsoft Office, Adobe Photoshop and Sketch               |
| High levels of critical thinking, creativity and problem-solving skills | Excellent communicator who brings friendliness, confidence and empathy to leadership and delegation skills | BA in Philosophy, Politics and Economics, University of Oxford (June 1998) |

| Skills | Education | Work experience Chief Graphic Designer, BEE&BONN Ltd |
|--------|-----------|------------------------------------------------------|
|        |           |                                                      |

## Discussion

Which tips do you think are the most useful for writing a good CV?

## Writing: B2

### A CV

Learn how to write a curriculum vitae, often called a CV in the UK or résumé in American English, to practise and improve your writing skills.

### Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

### Preparation task

Put the phrases in the correct groups:

|                         |                                            |                                                   |                              |
|-------------------------|--------------------------------------------|---------------------------------------------------|------------------------------|
| Photography             | Business Development Manager               | Certificate in Presentation Skills                | Degree in Marketing          |
| Taekwondo               | Professional blogger                       | Research Assistant                                | Sales Executive              |
| Class B driving licence | Proficient knowledge of analytics software | Masters in Public Relations and Digital Marketing | Diploma in Innovation Design |

| Work experience | Education | Skills and Interests |
|-----------------|-----------|----------------------|
|                 |           |                      |

## Reading text: A CV

**Maria Jones**

Digital Marketing Specialist

### Profile

I have five years' experience in various digital marketing roles. I have a proven ability to create successful marketing campaigns in line with brand identity and values. I am a strong collaborator with outstanding communication skills, and have comprehensive experience of using my specialist knowledge and expertise in analytics for a wide variety of marketing initiatives.

### Employment History

June 2017 – present

Digital Marketing Specialist for Zinco, a global insurance start-up

- My role involves working to tight deadlines to design, create and launch marketing campaigns via social media.
- I have developed advanced knowledge of a range of social media platforms and digital marketing tools.
- I specialise in driving successful campaigns and excel in analysing their impact.

- I have experience launching digital billboards in places such as train stations and shopping centres.

Sept 2016 – June 2017

Creative break from employment to travel and blog

- I travelled through 12 countries, met several professional bloggers and started my own travel blog.
- I built up a community of followers and started to monetise my blog through sponsored posts.

May 2014 – Aug 2016

Digital Marketing Assistant, Krunch Ltd

- Responsibility for overall social media strategy and regular posting on key channels.
- I played a key role in numerous campaigns to boost engagement with our brand.
- I also supported three product launches.

## **Education**

2014 Diploma in Digital Marketing, Leeds Beckett University, UK

2012 A-levels (Psychology, English, Art & Design), Leeds City College, UK

## **Skills and Interests**

Competent Word Press developer

Skilled in Adobe In Design and Adobe Illustrator Advanced Spanish (C1)

Intermediate German (B1) Photography

Travel

## **References**

Available on request

## **Tips**

.....

1. Start with a short profile to show who you are and what you offer.
  2. List your employment history, starting with the present.
  3. Explain any gaps, for example time spent travelling or having children.
  4. Use bullet points for your main responsibilities and experience in each role.
- Choose the aspects of your previous jobs that are most relevant to the new job you are applying for.

5. Then give your educational background. List the relevant qualifications that you have, starting with the most recent. Include the title of your qualification, where you studied and the date you successfully completed it.
6. Consider putting Education above Employment if you don't have a lot of work experience yet.
7. List other experience or interests you may have if they are relevant to the job.
8. If you have someone who could support your application, add their contact details or say References available on request at the end.

## Tasks

**Task 1.** Are the sentences true or false?

|                                                                                                                                             |      |       |
|---------------------------------------------------------------------------------------------------------------------------------------------|------|-------|
| 1. It is a good idea to start with a short summary about you.                                                                               | True | False |
| 2. You should write your work history in order, with your most recent job at the end.                                                       | True | False |
| 3. You should list all your responsibilities in detail.                                                                                     | True | False |
| 4. You should give the full title of your qualifications, with the date you passed each one and the organisations that awarded them to you. | True | False |
| 5. It is a good idea to include hobbies if they are relevant to the job.                                                                    | True | False |
| 6. Include references to support your application if you can.                                                                               | True | False |

**Task 2.** Put the words and phrases in order to make sentences:

1. roles. I have in various experience five years'
2. My involves working deadlines. role tight to
3. a create ability to I have successful campaigns. proven
4. digital in specialise I marketing.

5. in excel I impact analysis.
6. I of knowledge advanced statistics. have

**Task 3.** Write the correct form of the word in brackets:

1. I have a proven to deliver successful marketing campaigns. (able)
2. I am a strong (collaborate)
3. I have specialist of marketing. (know)
4. I use my in analytics to assess the success of campaigns. (expert)
5. I was for the overall social media strategy. (responsibility)
6. I played a key role in campaigns. (number)
7. I started to my blog through sponsored posts. (money)
8. I worked on several initiatives to boost customer (engage)

### **Discussion**

Have you got a CV? Do you have any tips to share?

