

Е. Б. Михайлова

English for Real Estate Service

Учебное пособие



Нижний Новгород
2026

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Е.Б. Михайлова

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в качестве учебного пособия

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Учебное пособие реализует требования программы, предъявляемые к дисциплине «Иностранный язык» для студентов-бакалавров заочной формы обучения, обучающихся по направлению подготовки 43.03.01 Сервис. Основной целью пособия является развитие профессионально-иноязычной компетенции студентов в сфере их будущей профессиональной деятельности, а также формирование профессионально-важных качеств современного специалиста в сфере сервиса недвижимости.

Пособие основано на материале аутентичных текстов интернет-сайтов и журналов и состоит из разнообразных по форме и содержанию заданий, как для аудиторной, так и для самостоятельной работы. Упражнения разработаны с учетом современных методических принципов и направлены на активизацию изученного материала. Учебное пособие содержит материал для контрольных работ.

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UNIT 1. Career

Lead-in

1. What jobs can you name in English? Make a list.
2. What job did you dream to have when you were a child? What job do you have now?
3. Do you have a career plan? What would you like to do in 10 years' time?



OCCABULARY

Match English words with Russian, learn them.

1. in demand	a) быстрорастущий сектор
2. to increase	b) внести вклад в ...
3. to achieve goals	c) воздействие, влияние
4. booming sector	d) востребован(ы)
5. a small startup	e) выполнять
6. a multinational corporation	f) достигать целей
7. to collect data	g) клиент, покупатель
8. on the rise	h) международная корпорация
9. a customer	i) на подъёме
10. an impact	j) навыки общения
11. communication skills	k) нанимать на работу
12. a growing need for	l) небольшой стартап
13. to contribute to	m) растущая потребность в ...
14. challenging	n) сложный, бросающий вызов
15. to implement	o) собирать данные
16. to hire	p) увеличивать(ся), расти



Reading

What jobs do you think are in demand now? Read the text and compare it with your ideas.

The Most Popular Jobs in the 21st Century

The 21st century is changing rapidly, and so are the jobs that are most in demand. Technology is a driving force, creating new opportunities and transforming existing industries. What were once considered niche professions are now becoming mainstream, offering exciting and well-paying careers. While it's impossible to predict the future with certainty, several job types are consistently highlighted as being particularly popular and promising in our modern world.

One of the most booming sectors is anything related to technology. Software developers and engineers are needed everywhere, from small startups to large multinational corporations. They design, create, and maintain the software and applications we use every day. Similarly, data analysts are also in high demand. They collect, process, and interpret vast amounts of data to help businesses make better decisions. These jobs require strong problem-solving skills, technical knowledge, and the ability to work in a fast-paced environment.

Another popular area is healthcare. As populations age, there is an increasing need for healthcare professionals like nurses, doctors, and therapists. These roles are not only in demand but also offer a strong sense of purpose and the opportunity to make a real difference in people's lives. Additionally, the field of mental health is also growing, with a greater awareness of the importance of mental well-being leading to more opportunities for counselors and psychologists.

The need for digital marketing specialists is also on the rise. Businesses need to reach customers online through social media, websites, and email campaigns. Digital marketers understand how to create engaging content, analyze data, and optimize campaigns for maximum impact. Strong communication skills, creativity, and an

understanding of online platforms are key to success in this field. As more and more business transitions online, this industry is bound to continue expanding.

Finally, jobs related to renewable energy and sustainability are becoming increasingly popular. As the world focuses on tackling climate change, there is a growing need for engineers, technicians, and consultants who can help develop and implement sustainable solutions. From solar panel installation to environmental consulting, these jobs offer the chance to contribute to a greener future. These roles combine technical expertise with a passion for protecting the environment, making them both challenging and rewarding.

Exercise 1: Read each statement carefully. Write “True” if the statement is correct and “False” if the statement is incorrect according to the text.

1. The text says that farming is a booming sector.
2. Data analysts help businesses make better decisions by interpreting data.
3. The text mentions a decreasing need for healthcare professionals.
4. Digital marketers don't need to understand online platforms.
5. Sustainability is not mentioned in the text.
6. Software engineers are not in demand nowadays.
7. Renewable energy is presented as an industry with a growing demand for specialists.
8. All popular job sectors are unrelated to technology.

Exercise 2: Choose the word from the box that best fits in each sentence. Use each word only once.

- | | | |
|--------------|------------------|----------------|
| • booming | • vast | • corporations |
| • mainstream | • implement | • consultants |
| • niche | • sustainability | |

1. The technology industry is _____, with many new companies starting up.
2. What was once a _____ hobby has now become a popular profession.
3. Renewable energy projects are important for _____ and protecting the environment.
4. Big _____ often hire software developers to improve their products.
5. Data analysts work with _____ amounts of information to help businesses.
6. The latest fashion trends soon become _____, available in every store.
7. Businesses hire _____ to get advice on improving their efficiency.
8. Companies need to _____ new strategies to achieve their goals.

Exercise 3: Match the words in Column A with the words in Column B to form common collocations from the text. Write the correct letter next to each number. Translate them into Russian.

Column A	Column B
1. Technical	a. skills
2. Renewable	b. corporations
3. Digital	c. solving
4. Mental	d. marketing
5. Problem-	e. awareness
6. Multinational	f. content
7. Growing	g. energy
8. Engaging	h. demand



Match English words with Russian, learn them.

1. a successful career	a) возможности трудоустройства
2. to earn a good salary	b) гибкий график
3. job security	c) зарабатывать / получать хорошую зарплату
4. flexible schedule	d) исследовать
5. to require	e) налаживание связей, контактов
6. strengths	f) наставник
7. to research	g) образование
8. networking	h) опыт
9. to develop skills	i) работа в команде
10. job opportunities	j) развивать навыки
11. education	k) сильные стороны
12. experience	l) стабильность на работе
13. teamwork	m) требовать
14. a mentor	n) успешная карьера



Reading

1. What skills and personal qualities are important for a successful career? Choose the most important from the columns below. Can you add any other?

Communication skills

Technical expertise

Creativity

Flexibility / adaptability

Ability to analyse data

Time-management skills

2. Is it a good idea to have a mentor at the start of your career? Do you have a mentor?

Read the text and compare it with your ideas.

How to Make a Successful Career

A successful career isn't just about having a job; it's about finding work you enjoy and that allows you to grow and develop over time. It takes planning, effort, and a willingness to learn. For many people, success means earning a good salary and having job security, while for others, it might mean having a flexible schedule or making a positive impact on the world. Whatever your personal definition, building a fulfilling career requires focus and dedication.

The first step is to identify your strengths and interests. What are you good at? What do you enjoy doing? Think about subjects you liked in school, hobbies you have, and skills that come naturally to you. Knowing your strengths will help you choose a career path that suits you. Research different jobs and industries to see which ones align with your interests and skills. Don't be afraid to try different things and explore various options. Networking with people in different professions can also provide valuable insights.

Once you have a clearer idea of your desired career path, start developing the necessary skills. This might involve further education, training courses, or volunteer work. Many companies look for specific qualifications and experience, so investing in your education and skills is crucial. Don't underestimate the importance of "soft skills" like communication, teamwork, and problem-solving. These are essential for success in almost any job and can be improved through practice and self-awareness.

Building a professional network is another key ingredient for a successful career. Attend industry events, connect with people on social sites, and reach out to professionals who inspire you. Networking can lead to job opportunities, mentorship, and valuable advice. Remember to nurture these relationships by staying in touch and offering your own help and support. A strong network can be a valuable asset throughout your career.

Finally, be adaptable and persistent. The job market is constantly changing, so it's important to be open to new opportunities and willing to learn new skills. Don't be

discouraged by setbacks or failures. View them as learning experiences and opportunities to grow. Stay positive, keep learning, and never give up on your goals. With hard work and dedication, you can achieve a successful and fulfilling career.

Exercise 1: Choose the best answer for each question.

1. **What is the main idea of the text?**
 - a) How to get a good salary quickly.
 - b) How to find a job that suits your hobbies.
 - c) How to build a fulfilling and successful career over time.
 - d) How to become the manager of a company.
2. **According to the text, what is the first step in building a successful career?**
 - a) Finding a mentor.
 - b) Identifying your strengths and interests.
 - c) Applying for as many jobs as possible.
 - d) Getting a university degree.
3. **What are “soft skills”?**
 - a) Skills that are difficult to learn.
 - b) Technical skills that are specific to a job.
 - c) Skills like communication, teamwork, and problem-solving.
 - d) Skills that are only useful in certain industries.
4. **Why is building a professional network important?**
 - a) It helps you find cheaper training courses.
 - b) It guarantees you a job.
 - c) It can lead to job opportunities, mentorship, and valuable advice.
 - d) It means you never have to work hard.
5. **What does the text suggest about failures and setbacks?**
 - a) They should be avoided at all costs.
 - b) They are a sign that you should change your career.
 - c) They should be viewed as learning experiences.
 - d) They are proof that you are not good enough.

