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Кафедра іноземних мов

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МЕТОДИЧНІ ВКАЗІВКИ ТА НАВЧАЛЬНІ ЗАВДАННЯ

до практичних занять і самостійної роботи з дисципліни

«Іноземна мова професійного спілкування»

для здобувачів вищої освіти III курсу першого (бакалаврського) рівня
всіх освітньо-професійних програм спеціальностей ННІЕМ НУВГП
заочної форми навчання

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Методичні вказівки та навчальні завдання з розвитку англомовного професійного спілкування до практичних занять і самостійної роботи для здобувачів вищої освіти III курсу першого (бакалаврського) рівня всіх освітньо-професійних програм спеціальностей ННІЕМ НУВГП заочної форми навчання. [Електронне видання] / Озарчук І. В., Осіпчук Н. В. – Рівне : НУВГП. 2025. – 53 с.

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Передмова

Сучасний світ вимагає від фахівців у галузі економіки та менеджменту не лише високого рівня професійної підготовки, але й володіння іноземними мовами на достатньому рівні для ефективної професійної комунікації. Глобалізація, розвиток міжнародних економічних зв'язків і постійне оновлення інформації роблять знання іноземної мови невід'ємною складовою професійної компетенції майбутніх бакалаврів.

Методичні вказівки до курсу «Іноземна мова за професійним спрямуванням» спрямовані на розвиток мовних навичок, необхідних для розв'язання професійних завдань у сферах економіки, менеджменту, фінансів та підприємництва. Вони охоплюють матеріали, що дозволяють студентам не лише вдосконалити знання граматики й лексики, а й застосовувати їх у конкретних професійних ситуаціях, таких як ділові переговори, презентації, складання офіційної документації та комунікація з міжнародними партнерами.

Цей посібник розроблений відповідно до освітніх стандартів, враховує сучасні тенденції викладання іноземних мов і потреби ринку праці. Особливу увагу приділено інтеграції теоретичних знань із практичними завданнями, що сприяє формуванню мовної компетентності на рівні, необхідному для успішної професійної діяльності.

Unit 1. Career choices

Task 1. Match each transferable skill to its definition

1. think outside the box	a. the ability to analyze situations logically and make sound decisions.
2. have a can-do attitude	b. to approach challenges with enthusiasm and optimism.
3. set goals	c. to work well with others toward a common goal.
4. use critical thinking	d. the capacity to come up with creative and unconventional solutions.
5. have a lot of determination	e. to maintain honesty and strong moral principles.
6. be a team player	f. to express ideas clearly, both verbally and in writing.
7. have integrity	g. to create specific, achievable objectives for yourself or a team.
8. have good communication skills	h. to stay focused and persistent, even in difficult situations.

Task 2. Fill in the gaps. Complete the sentences with the correct transferable skill.

1. In our brainstorming session, we need someone who can really _____ to find innovative solutions.
2. Maria always maintains honesty in her business practices; she's known for her _____.
3. When faced with a complex problem, I like to _____ to make the best decision.
4. Jack is a fantastic leader because he knows how to _____ and motivate his team to achieve them.
5. Despite facing many setbacks, Sarah's _____ helped her finish the project successfully.
6. You can count on Steve to collaborate well with others—he's definitely _____.
7. If you want to succeed in this job, it's important to _____ and approach tasks positively.

8. Great leaders often have _____ to inspire and connect with their teams.

Task 3. Watch the video and answer the questions.

<https://www.youtube.com/watch?v=Zu5M4iiEJao>

1. What skills and personal qualities do the speakers talk about?
2. What five ways of communication are mentioned in the video?
3. What are the three main pieces of advice the video gives

Task 4. Complete the sentences using the correct word ending.

1. Juan can deal with most people and all the managers trust him - he is very depend_____
2. Things change so often in our industry. We have to be very flex_____
3. Anna really enjoys working on her own mom home. She shows great independ_____
4. Henri loves his job and is really keen. It's good to see such enthus_____
5. My manager is always really hon_____ with me. He always tells me what he thinks.
6. Maria wants to become a manager in the next two years she has a lot of amb_____

Grammar

Adverbs of advice and suggestions: should/shouldn't/ought to/ could

Why not/ why don't you/What about/How about

Task 5. Match 1-7 with a-g to complete the sentences using the suggestions below:

1. Why don't you	a. preparing a detailed agenda before the meeting to save time.
2. How about asking	b. call the supplier directly to clarify the issue?
3. You should always	c. rely solely on emails for urgent communication; it can cause delays.
4. You could	d. practice your presentation to make a better impression on the client?
5. You shouldn't	e. for feedback from your colleagues before finalizing the report?