### **Task 4. Record a video resume**

What do you think a video resume is? Read the blog post to check your ideas. What would your reaction be if you were asked to record one?

Posted May 5 by Zephyr

Hey - this morning I recorded my first video resume and sent it off with the job application I mentioned yesterday. And it was nowhere as difficult as I'd thought it would be. They say sixty seconds is a good length so that's what I did. It was actually quite fun. It may seem a bit daunting, but honestly, it's a really good way to make your application stand out. The recruiter can see you, hear you and get a feel for your personality. And you can make an impact. So, what did I learn? It's vital that you write a script that will convey a good image of who you are and explain briefly why you are applying and would be the best person for the job. As all the advice says, I checked out the job description and made sure that my video addressed all the key points. Just remember to take the time to rehearse a few times beforehand so that you don't need to actually read the script. Sit comfortably - don't fidget - and speak naturally, clearly and slowly. Simple editing - like adding your name, a title and contact details is fine. And don't get TOO creative, with fancy images or sound, etc., unless of course you're applying for a job where that kind of creativity is require

**Unit 2. The working environment**  
**C1**

## A

**My work is so rewarding**

'I work in advertising. I love my work! It's really **rewarding** and **stimulating** – satisfying and interesting. **Originality** and **creativity** are very important in this industry, of course; we have to **come up with** – produce – lots of new ideas.

'**No two days are the same**. I could be contacting film companies for new advertising campaigns one day and giving client presentations the next. I like the **client contact** and I am very much **hands-on** – involved with the productive work of the agency rather than managing it.

'When I joined the agency, I **hit it off with** my colleagues immediately. I still **get on well with** them and there's a very good **rapport** between us. This is all part of my **job satisfaction**.'



## B

**I like the teamwork**

'I'm an aircraft engineer. I work on research and development of new aircraft. I love **putting ideas into practice**. I like **working on my own**, but it's also great being part of a team. I like the **teamwork** (see Unit 9) and the **sense of achievement** when we do something new. And of course, the planes we produce are very beautiful.

'Is there anything I don't like? I dislike days when I'm **chained to a desk**. I don't like **admin** and **paperwork**. Sometimes I feel I'm **snowed under** – there's so much to do I don't know how to deal with it. And in a large organization like ours, there can be a lot of **bureaucracy** or **red tape** – rigid procedures – that can slow things down.'



## C

**I like the perks**

'I'm in luxury goods sales. I have some nice **perks**, like a company car. I have to meet demanding sales targets every month, so the work can be very **stressful** (see Unit 6). But I enjoy the **flexibility** that I have in working when I want to without **someone breathing down my neck** all the time. Unlike my husband, who has to travel into London every day, I don't have to **commute** to an office – I'm out seeing clients most of the time. My boss allows me to **work from home** when I'm not seeing clients. My office uses **hot-desking**, so when I do go into the office I use whichever desk is free. I only get two weeks a year **vacation time**. If there's a family emergency, I can take **time off** without having to ask my boss. I work quite **long hours** – about 60 hours a week – but I enjoy my job.'



Note

BrE: holiday  
AmE: vacation

### Task 1. Complete the sentences with expressions from A opposite.

1. Work that is satisfying and interesting is \_\_\_\_\_ and \_\_\_\_\_.
2. If you spend time with customers, you have \_\_\_\_\_.
3. If you have a good working relationship with your colleagues, you \_\_\_\_\_ them.

4. If you do the actual work of the organization rather than being a manager, you are \_\_\_\_\_.
5. If you want to say that work is not repetitious, you can say «\_\_\_\_\_».
6. \_\_\_\_\_ and \_\_\_\_\_ are when you have new and effective ideas that people have not had before.

**Task 2. The aircraft engineer talks about his work. Complete his statements with expressions from B opposite.**

1. I don't always like working with other people. I like \_\_\_\_\_.
2. It's great to see what I learnt during my engineering course at university being applied in actual designs. I like \_\_\_\_\_.
3. I hate it when there is a big stack of documents and letters on my desk that I have to deal with. I don't like \_\_\_\_\_ and \_\_\_\_\_.
4. I love the \_\_\_\_\_ when we all work together to create something new.
5. It's rare, but sometimes when I come into the office and see a huge pile of work waiting for me, I feel \_\_\_\_\_.
6. When we see a new plane fly for the first time, we all feel a great \_\_\_\_\_.

**Task 3. Complete what these people say with appropriate forms of words and expressions from C opposite.**

1. Our boss comes into the office four times a day to see what we're doing. She's always \_\_\_\_\_.
2. Being on the train two hours a day to and from work doesn't bother me. I quite like \_\_\_\_\_.
3. I start at 6 in the morning and finish at 8 in the evening. I work really \_\_\_\_\_.
4. Sometimes I work from home, sometimes in cafes and sometimes I go into the office. I really like the \_\_\_\_\_.
5. She even works on holiday, so it doesn't really count as \_\_\_\_\_.