Exercise 2: Match the words/phrases in the first column with their definitions in the second column. Write the correct letter next to each word/phrase.

Word/Phrase	Definition
1. Fulfilling	a) Qualities or abilities that you do well
2. Insights	b) The possibility that a job will continue to be available in the future
3. Qualifications	c) When you are guided and supported by a more experienced person
4. Job Security	d) To be flexible and change when necessary
5. Adaptable	e) Feeling happy and satisfied because you are doing something useful or important
6. Networking	f) Useful or helpful information; new ways of understanding something
7. Strengths	g) Having the qualities, training, and experience that you need to do something
8. Mentorship	h) Communicating and building relationships with people in your profession to share information and support

Exercise 3: Complete the sentences below with the correct word from the box. Use each word only once.

• professional	• job	• positive
• valuable	• career	• specific
• learning	• necessary	

1. Building a strong _____ network is important for finding opportunities.
2. Investing in your education helps you develop the _____ skills for success.
3. It's important to have a _____ attitude when facing challenges in your work.

4. Gaining _____ experience is helpful for developing your skills.
5. You need to meet the _____ qualifications required for the role.
6. Don't be afraid to try different paths on your _____ path.
7. Seeing setbacks as _____ experiences is a good way to approach problems.
8. _____ security is something many people want from their employment.



Writing

Here is a sample CV for James Allen, an IT Engineer, study it write each heading in the correct space.

Address **Projects** **Certifications** **E-mail** **Experience**
Summary **Education** **References** **Skills** **Telephone**

Curriculum Vitae
James Allen

Address
 (555) 123-4567
 james.allen@email.com

Highly motivated and skilled IT Engineer with 3+ years of experience in developing, implementing, and maintaining IT systems. Proven ability to troubleshoot technical issues and provide efficient solutions. Eager to contribute to a dynamic and innovative team, using my expertise in network security and systems administration.

.....

- **Networking:** TCP/IP, DNS, DHCP, VPN, Firewall Configuration
- **Operating Systems:** Windows Server, Linux (Ubuntu, CentOS), macOS
- **Programming:** Python (Basic), Shell Scripting
- **Cloud Computing:** AWS (Basic), Azure (Basic)
- **Security:** Antivirus Software, Malware Removal, Security Auditing
- **Hardware:** Computer Hardware Troubleshooting, Server Maintenance
- **Languages:** English (Native), Spanish (Basic)

.....

- **Tech Solutions Inc.,** Seattle, USA –**IT Support Engineer**, 2021 – Present
 - Managed and maintained the company's local network, ensuring

- optimal performance and security.
- Troubleshooted hardware and software issues for over 100 employees, resolving problems efficiently.
- Implemented new antivirus software, reducing security threats by 20%.
- Assisted with the migration of company data to a cloud-based storage solution.
- **Computer Repair Shop, Seattle, USA – IT Technician (Part-time), 2019 – 2021**
 - Diagnosed and repaired computer hardware and software problems for customers.
 - Installed and configured operating systems and applications.
 - Provided excellent customer service and technical support.

-
- **Washington University, Seattle, USA**
 - Bachelor of Science in Computer Engineering, 2021

-
- CompTIA A+ Certification
 - Microsoft Certified: Azure Fundamentals (In Progress)

-
- **Home Network Setup:** Designed and implemented a secure home network with firewall and VPN access.

.....
Available upon request.

Write a CV, following the advice:

- **Keep it Concise:** Aim for one page, especially for entry-level positions.
- **Use Action Verbs:** Start bullet points with action verbs (e.g., Assisted, Supported, Created, Managed, Developed).
- **Proofread Carefully:** Check for any spelling or grammar errors.



How to Prepare for a Job Interview

A job interview is a very important step when you are looking for a new job. It is your chance to show the company that you are the best person for the role. Being well-prepared can help you feel more confident and make a good impression. Many people feel nervous before an interview, but with good preparation, you can reduce this stress and increase your chances of success.

First, you should **research the company**. Learn about what the company does, its products or services, and its values. Look at their website, social media, and recent news. This shows the interviewer that you are truly interested in *their* company, not just any job. Also, try to understand the job description very well. What are the main responsibilities? What skills are they looking for? This will help you to connect your own experience to their needs.

Next, **prepare your answers to common interview questions**. Interviewers often ask about your strengths, weaknesses, why you want this job, and why you left your last job. Think about examples from your past work or studies that show your skills. For example, if they ask about teamwork, tell a story about a time you worked well in a team. Also, prepare some questions to ask *them*. This shows your interest and helps you learn more about the role and the company culture.

Then, **practice makes perfect**. You can practice answering questions aloud by yourself, or even better, with a friend or family member. Ask them to pretend to be the interviewer. This helps you to speak clearly and confidently. Pay attention to your body language: sit up straight, make eye contact, and try to smile. These small things can make a big difference in how you are perceived.

On the day of the interview, **dress professionally**. Choose clean, smart clothes that are appropriate for the company's culture. Plan your journey to the interview location

beforehand, so you arrive on time or a few minutes early. Being late gives a bad first impression. Remember to bring a copy of your CV and any other documents they asked for. Take a deep breath and try to stay calm.

Finally, after the interview, it is a good idea to **send a thank-you email**. Send it within 24 hours. Thank the interviewer for their time and reconfirm your interest in the position. You can also mention one or two specific points from your conversation to show you were listening carefully. This small gesture can help you stand out and leave a positive lasting impression.

Exercise 1: Read each statement carefully. Write “True” if the statement is correct and “False” if the statement is incorrect, according to the text.

1. The text says that a job interview is a crucial step in the job search process.
2. You should not research the company before an interview.
3. You should prepare answers to common interview questions.
4. You don't need to ask any questions to the interviewer.
5. It is a good idea to practice your answers aloud.
6. You don't need to dress up professionally for an interview.
7. It's okay to arrive late to the interview.
8. The text recommends sending a thank-you email after the interview.

Exercise 2: Match the words from the text in Column A with their definitions in Column B. Write the correct letter next to each number.

Column A	Column B
1. Impression	a. A small action or movement
2. Crucial	b. The way something is understood or thought about
3. Responsibilities	c. The customs, arts, social institutions, and achievements of a particular nation, people, or group
4. Perceived	
5. Gesture	
6. Culture	

	<p>d. A feeling or idea that you get about someone or something</p> <p>e. Extremely important or necessary</p> <p>f. Duties or tasks that you are required to do</p>
--	--

Exercise 3: Choose the correct word from the box to fill in each gap in the sentences below.

<ul style="list-style-type: none"> • confident • stress 	<ul style="list-style-type: none"> • gesture • role 	<ul style="list-style-type: none"> • responsibilities • values
---	---	--

1. It's important to stay _____ and believe in yourself during the interview.
2. Understanding the company's _____ helps you show you're a good fit.
3. Being well-prepared can help to reduce your _____ before the interview.
4. Showing enthusiasm is a _____ that interviewers will appreciate.
5. Make sure to know and understand what the main _____ of this job is.
6. Show the interviewer that you are the best person for the _____ .



Grammar Revision

Present Simple – простое настоящее время

Время **Present** **Simple**

обозначает действие в настоящем в широком смысле слова. Оно употребляется для обозначения обычных, регулярно повторяющихся или постоянных действий, например когда мы говорим о чьих-либо привычках, режиме дня, расписании и т.д., т.е. **Present Simple** обозначает действия, которые происходят в настоящее время, но не привязаны к моменту речи.

Образование Present Simple

Английский глагол во временной форме **Present Simple** почти всегда совпадает со своей начальной, то есть указанной в словаре, формой без частицы **to**. Лишь в 3-м лице единственного числа к ней нужно прибавить окончание **-s**:

I work – he works

Если глагол оканчивается на **-s, -ss, -sh, -ch, -x, -o**, то к нему прибавляется окончание **-es**:

I go – he goes

К глаголам на **-y** тоже прибавляется окончание **-es**, а **-y** заменяется на **-i-**:

I try – he tries

Для того, чтобы построить **вопросительное предложение**, перед подлежащим нужно поставить вспомогательный глагол **do** (или **does** в 3 л. ед. ч.):

Do you **use** Excel in you work?

Does he **speak** English?

В **отрицательных предложениях** вспомогательный глагол **do/does** используется перед глаголом, после него прибавляется отрицательная частица **not**. **Do/does** и **not** часто сокращаются до **don't** и **doesn't** соответственно:

We **don't** design roadways.

He **doesn't** create new materials.

Случаи употребления Present Simple

- Регулярные, повторяющиеся действия, в этом случае могут быть использованы следующие наречия: always, never, sometimes, usually, often, rarely, every day / year, twice a week / month.

We often **test** new devices.

They **have** meetings every week.

- Действие в настоящем в широком смысле слова (не обязательно в момент речи):

Ann **studies** Physics and Mathematics.

We **live** in Nizhny Novgorod

- Общеизвестные факты:

The Earth **is** round.

Water **boils** at 100 degrees Celsius.

- Перечисление последовательности действий:

We **analyze** what our customers may need, **develop** a new product, then **produce**, **test** and **sell** it.

- Некоторые случаи указания на будущее время (если имеется в виду некое расписание или план действий, а также в придаточных предложениях времени и условия):

The airplane **takes off** at 2.30 p.m.

When you **see** a big green house, turn left.

Exercises

1. *Complete the sentences using one of the following:*

cause(s) close(s) write(s) design(s) open(s) speak(s) reduce(s)

1. Ann English very well.
2. I never reports.
3. The bank at 9 o'clock and at 17.00 every day.
4. Bad driving many accidents.
5. The new seatbelts injuries.
6. He buildings.

2. *Put the verb into the correct form.*

1. Jane (not / visit) construction sites very often.
2. What time (the banks / close) in Britain?
3. 'Where (Sean / come) from?' 'He's Scottish.'
4. 'What (you / do)?' 'I'm an electrical engineer.'
5. It (take) me an hour to get to work. How long (it / take) you?
6. I (play) the drums but I (not / play) very well.
7. I don't understand this sentence. What (this word / mean)?

3. *Complete the text below with the following words:*

never always every a times usually

Simon's life is (1) very busy. He is president of his own company MST which makes equipment for telecommunication industry. He doesn't begin too early because he works late (2) evening. He (3) finishes at 8

o'clock and sometimes later. Simon goes to Germany three (4) a year to visit important customers. He also travels to Canada, the USA and Argentina, maybe 15 weeks (5) year. He walks to work most days and walks home for lunch. He (6) works at the weekend. He spends weekends with his family on the beach.

4. Complete these questions about Simon.

1. When / start work?
2. What time / finish?
3. How often / go to Germany?
4. Where / go at lunchtime?
5. What / do at the weekend?

5. Match the questions (1-5) and answers (a-e).

- | | |
|---|---|
| 1. Do you ever walk to work? | a. Not a lot. Sometimes I just listen to music. |
| 2. When do you normally start work? | b. Before 8.30. |
| 3. When do you normally finish work? | c. No, I don't. I always drive. |
| 4. What do you usually do in the evening? | d. It depends, but I'm usually at the office until 7. |
| 5. How often do you go away on business? | e. Once or twice a month. |

6. Use one of the following verbs to complete these sentences. Sometimes you need the negative:

flow freeze go grow make rise translate

1. The earth round the sun.
2. Rice in Britain.
3. The sun in the east.
4. Bees honey.
5. Water at 0 degrees Celsius.
6. The River Amazon into the Atlantic Ocean.
7. An interpreter from one language into another.

7. *Ask Mike questions about himself and his family.*

1. You know that Mike plays hockey. You want to know how often. Ask him.
How often
2. Perhaps Mike's brother plays hockey too. You want to know. Ask Mike.
..... your brother
3. You know that Mike listens to music a lot. You want to know what kind. Ask him.
.....
4. You know that Mike's sister works. You want to know what she does. Ask Mike.
.....
5. You know that Mike goes clubbing a lot. You want to know how often. Ask him.
.....
6. You don't know where Mike 's mother lives. Ask him.
.....

Present Continuous – настоящее длительное время

Время **Present Continuous** обычно указывает на процесс, длящийся непосредственно в момент речи. На это могут указывать контекст или такие слова, как *now*, *at the moment* и т.д.:

Mary **is doing** her homework now.

We **are discussing** the new project at the moment.

Образование Present Continuous

Для того, чтобы поставить глагол в форму времени **Present Continuous**, требуется вспомогательный глагол **to be** в настоящем времени и причастие настоящего времени (Participle I) смыслового глагола.

To be в настоящем времени имеет три формы:

- **am** – 1 лицо ед. ч. (I am talking.)
- **is** – 3 лицо ед. ч. (He is reading.)
- **are** – 2 лицо ед. ч. и все формы мн. ч. (They are sleeping.)

Личные местоимения и вспомогательный глагол часто сокращаются до I'm, he's, she's, it's, we're, you're, they're.

Причастие настоящего времени (Participle I) можно получить, прибавив к начальной форме значимого глагола окончание **-ing**:

ride – **riding**, stop – **stopping**

В **вопросительном предложении** вспомогательный глагол ставится перед подлежащим, а значимый глагол остается после него:

Are you **using** this dictionary?

Who **are** we **waiting** for?

В **отрицательных предложениях** за вспомогательным глаголом следует отрицательная частица **not**. Формы **is** и **are** при этом могут быть сокращены до **isn't** и **aren't** соответственно.

Radio **is not (isn't) working**.

Случаи употребления Present Continuous

- Указание на процесс, происходящий непосредственно в момент разговора:
I **m looking** for my car keys.
- Длительное действие, совершающееся в настоящий период времени, хотя и не обязательно в момент речи:
We **'re working** on the new seatbelt design.
- Запланированное действие в будущем:
We **are landing** in Heathrow in 20 minutes.

Exercises

1. Complete the sentences with one of the following verbs in the correct form:

have deliver phone unload wait look for

1. We the truck.
2. I the site manager.
3. He the lumber.
4. She the supplier.
5. They a meeting.
6. We for the driver.

2. Use the words in brackets to complete the questions.

1. this week?' 'No, he's on holiday.' (Colin / work)
2. Why at me like that? What's the matter? (you / look)
3. 'Jenny is a student at university.' 'Is she? What ?' (she / study)
4. to the radio or can I turn it off? (anybody / listen)
5. What crops for biodiesel? (you / use)
6. to the meeting? (your boss / come)

3. *Put the verb into the correct form. Sometimes you need the negative (I'm not doing...).*

1. "Can I ask you a question?" "Yeah, go ahead, I (do) anything special at the moment.
2. I heard you (work) on the engine for the new vehicle.
3. 'How is your new job?' 'Not so good at the moment. I (enjoy) it very much.'
4. Next week we (start) to make biodiesel from non-food crops.
5. I want to get some rest, so this week I (work) in the evenings.
6. Angela has just started evening classes. She (learn) German.

4. *Read this conversation. Put the verbs into the correct form.*

JOAN: Tony! How nice to see you! What (1) (you/do) these days?

TONY: I (2) (train) to be a site manager.

JOAN: Really? What's it like? (3) (you/enjoy) it?

TONY: It's all right. What about you?

JOAN: Well, actually I (4) (not/work) at the moment. I (5) (try) to find a job but it's not easy. But I'm very busy. I (6) (decorate) my flat.

TONY: (7) (you/do) it alone?

JOAN: No, some friends of mine (8) (help) me.

Present Simple or Present Continuous (настоящее простое или настоящее продолженное время)

Сравните:

Present Continuous (I am doing)	Present Simple (I do)
Используется, когда действие происходит в данный момент или в действие в процессе, но не обязательно в данный момент	Используется, когда говорим о повторяющемся действии или о действии вообще
<p>The kettle is boiling. Can you turn it off, please?</p> <p>Listen to those people. What language are they speaking?</p> <p>What are you doing here? – I'm testing the fire alarms.</p> <p>Silvia is in Britain for three months. She's learning English.</p> <p>"Where is Tom?" "He's playing tennis."</p>	<p>Water boils at 100 degrees Celsius.</p> <p>Excuse me. Do you speak English?</p> <p>What do you do? (What's your job?) – I test electrical and plumbing systems.</p> <p>Most people learn to swim when they are children.</p> <p>Tom plays tennis every Saturday.</p>

Некоторые английские глаголы, связанные с восприятием (notice, hear, see, feel ...), эмоциями (love, hate, like, want, prefer ...), процессами умственной деятельности (think (в значении believe), believe, understand, know, suppose, remember, forget, realize, mean, ...), владением (have (в значении possess), possess, belong, need ...), не используются во временах группы Continuous, вместо них используется время Present Simple:

Do you **understand** what I **mean**?

СРАВНИТЕ

What **do** you **think** Tom will do? (=What do you believe he will do?)

but

What **are** you **thinking** about? (=What is going on in your mind?)

We **have** a nice house in the countryside.

but

We **are having** a meeting.