6. I hated working in an office. When there were family 'emergencies', I didn't like to ask for \_\_\_\_\_.

7. I'm a car salesman and I have to sell at least ten cars every month - it's very \_\_\_\_\_.

8. When you work in a travel agency, getting free holidays is one of the \_\_\_\_\_.

9. I sit at home all day working and never see anyone. I don't like \_\_\_\_\_.

## 2.1. Business Writing

### Task 1.

**A** **CVs**

**RIKU HENDERSON**  


**CAREER GOALS**  
Looking for **challenging, intellectually stimulating** development work in renewable energy. Would like to move into **team management**.

**SKILLS**  
Enthusiastic **self-starter** – can work on projects with **minimal supervision**  
Effective **multitasker** – good at **prioritizing tasks** and working on several at once  
Experience of working with research teams from a **wide range of cultures**, with **good awareness of cultural issues** – **potential to become a team leader of international teams**

**EXPERIENCE**  
1999–now **Environmental research scientist**, Exxon Inc, Torrance, California

**PROFESSIONAL DEVELOPMENT**  
March 2006 **Future managers development course – in-house training** organized by Exxon  
June 2006 One-week course in intercultural training at Lancaster Associates, UK

**QUALIFICATIONS**  
1998–1999 **Master's degree** in Hydrocarbons, University of Vancouver, Canada  
**Dissertation:** "Energy use in low-carbon economies"  
1994–1997 **Bachelor's degree** in Chemical Engineering, University of Tokyo

**LANGUAGES** **Native Japanese speaker, fluent English**

**INTERESTS** **Martial arts, baseball, Japanese cooking**

**PERSONAL** **Dual Japanese-Canadian nationality, born Tokyo, 3 April 1976**

**Note**  
BrE: CV, **curriculum vitae**; AmE: **résumé, resume**  
In the English-speaking world, it is becoming increasingly unusual to show **marital status** or **children** on CVs. Older people are sometimes advised not to put their **date of birth**. Riku above has put his **interests**, but showing these is optional. (Do not use 'hobbies'.) Also, at the top of the document, do not put **CV** or **Curriculum Vitae**, just put your name.

**Look at the CV above. Then write one based on this information, using the same headings. (37 points)**

'Hi, I'm Ramesh Patel and I really like Bollywood cinema and rock music. I played in a rock band at university, and we played semi-professionally, but when I graduated after three years, in 2017, from New York University in Media Studies, I decided to do a Master's degree in Journalism just in case! I stayed another year at

NYU to do this. The course was great, and we concentrated on broadcast media - something that I wanted to get into. I wrote a dissertation with the title "A comparative' study of broadcast TV in three English-speaking countries: India, US, Australia". Anyway, the band broke up a year after we all graduated, so I was glad I had made the decision to pursue a "proper" career! I was born in Brooklyn on 19 May, 1996 and grew up there, but my parents were from India.

I'm a US citizen and I'm bilingual, by the way. I started my first job in 2018, working as an assistant to news reporters on a Hindi-language channel for Star TV, based in Mumbai, but now I'd like to move on. I'm good at working in teams and would like to think that I'm a good communicator, thanks to all my media training. People tell me that I'm good at explaining complicated ideas clearly. I also like to think that I'm good at keeping calm and cool in front of the camera, even when things go wrong! My goal now is to work as a TV reporter for a TV company in an English-speaking country. Why not Australia?'

## **Task 2.**

### **A. Read the text**

#### **Help! I need a job. Suggestions, please!**

Finding a job can be confusing these days, and difficult Research in the USA has shown that it can take between 100 and 200 job applications to get a job offer. There are many different ways of going about job searching and of course it depends on the job you're looking for. But perhaps the most important thing to remember is to be proactive - don't just sit back waiting for a job to drop in your lap, or just apply for one position and then wait and wait for a response that may never come. Use all the means available to you out there and above all, think creatively.

Here are a few suggestions to point you in the right direction.

**Work on your CV:** While different companies will have different forms to complete, keep your own CV up to date, with information that will warrant a second look. Tailor the CV to suit the job you're looking for.

**Do a job search on dedicated job sites:** This can be a useful starting point to see the type of jobs that are out there.

**Find a professional recruiter:** These guys are experts in their field and have built up networks that can find opportunities you would otherwise never encounter. They can help identify your strong selling points and play to your strengths.

**Track down the right people:** Do your own detective work, use professional networking platforms, find companies you'd like to work for and contact them directly. It's estimated that up to eighty-five percent of roles are filled via networking.

**Use your immediate network:** Spread the word amongst your colleagues, friends and even family- badger them for contacts and introductions.