Exercises

1. *Put the verbs in brackets into the correct form: Present Simple or Present Continuous.*

1. What you usually (do) at weekends?
2. Ron is in London at the moment. He (stay) at the Hilton Hotel.
3. The River Volga (flow) into the Caspian Sea.
4. I called the office, but I (not remember) who I spoke to.
5. How often you (go) to the library?
6. She (talk) to him on the phone right now.
7. Currently we (do) a project on history of space exploration.
8. Where is Paul? – He (check) the stock.

2. *Choose the correct alternatives.*

1. You *work* / *'re working* very hard today.
2. Steve *often goes* / *is often going* on business trips.
3. I *do* / *'m doing* a Spanish evening class this term. It *starts* / *is starting* at 7.30 every Monday.

4. What *do you do / are you doing* these days? *Do you still study / Are you still studying?*

5. I *usually go / 'm usually going* to work by car.

6. I *stay / 'm staying* at my friends' in Moscow for a week.

3. *Are the underlined verbs right or wrong? Correct the ones that are wrong.*

1. I don't know your telephone number.

2. Please don't make so much noise. I study.

3. Can you hear those people? What do they talk about?

4. The moon goes round the earth.

5. I'm thinking it would be a good idea to leave early.

6. Look! That man tries to open the door of your car.

7. I'm usually going to work by car.

8. Hans and I work as chemical engineers for Entel AB.

4. *Complete the conversation with the correct form of the verb in brackets.*

A: Hi, James. Why (1) (you / visit) the site? You normally (2) (stay) in your office.

B: Well, (3) (I / look) for Tony. I have a report for him.

A: I see. I think (4) (Tony / have) his lunch at the moment.

B: Do you know where?

A: (5) (he / train) some new apprentices today. (6) (they / work) with wiring in Building 5.

B: Ok, thanks.

A: You're welcome.

The task for the end of term test

1. Do grammar exercises on pages 17-27 in written form.
2. Write a CV, use the one on page 12-13 as an example.
3. Read the text and do the exercises on pages 14-16 in written form. Be ready to read the text aloud and translate it.
4. Prepare a talk about your job and your career (approximately 150 words)
5. Learn the words on the topic on pages 4, 8, be ready to answer them.

UNIT 2. COMPANY

Lead-in

Would you like to work in a small company or a large multinational corporation? Or would you like to start your own company?



Companies can belong to the private sector or the public sector of the economy. Can you give examples of such companies?

Have a look at the following sectors of the economy and think of the companies for each of them. Can you add other sectors and companies?

Construction	Electronic goods	IT
Agriculture	Food and drink	Cosmetics
Pharmaceuticals	Transport	Tourism
...



Match English words with Russian, learn them.

1. company	a) доставлять, поставлять
2. affordable	b) достичь / дотянуться до клиента
3. store	c) доступный по цене
4. to sell	d) доход
5. goods	e) качество

6. to provide	f) компания
7. to manufacture	g) конкуренция
8. to produce	h) магазин
9. to deliver	i) окружающая среда
10. to reduce the cost	j) по сниженным ценам
11. at lower prices	k) потребитель
12. advertising	l) продавать
13. social media	m) производить
14. to reach its customers	n) производить
15. to create a strong brand image	o) реклама
16. quality	p) снабжать, предоставлять
17. sustainability	q) снижать стоимость
18. environment	r) создать репутацию
19. to build a reputation	s) создать сильный имидж бренда
20. consumer	t) социальные сети
21. revenue	u) товары
22. competition	v) устойчивость, устойчивое развитие

Match the name of the company with its activity. Make similar sentences about other companies that you know.

Sber	makes mobile phones and gadgets
Philips	manufactures cars
Mitsubishi	produces electronic goods
Huawei	provides financial services
Ikea	sells furniture and household goods
...	

Reading**What facts do you know about IKEA?**

Read the text and compare the information with the facts you know.

IKEA: Affordable Furniture for Everyone

IKEA is a Swedish company that is known around the world for its affordable and stylish furniture. It started in 1943 when a young man named Ingvar Kamprad began selling small items like pens and picture frames. Later, he started selling furniture, and that's when IKEA really began to grow. Today, IKEA has hundreds of stores in many countries and is one of the biggest furniture companies in the world.

One of the reasons IKEA is so successful is its unique approach to furniture design and selling. Most of IKEA's furniture is "flat-pack", meaning customers buy it in pieces and assemble it at home. This reduces the cost of transportation and storage, which allows IKEA to sell its products at lower prices. Also, IKEA designs its furniture to be simple and functional, making it appealing to a wide range of people.

IKEA's stores are also a big part of its success. They are like a giant maze, with customers walking through different showrooms that show how the furniture looks in a home. You can see complete living rooms, bedrooms, and kitchens. This gives consumers ideas for their own homes and encourages them to buy more products. The stores also have a restaurant where customers can buy affordable food, making the shopping experience even more enjoyable.

Marketing is also important for IKEA. They use clever advertising and social media to reach their customers. They also focus on creating a strong brand image. IKEA wants people to think of them as a company that offers good quality furniture at a low price. They achieve this by having a clear message in all their advertising and by making sure their stores are always clean and well-organized.

Finally, IKEA cares about sustainability. They are working to use more sustainable materials in their products, like wood from responsibly managed forests. They are also trying to reduce their impact on the environment by using less energy and water in their stores. This focus on sustainability is important to many customers, especially younger people, and it helps IKEA to build a strong and positive reputation.

Exercise 1: Choose the best answer for each question.

1. What is IKEA known for?

- a) Expensive and luxurious furniture
- b) Affordable and stylish furniture
- c) Selling only office supplies
- d) Repairing old furniture

2. What does “flat-pack” furniture mean?

- a) Furniture that is already assembled
- b) Furniture that is delivered in one large piece
- c) Furniture that customers buy in pieces and assemble at home
- d) Furniture made of cardboard

3. What is one feature of IKEA stores that makes them successful?

- a) They are very small and easy to navigate.
- b) They show complete rooms to give customers ideas.
- c) They only sell furniture in black and white.
- d) They are only located in big cities.

4. What is one way IKEA tries to reach its customers?

- a) By only using television commercials.
- b) By not advertising at all.
- c) By using clever advertising and social media.
- d) By sending letters to people’s homes.

5. What is IKEA doing to be more sustainable?

- a) Selling only plastic furniture.
- b) Using more sustainable materials and reducing their environmental impact.
- c) Building stores in forests.
- d) Increasing their prices to discourage people from buying too much.

Exercise 2: Read the sentences below and fill in the missing words using the words from the box. Use each word only once.

<ul style="list-style-type: none"> • flat-pack • brand 	<ul style="list-style-type: none"> • transportation • Swedish 	<ul style="list-style-type: none"> • restaurant • sustainability
--	---	--

1. IKEA is a _____ company.
2. The _____ furniture reduces the cost of _____.
3. IKEA stores have a _____ where customers can buy food.
4. IKEA focuses on creating a strong _____ image.
5. IKEA cares about _____.

Exercise 3: Match the business terms in Column A with their definitions in Column B. Write the correct letter next to each number.

Column A	Column B
1. affordable	a. the effect or influence of something.
2. brand	b. able to be paid for; not too expensive.
3. sustainable	c. the activities of a company associated with buying and selling a product or service.
4. marketing	d. the ideas and beliefs people have about something.
5. impact	e. able to be maintained at a certain rate or level; avoiding depletion of natural resources.
6. reputation	

	f. a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.
--	---

Exercise 4: Choose the correct word from the box to complete each sentence. Use each word only once.

<ul style="list-style-type: none"> • consumers • strategy 	<ul style="list-style-type: none"> • revenue • logistics 	<ul style="list-style-type: none"> • competition • global
---	--	---

1. A good _____ is needed to reach the target audience.
2. IKEA wants to be a _____ brand.
3. The company's _____ grew last year thanks to a clever marketing campaign.
4. The furniture company needs to improve _____ to improve their supply chain.
5. There is a lot of _____ in the furniture market.
6. Companies have to know their _____'s preferences if they want to succeed.



Presentation

1. Are you good or not very good at giving a presentation? Give advice on how to prepare for a presentation.

2. Read the text and match each tip to its explanation

Tips for a Great Presentation

Giving a presentation can feel a bit scary, but with good preparation, you can do a great job! Here are some simple tips to help you:

Match the tips to their explanations.