**Be wary of your online history:** Leaving a problematic digital footprint could jeopardise your chances by negating the image you want to convey, so always be wary of what you post on social media. And finally, set up alerts on search sites and keep a record of what you've done and what needs to be followed up. You'll get there!

**B. Look at the gaps in sentences 1-6.**

**Predict which words complete the phrases in bold, then check your answers in the advice in Ex A.**

1. What are the challenges involved in **identifying your strong..... points** for a CV or job application?
2. What kind of information might **a second look** in a job application?
3. What kind of job would .....**to your particular strengths?**
4. What sort of things **can leave a problematic digital .....**?
5. What could .....**a person's chance** of success in a job application?
6. Who would you use from your own network to help.....**the word** about looking for a job?

## Unit 3. Human resources. Recruitment

### 3.1. Job interview

B2

#### Interviewing

An interview is your opportunity to showcase what you can do and that you are the right person for a job. You should always prepare well and pay attention to your appearance and manner. Maintain eye contact during a face-to-face interview and try to appear relaxed, as body language reveals a lot about a person. Work in pairs and practise introducing yourselves to each other as you would in an interview.

#### I. Vocabulary

|             |             |
|-------------|-------------|
| ability     | employment  |
| acquainted  | enclose     |
| applicant   | extensive   |
| apply       | flexitime   |
| appropriate | gain        |
| attached    | improve     |
| benefit     | negotiation |
| consider    | pension     |
| employee    | position    |
| employer    | shift       |

#### Task 1. Definitions

\_\_\_\_\_ a level of skill or intelligence

\_\_\_\_\_ a person or company that pays people to work for them

\_\_\_\_\_ a person who is paid to work for somebody

\_\_\_\_\_ a person who makes a formal request for a job, a place at a college or university, etc

\_\_\_\_\_ an advantage that something gives you

\_\_\_\_\_ familiar with something, having read, seen or experienced it

\_\_\_\_\_joined to something

\_\_\_\_\_suitable, acceptable or correct for the particular circumstances

\_to make a formal request, usually in writing, for a job, a place at college, university, etc

\_to think about something carefully, especially in order to make a decision

\_\_\_\_\_a job

\_a period of time worked by a group of workers who start work as another group finishes

\_a system in which employees work a particular number of hours each week or month but can choose when they start and finish

\_an amount of money paid regularly by a government or company to somebody who is considered to be too old or too ill/sick to work

\_\_\_\_\_formal discussion between people trying to reach an agreement

\_\_\_\_\_including or dealing with a wide range of information

\_\_\_\_\_the situation in which people have work

\_\_\_\_\_to become better than before

\_\_\_\_\_to obtain or win something, especially something that you need

\_\_\_\_\_to put something in the same envelope as something else

## **Task 2. Gap-filling**

A woman of her \_\_\_\_\_will easily find a job.

Employees should be fully \_\_\_\_\_with emergency procedures.

There were over 500 \_\_\_\_\_for the job.

Jeans are not \_\_\_\_\_for a formal party.

Please complete the \_\_\_\_\_application form.

I've had the \_\_\_\_\_of a good education.

Graduates are finding it more and more difficult to find \_\_\_\_\_.

She has \_\_\_\_\_experience in computers.

The price is generally open to \_\_\_\_\_.

He held a senior \_\_\_\_\_ in a large company.

**Task 3. Read the article about interviews that went wrong. Match the statements (1–5) with the people in the article (A–E).**

1 I experienced some technical problems during an interview. \_\_\_\_\_

2 I received an unrealistic proposal during an interview. \_\_\_\_\_

3 I was shocked when a candidate who was unwell came for an interview. \_\_\_\_\_

4 I interviewed someone with too much trust in a family connection. \_\_\_\_\_

5 I was surprised when a candidate came to an interview with a family member. \_\_\_\_\_

**When interviews go wrong ...**

*Five managers tell us about interviews that didn't go quite as they'd expected.*

**A Anil**

I'd been interviewing for a job in accounts and I was rather disappointed with the candidates I'd spoken to. Hardly any of them had the right qualifications or experience and I was getting a bit desperate. However, I was optimistic about our last candidate because he'd been working in accountancy for years. As he entered the room, a middle-aged woman walked in after him. She stood there for a few moments before announcing that she was his mother, which was quite a shock. She said she wanted to make sure he asked the right questions during the interview. It wasn't the best way to make an impression on your interviewer!

**B Glenda**

I was responsible for recruitment in a medical centre and we'd been hiring staff to work in the reception. Although receptionists weren't expected to have any knowledge of medicine, they did need to know how to limit the spread of infections in the medical centre. That's why I couldn't believe it when one of my interview candidates came in with a terrible cold. She looked awful, with a runny nose and a nasty cough. The worst thing was that when the interview had finished, she was going to shake my hand. I think she'd forgotten that just moments earlier she'd sneezed into it!

**C Luca**

We'd been looking for someone young and enthusiastic to join our team at the newspaper. We'd been interviewing one guy for a while and we'd asked him all our

questions. Up to that point, it had been going well and he could see we were interested in hiring him. We asked him if he had any questions and his face suddenly became serious. He noted something down on a piece of paper and pushed it across the table. He said he was expecting to earn the amount written on the paper. This guy was just starting out in his career and he was making ridiculous demands before he'd even got the job!

### **D Marcie**

I'm in charge of hiring the workers at a construction company. We'd been looking for a decent plumber for ages and I'd mentioned to my boss that I couldn't find one. The next day, I got a call from the boss and he wanted me to interview his son. Of course, I couldn't say no! During the interview, I asked the usual questions, but it was clear the boy hadn't done any plumbing in his life. In fact, he didn't even pretend to know about it. He was just expecting to get the job because it was his father's company. It wasn't easy, but I told his father I couldn't hire him.

### **E Darren**

My company has got offices all over the world so I use video conferencing for some of my interviews. I'd organised an interview with a woman in Mexico and, because of the time difference, she had to get up in the middle of the night. I'd made sure to send her an invite and by the time I'd connected, she was already waiting online. That was when I realised my camera wasn't working. I tried restarting the computer because that works sometimes, but nothing happened. I had to put off the interview and apologise for waking her up for nothing.

### 3.2. Employment and employability

#### B2

**Task 1. Read the article about how jobs may change in the future. Match the statements (1–5) with the people in the article (A–E).**

- 1 I'm concerned about how some people will earn money. \_\_\_\_
- 2 I'm pleased that people will need to look after themselves better. \_\_\_\_
- 3 I'm positive about the future despite the threat of population growth. \_\_\_\_
- 4 I'm hopeful that people will accept changes in my profession. \_\_\_\_
- 5 I'm worried about how some people will pay for certain things. \_\_\_\_

#### Lifestyle 2050

*Five professionals make predictions for how their professions will have changed by 2050.*

##### A The farmer

There will be nearly 10 billion of us on the planet by 2050 so there will be many more mouths to feed. Not only that, but we'll be dealing with climate change and the problem of producing food more sustainably. However, I'm fairly optimistic about the ability of farmers to face the challenges of the future. Technological advances will enable us to reduce the carbon footprint of farming as well as increase food production. Some people will disagree with the new techniques, but it's possible that hunger will have become a thing of the past.

##### B The fitness instructor

The fitness industry will become more important in future as people begin to take their health more seriously. Although more people will be doing sedentary jobs, devices like smartwatches will be constantly telling them that they need to do more exercise. That's good news for the fitness industry because people will need gyms to help them stay in shape. Some of my colleagues worry that computers and robots will take over their jobs, but, personally, I think there'll still be a need for people like us. Motivation and encouragement are essential to personal fitness and, as far as I'm concerned, a robot won't be able to provide that.

##### C The architect

As population grows, there'll probably be some sort of housing crisis by 2050. The majority of people will be living in cities, and a lack of space means apartments will become smaller and smaller. Therefore, architects will need to come up with designs which save space. In addition to this, they'll need to work with more sustainable materials and make sure buildings use renewable energy. These are interesting challenges, which I'm sure we can overcome. However, my concern is that environmentally friendly housing is a lot more expensive than you might think. There are many people who won't be able to afford it.

### **D The supermarket manager**

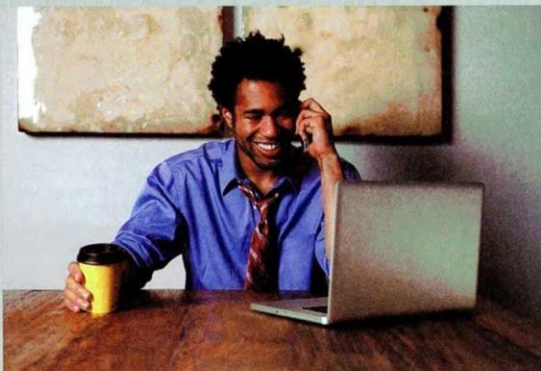
Shopping will have changed completely by 2050. Some people think we'll be doing all of our shopping online, but I doubt that will happen. The social aspect of going shopping will still be too important. The main difference will be that shops no longer have people working in them. Instead, we'll have installed video cameras, computers and robots which will manage everything for us. Furthermore, people won't even be paying with their mobile devices. Because these smart shops will recognise their customers, they'll be charged straight to their online account. It does sounds exciting, but I'm actually quite worried about what people like me will do for a living.