Visuals are Your Friends Start Strong, End Strong Plan Your Content Use Simple Language Engage with Your Audience	Be Prepared for Questions Know Your Audience Body Language Matters Practice, Practice, Practice Enjoy Yourself
--	---

1. : Think about who you are talking to. What do they already know about your topic? What are they interested in? If you know your audience, you can make your presentation more interesting for them.
2. : Start with a clear structure.
 - o **Introduction:** Tell the audience what you will talk about. Get their attention!
 - o **Main Points:** Explain your ideas clearly, one by one.
 - o **Conclusion:** Summarize what you talked about. Thank the audience.
3. : Don't use very complicated words or long sentences. Use language that your audience can easily understand. Remember, you want them to learn something!
4. : Use pictures, graphs, and short videos to help explain your ideas. Visuals make your presentation more interesting and easier to understand. Make sure your visuals are clear and easy to see. Don't put too much text on each slide!
5. : The more you practice, the more confident you will feel. Practice your presentation aloud, with or without your slides. Time yourself to make sure you don't go over the time limit.
6. : Stand tall, make eye contact with the audience, and smile! Use your hands to emphasize your points. Try to look relaxed and enthusiastic.
7. : At the end of your presentation, the audience may have questions. Think about what questions they might ask and prepare some

answers. If you don't know the answer, it's okay to say, "I don't know, but I can find out for you."

8. : Try to make your presentation interactive. Ask questions, tell a short story, or use humor to keep the audience interested.
9. : Your introduction and conclusion are the most important parts of your presentation. Make sure they are well-prepared and engaging.
- 10..... ! If you are enthusiastic about your topic, the audience will be too! Relax, be yourself, and have fun!

Which of these tips above do you follow when you are preparing a presentation?

Task: Research information and prepare a presentation of a company – it could be the company that you work for or the company you would like to work for.

Take into account the tips from the text above, the text about slides on pages 37-38 and Useful phrases from the appendix on pages 71-73

Remember to:

- Speak clearly and slowly.
- Use a friendly tone.
- Make eye contact with your audience.
- Smile!



Creating Effective Slides for Your Presentation

Your presentation slides are a powerful tool to help you communicate your message clearly and keep your audience engaged. They should support your presentation, not distract from it. Here's how to create effective slides:

First, **keep it simple**. Each slide should focus on one main idea. Avoid overcrowding your slides with too much text or too many images. Use bullet points to highlight key information, and try to keep each bullet point short and concise. Think of your slides as visual cues for you and the audience, not as a script to read from.

Next, **choose visuals carefully**. Use high-quality images, charts, and graphs that are relevant to your topic and support your message. Visuals should be clear, easy to understand, and visually appealing. Make sure they are properly sized and cropped so they look good on the screen. Avoid using clip art or cheesy stock photos, which can make your presentation look unprofessional.

Then, **select a consistent design**. Use a consistent font, color scheme, and layout throughout your presentation. This will give your slides a polished and professional look. Choose fonts that are easy to read from a distance, and use colors that are easy on the eyes. Avoid using too many different fonts or colors, which can be distracting.

Also, **consider the contrast**. Make sure there is enough contrast between the text and the background of your slides. This will make the text easier to read. Dark text on a light background is generally the easiest to read, but light text on a dark background can also work well. Avoid using colors that are too similar, as this can make the text difficult to see.

Finally, **practice with your slides**. Run through your presentation with your slides to make sure everything flows smoothly. Check that your slides are in the correct order and that you can easily transition between them. Pay attention to the timing of your

slides and make sure you don't spend too long on any one slide. Remember, your slides are there to support your presentation, so practice using them effectively.

Exercise 1: Read each statement carefully. Write "True" if the statement is correct and "False" if the statement is incorrect according to the text.

1. Slides should be packed with as much information as possible.
2. Each slide should focus on one main idea.
3. It's best to avoid using any images in your presentation.
4. You should use a consistent design throughout your presentation.
5. It doesn't matter if the text is hard to read on the slides.
6. You should practice your presentation with your slides.

Exercise 2: Match the words from the text in Column A with their synonyms or similar words in Column B. Write the correct letter next to each number.

Column A	Column B
1. effective	a. pictures and graphics
2. engaged	b. interesting and attentive
3. visuals	c. successful or producing a desired result
4. concise	d. move or change
5. consistent	e. brief and clear
6. transition	f. regular and predictable

Exercise 3: Choose the correct word from the box to fill in each gap in the sentences below.

• relevant	• font	• polished
• distract	• layout	• background

1. The slides should support your presentation, not _____ from it.
2. Use _____ images that are appropriate to your topic.
3. Choose a _____ that is easy to read from a distance.
4. The slides should have a _____ and professional look.
5. Use a consistent _____ for your slides.
6. Dark text on a light _____ is generally easiest to read.

Grammar Revision



Past Simple – простое прошедшее время

Время **Past Simple** используется для обозначения действия, которое произошло в определенное время в прошлом и время совершения которого уже истекло. Для уточнения момента совершения действия в прошлом при использовании времени **Past Simple** обычно используются такие слова, как *yesterday, in 1980, five days ago, last year* и т.д.

Образование Past Simple

Для того, чтобы поставить английский глагол во время **Past Simple**, нужно использовать его «вторую форму». Для большинства глаголов она образуется прибавлением окончания **-ed**:

examine – **examined**, *supply* – **supplied**, *stop* – **stopped**

Существует достаточно большая группа неправильных английских глаголов, которые образуют форму прошедшего времени не по общим правилам. Для них форму прошедшего времени нужно просто запомнить.

I can't believe I **made** such a simple mistake!

В **вопросительном предложении** перед подлежащим нужно использовать вспомогательный глагол **did**, а после

подлежащего поставить основной, значимый глагол в начальной форме:

Did they **sign** the contract?

В **отрицательных предложениях** перед глаголом нужно поставить вспомогательный глагол **did** и отрицательную частицу **not** – **did not** или **didn't**:

I **did not (didn't)** understand this question.

Случаи употребления Past Simple:

- Указание на простое действие в прошлом:

I **saw** John in the bank.

- Регулярные, повторяющиеся действия в прошлом:

He usually **came** to work at 8 a.m.

- Перечисление последовательности действий в прошлом:

I heard a strange sound, looked back and saw a lion.

Exercises

1. Complete the dialogue with the Past Simple of the verbs in brackets.

A: Where (1) (you / grow up)?

B: When I (2) (be) very young, we (3) (live) in Brighton.

Then when I was twelve, my family (4) (move) to Manchester. I (5)

..... (not / like) it at first, but later I (6) (love) it.

A: (7) (you / go) to college when you (8) (leave) school?

B: No. I (9) (not / go) to college until I was twenty-two. First, I (10)

..... (get) a job in a record shop for a year and (11) (save) up

some money. Then I (12) (go) travelling. After that I (13)
(enter) Manchester University, Engineering faculty.

2. *Put one of these verbs in each gap in the past simple:*

work	see	go	have	live	go
	be	sell	teach		

1. I hungry, so I to the cafe.
2. Tom's father him how to drive when he was 17.
3. I her at the meeting last week.
4. Yesterday Tom a sandwich for lunch.
5. We needed some money so we our car.
6. When I in Leeds, I in a bank.
7. Yesterday I to London to see a friend of mine.

3. *Correct the mistakes in these sentences.*

1. What do you do last night?
2. I didn't had time.
3. She didn't be interested in the book because she didn't understand it.
4. I not rushed because I wasn't in a hurry.
5. It was warm so I taken off my coat.
6. Did you went out last night?

4. *Read about the life and career of Steve Jobs. Complete the following text with the correct form of the verbs in brackets.*

1955 Steven Paul Jobs (1) (be) born in San Francisco,
California. His father (2) (show) him how to work on
electronics in the family garage, demonstrating how to take apart and

- rebuild radios and televisions. As a result, Steve (3)
(become) interested in technologies.
- 1968 Steve (4) (meet) 18-year-old Stephen Wozniak, who
shared the same interest in electronics.
- 1972 Jobs (5) (go) to Reed College in Portland, Oregon. He
(6) (spend) only one semester at Reed, then dropped out.
- 1974 Steve (7) (travel) to India with one of his college friends
in search of spiritual enlightenment, then returned home.
- 1975 Jobs (8) (begin) attending meetings of the Homebrew
Computer Club with Wozniak.
- 1976 Jobs and Wozniak (9) (form) their own business, which
they named Apple Computer Company. At first they (10)
(assemble) Apple I computers in the Jobses' garage, and (11)
..... (sell) them to independent computer dealers in the area.

5. Complete the questions about Steve Jobs' life. The answers are on the right to help you.

When (1) he born?	1955
How (2) did he (3) in college?	One semester
Where did he (4)?	India
Which club (5) he (6)?	The Homebrew Computer Club
When did they (7) Apple?	1976
Where (8) they (9) first computers?	In the garage.

Present Perfect – настоящее совершенное время

Время **Present Perfect** обозначает действие, которое завершилось к настоящему моменту или завершено в период настоящего времени. Хотя английские глаголы в **Present Perfect** обычно переводятся на русский язык в прошедшем времени, в английском языке эти действия воспринимаются в настоящем времени, так как привязаны к настоящему результату этого действия. С **Present Perfect** часто используются предлоги и наречия *just, already, yet, ever, never, since, for, so far, recently*.

I **have checked** the calculations twice.