### **E The police officer**

Science fiction writers have come up with some unusual predictions for the police, like robot police officers and the ability to detect crimes before they happen. It might sound ridiculous, but I'm pretty sure that's what it will be like in 2050. Computers are already good at working out what people are thinking, so I'm sure they'll be able to predict crimes. At the same time, laboratories have already developed robotic dogs so it's likely the police will be using them in 2050. I know these predictions sound scary. However, I don't think people will mind because there'll be less crime on the streets and they won't be so afraid to go out. I'll certainly be a lot happier if policing ends up like that.

## 4 Employment and employability

### A Outsourcing



Nigel, a 30-year-old information technology (IT) specialist, talks about his career so far:

'I used to work in the IT department of a bank. All the IT work was done **in-house**. I thought I had a **job for life**. But then one day the work was **outsourced** to a specialized IT company called IT Services (ITS), based in India. Outsourcing abroad like this is **offshoring** (see Unit 32). The bank saw outsourcing as a way of saving money and keeping its **competitive edge** – advantage. They said that it would be more **cost-effective** – would cost less – to concentrate on their **core activities** – most important ones.

'Luckily, the bank didn't make me **redundant** – I didn't lose my job – and I started working for ITS instead. At first I didn't know what to expect, but now I am very happy. We work with a lot of different clients – I'm a **consultant** and I give them advice.'

### B Employability

'ITS put a lot of emphasis on **professional development**. We often go on training courses so that we can keep up with **current trends** – the way things are changing in the industry.

'ITS tell us that we may not have a job for life with the company, but that our up-to-date skills will mean that we will always be **employable**. Companies and governments talk about the importance of **lifelong learning** – continuing to develop our knowledge by going on courses, reading, etc.

'In the next year or two, I may make a **career move** and join another company.'

### C Freelancers

'When I'm about 40, I want to **set up on my own** as a **freelancer** offering **consultancy services** to different companies. The idea of working **freelance** on different projects for different clients attracts me.'

Some experts say that increasing numbers of people will work this way in the future, as companies outsource more and more of their work because they want to concentrate on their core activities.

**Note** You can say **freelancers** or **freelances**. The corresponding adjective is **freelance**, as in **freelance work**.

**Task 1. Match the two parts of these extracts containing words and expressions from the text.**

|                                                                            |                                                                             |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 1. "It's shown us that you don't have to do everything in-house," he said. | a in-house are evolving towards full outsourcing.                           |
| 2. Critics say that he offshored jobs to India and                         | b frequently outnumber the full-time permanent employees.                   |
| 3. I'm an independent consultant in an area where we consultants           | c are disappearing as the country adjusts to the internet economy.          |
| 4. Insurance companies that usually managed everything                     | d competitive edge in cost and productivity.                                |
| 5. The new strategy has restored the firm's                                | e made employees redundant to maximize the company's multi-billion profits. |
| 6. Some Japanese traditions, such as jobs for life,                        | f to outsource to developing nations where wages are lower.                 |
| 7. The economics of offshoring will force multinational corporations       | g "Let's use the market to get the most cost-effective benefit."            |

**Task 2. Complete the sentences with correct forms of expressions from the text.**

1. There's a lot to be said for \_\_\_\_\_. It would encourage more working men and women to refresh their skills on university short courses tailored to their needs. That way they can keep up with \_\_\_\_\_ the latest thinking in their area.
2. I love my new job. This is definitely the best \_\_\_\_\_ I could have made.
3. The new chief executive fired 11,000 employees and sold several business units. Non-core \_\_\_\_\_ were outsourced.

4. Some former advertising executives offer \_\_\_\_\_ for ad agencies, bringing expertise the agencies do not have themselves.
5. Some 'creative' businesses, like design services, are kept going by work done by \_\_\_\_\_ and have hardly any permanent staff.
6. Of course, there are advantages to doing some things \_\_\_\_\_. You don't have to explain to outsiders what you want them to do.

### Task 3.

**Invitation**

Riku Henderson receives this email from Singapore Renewables (see Unit 63):

**Subject:** Environmental scientists  
**From:** john.liu@singaporerenewables.sg  
**To:** riku76@hotmail.com  
**Date:** 31 March

Dear Mr Henderson

**Thank you for your email** of 20 March **inquiring** about **employment** in our company. We are actively recruiting for various positions in our organization, especially environmental scientists in our research and development centre.

**We would like to invite** you for an informal discussion at our headquarters in Singapore on Wednesday 23 April at 2.00 pm. **Please could you confirm that** you are **available to attend** on that date? Many thanks.

We are interested in the US market for our future expansion and would like your views on its likely development. In order to prepare for our discussion, **we would be grateful** if you could write a short report (2 pages) on your view of 1) the energy situation in the United States today, and 2) the potential for renewable energy there over the next 40 years, with particular reference to public opinion towards different forms of energy.

**Please email us** your report **by** 15 April. I will then **circulate your report** to the participants at the discussion, who will be our chief research scientist, Ann Bao, our research projects co-ordinator, Charles Quinn, and myself.

We look forward to hearing from you.

Best regards  
 John Liu  
 Head of Human Resources,  
 Singapore Renewables

**Look at the text above. Choose the correct alternatives to complete this email.**

Thank you for your email of 13 May (1) \_\_\_\_\_ about positions in our company. We are actively (2) \_\_\_\_\_ for various (3) \_\_\_\_\_ in our organization, particularly finance specialists.

We (4) \_\_\_\_\_ to invite you for an interview at our headquarters in Singapore on Monday 5 June at 2.00 pm. Please could you confirm that you would be able to (5) \_\_\_\_\_ on that date?

Before the interview, we would be (6) \_\_\_\_\_ if you could prepare a presentation on what you see as the economic situation in the world today, illustrated by PowerPoint slides.

Please email us your slides by 2 June. I will then copy them onto the computer that you will be using for your presentation, (7) \_\_\_\_\_ them also to the other people who will be present.

- |                 |               |              |              |
|-----------------|---------------|--------------|--------------|
| 1 a ask         | b asking      | c asked      | d asks       |
| 2 a employing   | b joining     | c recruiting | d proposing  |
| 3 a posting     | b positions   | c vacant     | d situations |
| 4 a would want  | b would like  | c may        | d might      |
| 5 a present     | b partake     | c assist     | d attend     |
| 6 a thankful    | b please      | c grateful   | d oblige     |
| 7 a circulating | b dispatching | c purveying  | d shipping   |

## Answers

### Unit 1.

#### 1.1.

Writing: A2

#### An email cover letter

#### Preparation task

| Jobs              | Education                        | Skills                         |
|-------------------|----------------------------------|--------------------------------|
| sales assistant   | degree in information technology | good at problem solving        |
| engineer          | Master's in Engineering          | communication skills           |
| IT consultant     | certificate in hotel             | ability to work under pressure |
| marketing manager | management high school diploma   | good team player               |

#### Task 1

1. b
2. c
3. d
4. c
5. a
6. d

#### Task 2

6

#### Task 3

1. Dear
2. in
3. to
4. in | for
5. for
6. as
7. a

- 5
- 4
- 7
- 1
- 2
- 3

8. in | at | for | with
9. in | with
10. with | for
11. to
12. from

C1

#### **Task 4**

Possible answers:

- 1 I was particularly impressed by your advertising campaign last year.
- 2 Aspects of my experience which I consider relevant include ...
- 3 I have extensive experience in marketing.
- 4 I am passionate about my work.
- 5 I feel I would be an asset to your company.
- 6 Please contact me should you wish me to attend an interview.

#### **Task 5.**

- 1 are/get caught out
- 2 might be interpreted
- 3 have been exposed
- 4 have spent
- 5 videoed
- 6 made
- 7 was informed
- 8 improve
- 9 was included
- 10 was/had been terminated
- 11 to be gained
- 12 Getting/Being sacked

Writing: B2

#### **A covering email**

#### **Preparation task**

1. e
2. a
3. d
4. f
5. h
6. b
7. c
8. g

### Task 1

1. False
2. True
3. True
4. True
5. False
6. True

### Task 2

| Talking about work experience                                                                                       | Talking about transferable skills                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I've had this job for the past two years.<br>The bulk of my work involves ...<br>I have always worked in marketing. | I can work across a range of platforms.<br>I am very comfortable using analytics.<br>I have the skills to push business forward through creativity and innovation. |

### Task 3

1. I'm writing in response to your advertisement for a digital marketing executive.
2. I have had this job for six years.
3. I believe I am the person you are looking for.
4. I would very much like the opportunity to bring my experience and enthusiasm to this role.
5. I would welcome the opportunity to discuss this position with you in person.
6. Please find attached my CV.

### A cover letter

#### Preparation

|                              |                              |
|------------------------------|------------------------------|
| 1. b<br>2. e<br>3. h<br>4. g | 5. a<br>6. d<br>7. f<br>8. c |
|------------------------------|------------------------------|

### 1. Check your understanding: true, false or not given:

|                                      |                                    |
|--------------------------------------|------------------------------------|
| 1. False<br>2. Not given<br>3. False | 4. True<br>5. Not given<br>6. True |
|--------------------------------------|------------------------------------|

### 2. Check your understanding: gap fill:

|                                                 |                                                |
|-------------------------------------------------|------------------------------------------------|
| 1. to, to<br>2. on, in, at<br>3. from, in, with | 4. In, for, of<br>5. in, in, to<br>6. at, into |
|-------------------------------------------------|------------------------------------------------|

### 3. Check your understanding: gap fill:

|                                                                                             |                                                                                  |
|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 1. advertisements<br>2. scientist<br>3. unconditional<br>4. irrelevant<br>5. responsibility | 6. regularly<br>7. reinforced<br>8. invaluable<br>9. expertise<br>10. references |
|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|