Образование Present Perfect

Время **Present Perfect** образуется при помощи вспомогательного глагола **to have** в настоящем времени и причастия прошедшего времени значимого глагола, то есть его «третьей формы».

To have в настоящем времени имеет две формы:

- **has** – 3 л. ед. ч. (He has worked)
- **have** – 1 и 2 л. ед.ч. и все формы мн. ч. (I have worked)

Личные местоимения и вспомогательный глагол часто сокращаются до **he's, they've** и т. п.

Причастие второе, или причастие прошедшего времени (**Past Participle**), можно образовать, прибавив к начальной форме правильного глагола окончание **-ed**:

happen – happened, stop - stopped

Неправильные глаголы образуют форму прошедшего времени не по общим правилам. Для них форму причастия прошедшего времени нужно запомнить.

В **вопросительном предложении** вспомогательный глагол выносится на место перед подлежащим, а значимый глагол остается после него:

Have you **seen** the new design?

В **отрицательных предложениях** за вспомогательным глаголом следует отрицательная частица **not**. Формы **have** и **has** при этом могут быть сокращены до **haven't** и **hasn't** соответственно:

I **haven't seen** the new design yet.

Случаи употребления Present Perfect:

- Если говорящему важен сам факт произошедшего действия, а не его время или обстоятельства:

We **have tested** the engine three times.

Если время события имеет значение, то нужно использовать время **Past Simple**:

We **tested** the engine last week.

- Если период, в который произошло действие, еще не закончился:

We **have finished** the project this week.

В противном случае используется время **Past Simple**:

We **finished** the project two weeks ago.

- Для обозначения действий, которые начались в прошлом и продолжаются в момент разговора:

He **has worked** as an engineer for more than 20 years.

I **haven't seen** him since Monday.

Exercises

1. *Correct the mistakes in these sentences.*

1. Sam hasn't arrive yet.
2. I have done it last week.
3. She haven't finished the report.
4. Do you have been to Italy?
5. I didn't have received any emails today.

2. *Complete the conversation between Ann and her boss Jane during the exhibition with the correct form of the verb in the Present Perfect.*

Anne: I've got some good news for you. We (1) (receive) three big new orders. Rob Peterson from KTex (2) (order) our Luminous tablets.

Jane: That's excellent. How many (3) (order)?

Anne: Three hundred. Great, isn't it! And SBC and Hallcomb (4) (also / decide) to buy a thousand of our Camera Lenses.

Jane: Fantastic. (5) (you / tell) Don yet? He'll be delighted.

Anne: No, I (6) (not / tell) him yet. I'll phone him later this afternoon.

Jane: And (7) (you / speak) to any Japanese buyers?

Anne: Yes, but no luck! In fact, we (8) (never / sell) any of our products in Japan. But, despite that, I have to say that the exhibition (9) (be) a great success.

Jane: Thanks very much, Anne.

3. Complete the sentences with the Past Participles of the verbs in the box.

be find use check see happen finish

1. What has
2. I've the calculations twice.
3. Have you making the report?
4. He has never metric measurements before.
5. Have you a job yet?
6. I haven't the results yet.
7. Have you ever to New York?

4. Choose the correct alternatives.

A: Hello, I'd like to apply for the job of car mechanic.

B: Well, I hope you (1) *had / have had* the right kind of experience. (2) *Did you do / have you done* this kind of job before?

A: Yes, I (3) *did / have*.

B: Where?

A: Well, I (4) *had / 've had* some experience in a car shop.

B: Oh, really?

A: Yes, I (5) *worked* / *'ve worked* there two years ago.

B: (6) *Were you* / *have you been* a car mechanic?

A: No, I (7) *wasn't* / *haven't*. I (8) *was* / *'ve been* a sales assistant.

B: Oh, I'm sorry. We need someone who (9) *had* / *'s had* experience as a car mechanic.

5. *Put the verbs in brackets into the Present Perfect or Past Simple:*

1. Did you like the movie "Star Wars?" – I don't know. I (never / see) that movie.

2. I (meet) a lot of people in the last few days.

3. Sam (arrive) in San Diego a week ago.

4. My best friend and I..... (know) each other for over fifteen years. We still get together once a week.

5. Stinson is a fantastic writer. He (write) ten very creative short stories last year.

6. Things (change) a great deal at Coltech, Inc. When we first (start) working here three years ago, the company (have) only six employees. Since then, we (expand) to include more than 2000 full-time workers.

6. *Choose the right answer.*

1. When _____ the company?

- a) have you joined
- b) did you joined
- c) did you join
- d) have you ever joined

2. _____ in Germany?

- a) Did you ever worked

- b) Have you ever worked
- c) Worked you
- d) Didn't you have worked

3. That's the best presentation _____

- a) I never heard
- b) I didn't hear
- c) I heard
- d) I've ever heard

4. He's the most creative person _____

- a) I never met.
- b) I never meet.
- c) I've ever met.
- d) I've never met.

5. _____ to him last week.

- a) I spoke
- b) I've already spoken
- c) I didn't spoke
- d) I speaked

6. The reason I look so brown is that _____ from a business trip to Spain.

- a) I come back
- b) I came back
- c) I never came back
- d) I've just come back

The task for the end of term test

1. Do grammar exercises on pages 40-49 in written form.
2. Read the text and do the exercises on pages 37-39 in written form. Be ready to read the text aloud and translate it.
3. Prepare a presentation of any company, following the instructions in Task on page 36.
4. Learn the words on the topic on pages 29-30, be ready to answer them.

UNIT 3. MANAGEMENT

Lead-in

Let's think about management. What or who do you think a person can manage?

Choose the nouns that can be used with the verb "manage". Can you add any other nouns?



to manage	a team a project a presentation a conflict the weather ...
-----------	---

Do you think you can be a good manager in future?



Match English words with Russian, learn them.

<ol style="list-style-type: none"> 1. to achieve goals 2. to inspire 3. to provide updates 4. performance 5. feedback 6. to build trust 7. objective 8. to delegate tasks 	<ol style="list-style-type: none"> a) вдохновлять b) генеральный директор c) делегировать задачи d) достигать целей e) обратная связь, отзыв f) относиться с уважением g) последовательный h) построить доверие
---	---

9. praise	i) похвала, хвалить
10. engaged in their work	j) сообщить новости
11. fair	k) применять политику компании
12. consistent	l) производительность, выполнение работы
13. to treat sb with respect	m) работник, сотрудник
14. to apply company policies	n) справедливый
15. CEO	o) увлечены, поглощены своей работой
16. employee	p) цель



Reading

What skills are necessary to become a good manager?

Read the text and compare it with your ideas.

What Makes a Good Manager

Being a good manager is more than just telling people what to do. It's about leading a team effectively and helping them to achieve their goals. A good manager inspires and supports their team members, creating a positive and productive work environment. While different management styles exist, some qualities are universally appreciated and contribute to success.

One of the most important traits of a good manager is **communication**. They communicate clearly and regularly with their team, providing updates on company goals, project progress, and individual performance. They also listen actively to their team members' concerns, ideas, and feedback. Open communication builds trust and ensures everyone is on the same page, working towards the same objectives.

Furthermore, a good manager is a **motivator**. They understand what drives their team members and create opportunities for them to grow and develop. This might involve providing training and development opportunities, delegating challenging tasks, or simply offering praise and recognition for a job well done. A motivated team is more productive, creative, and engaged in their work.

Finally, a good manager is **fair and consistent**. They treat all team members with respect and apply company policies fairly. They also provide consistent feedback, both positive and constructive, to help their team members improve their performance. Consistency builds trust and ensures that everyone feels valued and respected. In short, a good manager is someone who leads by example, communicates effectively, motivates their team, and acts fairly.

Exercise 1: Choose the best answer for each question.

1. **What is the main idea of the text?**
 - a) How to become a CEO.
 - b) The importance of working long hours.
 - c) The key qualities of a good manager.
 - d) How to avoid being a bad employee.
2. **What is one of the most important traits of a good manager?**
 - a) Being strict and demanding.
 - b) Communication.
 - c) Ignoring employee concerns.
 - d) Micromanaging every task.
3. **What does a good manager do to motivate their team?**
 - a) Only focusing on the negative aspects of their performance.
 - b) Creating opportunities for growth and development.
 - c) Giving everyone the same easy tasks.
 - d) Ignoring their team members' personal goals.
4. **What does being "fair and consistent" mean for a manager?**
 - a) Treating everyone the same, even if they are underperforming.
 - b) Only giving positive feedback.
 - c) Treating all team members with respect and applying policies fairly.
 - d) Playing favorites among their team members.

Exercise 2: Match the words from the text in Column A with their definitions in Column B. Write the correct letter next to each number.