### 4. Check your understanding: multiple selection

- ✓ Which job you are applying for and how you found out about the vacancy
- ✓ Brief biographical details
- ✓ Your experience and personal qualities related to the job
  - ☐ Your negative personal qualities
- ✓ Your motivation for applying
  - ☐ Why you left your previous job
  - ☐ Your salary expectations
  - ☐ A complete list of your exam results and qualifications
- ✓ What you can offer the company if they give you the job
- ✓ What other documents you are attaching or enclosing with the letter

### 1.2.

## Writing a good CV

### Preparation task

1. h
2. f
3. g
4. c
5. a
6. e
7. b
8. d

### Task 1

1. False
2. False
3. False
4. True
5. False
6. True
7. False
8. False

### Task 2

| <b>Skills</b>                                                                                              | <b>Education</b>                                                           | <b>Work experience Chief Graphic Designer, BEE&amp;BONN Ltd</b>     |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------|
| Proficient with Microsoft Office, Adobe Photoshop and Sketch                                               | MA in Creative Arts and Design, Leeds Arts University (July 2011)          | Responsible for production in a reputable Seoul-based design firm   |
| High levels of critical thinking, creativity and problem-solving skills                                    | Diploma in Graphic Design, York College (July 2008)                        | Developed over 200 graphic design projects                          |
| Excellent communicator who brings friendliness, confidence and empathy to leadership and delegation skills | BA in Philosophy, Politics and Economics, University of Oxford (June 1998) | Led a team of designers to develop graphic and production materials |

## Writing: B2

### A CV

#### Preparation task

| Work experience                                                                               | Education                                                                                                                                      | Skills and Interests                                                                              |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Business Development Manager<br>Sales Executive<br>Professional blogger<br>Research Assistant | Certificate in Presentation Skills<br>Degree in Marketing<br>Diploma in Innovation Design<br>Masters in Public Relations and Digital Marketing | Proficient knowledge of analytics software<br>Class B driving licence<br>Photography<br>Taekwondo |

#### Task 1

1. True
2. False
3. False
4. True
5. True
6. True

#### Task 2

1. I have five years' experience in various roles.
2. My role involves working to tight deadlines.
3. I have a proven ability to create successful campaigns.
4. I specialise in digital marketing.
5. I excel in impact analysis.
6. I have advanced knowledge of statistics.

**Task 3**

1. ability
2. collaborator
3. knowledge
4. expertise
5. responsible
6. numerous
7. monetise / monetize
8. engagement

**Unit 2****Task 1.**

- 1 rewarding, stimulating
- 2 client contact
- 3 get on well with
- 4 hands-on
- 5 No two days are the same
- 6 Originality, creativity

**Task 2.**

- 1 working on my own
- 2 putting ideas into practice
- 3 admin, paperwork
- 4 teamwork
- 5 snowed under
- 6 sense of achievement
- 7 red tape, bureaucracy

**Task 3.**

- 1 breathing down our necks
- 2 commuting
- 3 long hours
- 4 flexibility
- 5 vacation time
- 6 time off
- 7 stressful
- 8 perks
- 9 working from home

**2.1.****Task 2****B****Task 2.**

## **B**

1. selling
2. warrant
3. play
4. footprint
5. jeopardise
6. spread

## **Unit 3.**

### **3.1. Job interview**

## **B2**

### **Task 3.**

1 E   2 C   3 B   4 D   5 A

### **3.1.**

#### **Task 1.**

#### **Ramesh Patel**

#### **Career goals**

Work as a TV reporter in an English-speaking country

#### **Skills**

Good team worker

Good communicator: ability to explain complicated ideas clearly

Calm under stress, even in front of camera

#### **Qualifications**

2001-2002: Master's degree in Journalism, New York University. Dissertation: "A comparative study of broadcast TV in three English-speaking countries: India, US, Australia"

1998-2001: Bachelor's degree in Media Studies, New York University

#### **Experience**

2002-now Assistant to TV reporters, Star TV, Mumbai

#### **Languages**

Bilingual English and Hindi

#### **Interests**

Bollywood cinema, rock music

Personal

US nationality, born Brooklyn, 19 May, 1980

**3.2.**

**B2**

**Task 1.**

1 D 2 B 3 A 4 E 5 C

**3.2.**

**C1**

**Task 1.**

|     |     |
|-----|-----|
| 1 g | 5 d |
| 2 e | 6 c |
| 3 b | 7 f |
| 4 a |     |

**Task 2.**

1 lifelong learning, current trends

2 career move

3 activities

4 consultancy services

5 freelancers

6 in-house

**Task 3.**

|     |     |
|-----|-----|
| 1 b | 5 d |
| 2 c | 6 c |
| 3 b | 7 a |
| 4 b |     |

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*Навчальне видання*

# **Методичні рекомендації з ділового спілкування**

навчально-методичний посібник для підготовки  
фахівців ступеня вищої освіти «Магістр»

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