Column A	Column B
1. Inspire	a. characteristics or qualities.
2. Productive	b. assigning a task or responsibility to another person.
3. Traits	c. encourage someone to do or feel something, especially to do something creative.
4. Objectives	d. achieving or producing a significant amount or result.
5. Delegating	e. helping to improve; promoting further development or advancement.
6. Constructive	f. a thing aimed at or sought; a goal.

Exercise 3: Choose the correct word from the box to fill in each gap in the sentences below.

• Feedback	• Performance	• Actively
• Environment	• Effectively	• Motivated

1. A good manager should listen _____ to their team members.
2. Providing regular _____ is important for helping employees improve.
3. The manager wants to create a positive work _____.
4. A _____ team is more likely to achieve its goals.
5. The company wants to improve employee _____.
6. Good managers communicate _____ with their team.



Match English words with Russian, learn them.

1. essential skill for success	a) необходимые навыки для успеха
2. to set priorities	b) расставить приоритеты

3. to focus on the tasks	c) сосредоточиться на задачах
4. to waste time	d) тратить время зря, впустую
5. benefit	e) польза
6. to meet deadlines	f) соблюдать сроки
7. to avoid burnout	g) избежать выгорания
8. to reduce stress	h) уменьшить стресс



Reading

Do you think a good manager must be punctual and organized?

Read the text and compare the information with your answer.

Time Management: Making the Most of Your Day

Time management is an essential skill for success in both your professional and personal life. It's about using your time wisely and effectively to achieve your goals. Good time management means planning your day, setting priorities, and focusing on the tasks that are most important. It's not just about working harder; it's about working smarter.

One of the main reasons time management is important is that it **increases productivity**. When you have a clear plan for your day, you're less likely to waste time on unimportant activities. You can focus your energy on the tasks that will make the biggest impact, leading to better results. This is important in any job, whether you're working alone or as part of a team.

Another benefit of time management is **reduced stress**. When you feel in control of your time, you're less likely to feel overwhelmed or anxious. Procrastination, or putting things off until the last minute, can lead to stress and poor performance. By managing your time effectively, you can avoid procrastination and feel more confident in your ability.

Time management also helps you **improve your work-life balance**. By planning your day carefully, you can make time for both work and personal activities. This is important for your overall well-being and can help you avoid burnout. Taking time for yourself to relax, exercise, and spend time with loved ones will actually make you more productive when you're at work.

In conclusion, time management is a valuable skill that can help you achieve your goals, reduce stress, and improve your work-life balance. By planning your day, prioritizing tasks, and avoiding procrastination, you can make the most of your time and live a more fulfilling and successful life. It's a skill that can be learned and improved with practice, making it a worthwhile investment for anyone.

Exercise 1: Choose the best answer for each question.

1. **What is time management mainly about?**
 - a) Working as many hours as possible.
 - b) Using your time wisely and effectively to achieve your goals.
 - c) Avoiding work altogether.
 - d) Doing whatever you feel like doing in the moment.
2. **What is one of the main benefits of good time management?**
 - a) Increased stress.
 - b) Reduced productivity.
 - c) Increased productivity.
 - d) Feeling overwhelmed.
3. **How does time management help reduce stress?**
 - a) By encouraging procrastination.
 - b) By helping you feel in control of your time.
 - c) By making you work harder.
 - d) By ignoring deadlines.

4. **What is procrastination?**

- a) Planning your day effectively.
- b) Putting things off until the last minute.
- c) Setting priorities.
- d) Focusing on important tasks.

5. **How can time management improve your work-life balance?**

- a) By making you work all the time.
- b) By helping you avoid all personal activities.
- c) By allowing you to make time for both work and personal activities.
- d) By reducing your overall well-being.

Exercise 2: Match the words from the text in Column A with their synonyms or similar words in Column B. Write the correct letter next to each number.

Column A	Column B
1. Essential	a. Important things to focus on first.
2. Effective	b. Feeling stressed and unable to cope.
3. Priorities	c. Making a big difference.
4. Impact	d. Successful in producing a desired result.
5. Overwhelmed	e. Necessary and important.
6. Fulfilling	f. Giving satisfaction and a sense of purpose.

Exercise 3: Choose the correct word from the box to fill in each gap in the sentences below.

• Deadlines	• Prioritizing	• Productivity
• Investment	• Procrastination	• Well-being

1. Good time management helps to increase your _____.
2. _____ can lead to stress and poor performance.

3. Managing your time can help you meet _____.
4. Time management improves your overall _____.
5. _____ tasks helps you focus on what's most important.
6. Learning time management skills is a worthwhile _____.



Satya Nadella: Transforming Microsoft

Satya Nadella is a well-known name in the world of technology. He is the CEO (Chief Executive Officer) of Microsoft, one of the biggest and most successful companies in the world. Nadella wasn't always the CEO; he worked his way up through the company, starting as an engineer. His journey to the top is an inspiring story of hard work, dedication, and a passion for innovation.

Nadella took over as CEO in 2014, and at that time, Microsoft was facing some challenges. The company was struggling to adapt to the changing technology landscape, especially the rise of mobile devices and cloud computing. Nadella recognized the need for change and quickly set about transforming the company's culture and strategy.

One of Nadella's biggest achievements has been changing Microsoft's culture. He encouraged collaboration and teamwork, breaking down the barriers between different departments. He also promoted a "growth mindset," encouraging employees to learn from their mistakes and embrace new ideas. This shift in culture has led to more innovation and creativity within the company.

Under Nadella's leadership, Microsoft has embraced cloud computing. He invested heavily in Azure, Microsoft's cloud platform, which has become a major source of revenue for the company. He also made strategic acquisitions, such as LinkedIn and GitHub, which have expanded Microsoft's reach and influence.

Beyond business, Nadella emphasizes empathy and social responsibility. He actively supports initiatives that promote diversity and inclusion within the technology industry. He also speaks out on important social issues, using his platform to advocate for positive change.

Satya Nadella's leadership has been transformative for Microsoft. He has not only revitalized the company's business but also created a more innovative, collaborative, and socially responsible culture. His story serves as an inspiration to aspiring business leaders around the world.

Exercise 1: Read each statement carefully. Write "True" if the statement is correct and "False" if the statement is incorrect according to the text.

1. Satya Nadella started as the CEO of Microsoft.
2. Microsoft was facing some challenges when Nadella became CEO.
3. Nadella discouraged collaboration and teamwork.
4. Azure is Microsoft's cloud platform.
5. Nadella does not care about social responsibility.
6. Nadella's leadership has been transformative for Microsoft.

Exercise 2: Read the sentences below and fill in the missing words using the words from the box. Use each word only once.

• engineer	• growth	• cloud
• collaboration	• LinkedIn	• 2014

1. Satya Nadella started his career at Microsoft as an _____.
2. Nadella became CEO of Microsoft in _____.
3. He encouraged _____ and teamwork at Microsoft.
4. Nadella promoted a "_____ mindset" among employees.
5. Microsoft invested heavily in _____ computing.
6. Nadella made strategic acquisitions, such as _____.

Exercise 3: Fill in the blanks with the correct form (past simple or past continuous) of the verb in parentheses.

1. Nadella _____ (take over) as CEO in 2014.

2. Microsoft _____ (face) challenges when Nadella became CEO.
3. The company _____ (struggle) to adapt to the changing landscape.
4. He _____ (encourage) collaboration after he became CEO.
5. Microsoft _____ (invest) heavily in cloud computing.
6. While he _____ (work) as an engineer, he learned many skills.

Exercise 4: Choose the correct preposition to complete each sentence.

1. Nadella worked his way _____ through the company.
a. up b. down c. on
2. He set _____ transforming the company's culture.
a. about b. on c. in
3. He broke _____ the barriers between departments.
a. down b. up c. into
4. He supports initiatives _____ promote diversity.
a. that b. what c. who
5. He speaks _____ important social issues.
a. on b. at c. in
6. His leadership has been transformative _____ Microsoft.
a. for b. to c. at

Exercise 5: Match the words from the text in Column A with their synonyms or definitions in Column B. Write the correct letter next to each number.

Column A	Column B
1. Transformation	a. Income; earnings
2. Strategic	b. A planned set of actions to achieve a goal.
3. Revitalize	c. A fundamental change in nature or appearance.
4. Acquisition	d. To give new life or energy to.
5. Revenue	e. Having ambitions to achieve something.
6. Aspiring	f. Acquiring something; the act of gaining possession.

Grammar Revision



Modal verbs – модальные глаголы

Модальные глаголы в английском языке отличаются от остальных глаголов тем, что они не используются самостоятельно и не обозначают конкретного действия или состояния, они отражают его модальность, то есть отношение к нему говорящего. Вместе модальный глагол и инфинитив значащего глагола образуют составное модальное сказуемое:

I **can** answer your questions.

I **must** go.

Говорящий может оценивать действие как возможное, необходимое, разрешаемое, просимое, запрещенное, приказываемое, маловероятное, очень вероятное и т. д. В зависимости от такой оценки и структуры предложения нужно использовать один из модальных глаголов.

Вопросительные предложения с модальными глаголами образуются без вспомогательного глагола **to do**, при этом модальный глагол выносится в начало предложения:

Could you help me?

Отрицательная форма модального глагола образуется постановкой после него частицы **not**. Зачастую, особенно в устной речи, они сливаются в сокращенную форму.

I **can't** believe it.

Модальный глагол **can**

Модальный глагол **can** используется только в двух формах: **can** – для употребления в настоящем времени и **could** – в прошедшем времени и сослагательном наклонении.

I **can** make the new seatbelts safer.

We **could** save money by getting ceramic tiles instead.

Из-за того, что глагол **can** не имеет формы будущего времени, для описания действия в будущем он заменяется на **'be able to'**:

Soon I will **be able to** read English books without a dictionary.

Модальный глагол **can** употребляется:

- Для отражения физической или умственной способности, умения что-то делать:

This machine **can** split objects.

- Для обозначения общей возможности:

We **can** make the estimate cheaper.

- Для того, чтобы попросить/дать разрешение:

You **can** come in.

- Для запрещения чего-либо (в отрицательной форме **cannot / can't**):

One **cannot** smoke at a petrol station.

- При просьбе:

Can you wait for me in the hall?

Форма **could** отражает при этом подчеркнуто вежливый тон:

Could you take a look at these numbers?

- Для выражения сильного недоверия (в отрицательной форме **cannot / can't**):

I **can't** believe it!

Модальный глагол **may**

Модальный глагол **may** имеет основное значение вероятности или разрешения и используется только в двух формах: **may** – для использования в настоящем времени и **might** – в прошедшем времени и сослагательном наклонении.

You **may** come in.

Our budget **might** not cover it.

Модальный глагол **may** употребляется:

- Для того, чтобы попросить/дать разрешение, причем такая фраза звучит более формально, чем с модальным глаголом **can**:

You **may** leave.

May I (**might** I) use your dictionary?

Форма **might** используется в особо вежливых просьбах.

- Для выражения предположения или возможности, в которых говорящий не уверен:

Josef **may** come today

The weather **might** be better tomorrow.

Модальный глагол **must**

Модальный глагол **must** имеет общее значение долженствования и употребляется для выражения необходимости совершения действия в силу определенных обстоятельств, а также для выражения приказа или совета.

The frame **must** weigh 20 kilogram or less.

Так как у модального глагола **must** нет формы будущего и прошедшего времени, то в таких ситуациях вместо него используется модальный глагол **have to**:

I **had to** wake up at six yesterday.

Модальный глагол **must** употребляется:

- Для выражения непосредственной необходимости или обязанности:

We **must** build this house by autumn.

При использовании во втором лице модальный глагол **must** означает прямой приказ:

You **must** prepare the monthly report.

- При запрете (отрицательных приказах):

You **must not** use a computer for more than 6 hours straight.

- Для выражения уверенности, высокой вероятности (переводится на русский язык как «должно быть», «наверняка»):

He **must** be on his way here.

Модальный глагол **should**

Модальный глагол **should** имеет общее значение совета или рекомендации, необязательной к исполнению.

I don't think you **should** work so hard.

Модальный глагол **should употребляется:**

- В советах и инструкциях:

I think you **should** apply for this job.

- Для выражения морального обязательства:

We **should** take care of nature.

Модальный глагол **have to**

В отличие от остальных модальных глаголов **have to** не является недостаточным глаголом. Он, как и простые глаголы, способен отражать категории лица и числа. Связанный с ними значащий глагол используется с частицей **to**.

All I **have to** do is extend the stopping distance.

Для того, чтобы образовать вопросительную и отрицательную форму, нужно использовать вспомогательный глагол **to do**:

Do you really **have to** go?

You **don't have to** do it if you don't want to.

Глагол **have to** используется для выражения обязательства, необходимости что-то сделать из-за определенных обстоятельств:

I **have to** work tomorrow.

We are late so we **have to** take a taxi.

Также **have to** заменяет модальный глагол **must** там, где тот не может использоваться – в прошедшем и будущем времени, а также при отрицаниях для выражения отсутствия обязательства:

Yesterday I **had to** stay late and finish the report.

The road is blocked, so the bus **will have to** go round.

You **don't have to** work full time.

Exercises

1. *Correct the sentences.*

1. High ceilings can to increase energy costs.
2. I'm can give you a bid on lumber.
3. How you can do that?
4. It could be really help us design better computer cases.
5. What should do employees when they see a hazard?
6. The paramedics can to treat injury.
7. Do you have not to work at weekends?
8. In the UK you have wear seatbelts in the back of a car.

2. *Choose the correct modal verb.*

1. My grandmother was a linguist. She speak five languages fluently.
a) should b) could c) might
2. Students leave the classroom before the bell rings.
a) shouldn't b) must c) can
3. Tomorrow is Sunday. I go to university.

a) can't b) must not c) don't have to

4. It's a secret. You tell anyone about it.

a) can't b) must not c) don't have to

5. I give you a lift to the station. My car broke down yesterday.

a) may b) should not c) can't

6. You don't look well. You see a doctor.

a) could b) should c) can

7. I have no time. I leave now or I'll miss the bus.

a) might b) should c) must

8. This new computer programme be very interesting.

a) can b) doesn't have to c) has to

3. *Complete the sentences using the words from the box in the correct form. Sometimes you need the negative.*

can could have to must should

1. If you want to get a better feeling of the city, you walk downtown and climb the Empire State Building.

2. Hiking in the mountains be dangerous if you are not well prepared for dramatic weather changes. You research the route a little more before you go.

3. I often to take important business decisions. I take long holidays because the company needs me in the office.

4. I speak Arabic fluently when I was a child and we lived in Egypt. But after we moved back to Canada, I forgot almost everything I knew as a child. Now, I just say a few things in the language.

5. The book is optional. My professor says we read it if we need extra credit. But we read it if we don't want to.

6. For most people, learning a language is challenging. Experts agree that to make the most of your language learning experience, you practice the language regularly.

7. You book the tickets for the play in advance - they sell out quickly.

8. I do Maths at school but I'm still not good with numbers.

4. Think about what engineers have to do and what they don't have to do. Add your ideas.

work hard

wear a uniform

go on business trips

work in the evenings

work with children

design projects

use a computer

do experiments

work at home

The task for the end of term exam



1. Do grammar exercises on pages 62-69 in written form.
2. Read the text and do the exercises on pages 59-61 in written form. Be ready to read the text aloud and translate it.
3. Prepare a presentation about an effective manager or successful business person, using phrases and sentences for a presentation in the Appendix on page 71-73.
4. Learn the words on the topic on pages 51-52, 54-55, be ready to answer them.

APPENDIX

Some useful phrases and sentences for a presentation, categorized for clarity:

I. Starting Your Presentation (Introduction):

- Good morning/afternoon, everyone.
- Thank you for coming today.
- My name is [Your Name], and I'm here to talk about...
- Today I'm going to present about...
- In this presentation, I will cover...
- Let's begin by looking at...
- The purpose of this presentation is to...
- I'm excited to share with you today...

II. Introducing Main Points:

- First, let's look at...
- My first point is...
- To begin with...
- Secondly,...
- Another important point is...
- Next, I'd like to discuss...
- Moving on to the next topic...

III. Explaining and Expanding on Ideas:

- This means that...
- For example...
- In other words...
- To illustrate this...
- This is important because...
- As you can see here... (when referring to a visual)
- Let's take a closer look at...

IV. Connecting Ideas and Showing Sequence:

- Therefore...
- So...
- Because of this...
- Consequently...
- However...
- On the other hand...
- Similarly...
- In addition to that...

V. Referring to Visuals (Slides, Charts, Graphs):

- As you can see on this slide...
- This chart shows...
- Let's look at this graph...
- This image illustrates...
- Notice how...
- This highlights...
- This demonstrates...

VI. Changing the Subject:

- Now, let's move on to...
- Turning to our next point...
- So, that's [Previous Topic]. Now I'd like to talk about...

VII. Concluding Your Presentation:

- To sum up...
- In conclusion...
- To summarize my main points...
- So, today we've looked at...
- Thank you for your attention.

- Does anyone have any questions?
- I'm happy to answer any questions you may have.
- Thank you for your time.
- Are there any questions?

VIII. Answering Questions:

- That's a good question.
- Thank you for asking that.
- I'm glad you asked that.
- The answer to that is...
- I'm not sure, but I can find out for you.
- That's something I need to look into further.

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Учебное пособие

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