6. Why not try	f. double-check your work for accuracy before sending it out.
7. You ought to	g. consider delegating some tasks to focus on higher-priority work.

Task 6. Complete the table using the problems and advice/suggestions in the box.

You ought to go on a course, Why don't you use a reminder on your phone? Why not try speaking to your manager? I really don't earn enough in my present job, Why don't you go travelling until then? My presentations are boring. You should try thinking about something completely different. You shouldn't accept everybody. I don't understand the new software. Why not set clearer expectations and break tasks into smaller milestones?

Problem	Suggestion
1. I am always late for meetings.	a.
2.	b. How about asking a colleague for help or tips to get started?
3. I've got too many online connections	c.
4. My team doesn't meet deadlines.	d.
5.	e. How about looking for a new one?
6. I get so nervous before interviews.	f.
7.	g. Why not add some visuals like images, graphs, or videos to make your presentation more engaging?
8. My new job starts in three months	h.
9. My computer skills are not very good	i.
10. I don't find my job very challenging	j.

Task 7. Put the dialogue in the correct order (1-10)

- That's a great point. I'll make a list of objectives before meeting the team.
- Hi, James. Do you have a moment to discuss the new marketing campaign?
- Sure, what's on your mind?
- Why don't you speak with the marketing team about the campaign? They might have some useful insights.
- You ought to focus on setting clear objectives for this campaign.

6. How about asking them to share their latest data on customer engagement?
 7. That's a good idea. I'll schedule a meeting with them this afternoon.
 8. You shouldn't delay this task for too long; the deadline is next week.
 9. Why not try reviewing last year's campaign results? They could help you plan better.
10. Thanks for your help! Talk to you later.

Task 8. Fill in the blanks with appropriate information based on your imagination or personal experience.

Headline:

[Write a short phrase that summarizes the career goal] (aspiring professional seeking growth in management)

About

me

I am a ____ (describe yourself: enthusiastic, motivated, etc.) with ____ (number) years of experience in ____ - _____. I enjoy ____ (mention a professional interest or strength). My goal is to work in ____ (mention your dream job or field).

Work experience

[Company Name] – [Year-Year]

Skills: [List at least five skills, e.g., teamwork, communication, etc.]

Languages:

English, _____

Task 9. Match the questions to the responses

1. Do you know the project manager for this event?	a. "It's on the east side of the city, near the _____ river."
2. How long have you worked in the finance industry?	b. "Yes, I found it really inspiring and practical."
3. What's your experience with working remotely?	c. "I've been working in finance for about five _____ years."

4. Have you been to any business expos recently?	d. "Yes, I attended an expo in Berlin last month."
5. Could you tell me more about your team's goals this year?	e. "Our main goal is to expand into new markets by Q4."
6. Where exactly is your branch office located?	f. "Yes, we've worked together on a few projects before."
7. Did you enjoy the keynote speech this morning?	g. "I enjoy the flexibility, but sometimes it's hard to collaborate."

Task 10. Write one question for each phrase below that you could use in a professional conversation to build rapport.

1. Do you know _____?
2. How long _____?
3. What did you do _____?
4. When were _____?
5. Where exactly _____?
6. Have you been to _____?
7. What's your experience with _____?
8. Are you familiar with _____?
9. Did you enjoy _____?
10. Could you tell me more about _____?

Task 11. Read the text and decide if the statements are true or false

How to stand out in your career

Standing out in your career requires effort, determination, and a clear focus on your goals. Success doesn't come overnight, and it's important to work smarter and sometimes harder than others to achieve what you want.

One of the most important traits employers value is a can-do attitude. This means being positive, proactive, and ready to face challenges without hesitation. People with this attitude are often the ones who take on difficult tasks and complete them successfully.

Another key to success is setting clear goals. A professional who sets the goals and works steadily towards them is more likely to succeed. Even if you start at the bottom, determination and consistency can

help you climb the career ladder. Remember, every challenge is an opportunity to learn. If you stay focused, work on improving yourself, and show a commitment to excellence, you'll soon find ways to stand out in any field.

True or False

1. Standing out in your career happens quickly.
2. Employers value a can-do attitude in their employees.
3. Setting clear goals helps professionals succeed.
4. Starting at the bottom of a company is a disadvantage.

Task 12. Use the words below to complete the sentences

at the bottom can-do attitude determined harder sets the goals

1. John started his career _____ of the company, but he worked his way up to manager.
2. A positive and _____ can help you handle challenges better.
3. She is very _____ to succeed in her field and works tirelessly every day.
4. Sometimes, achieving success means working _____ than others.
5. A good leader always _____ for the team and helps them achieve them.

Task 13. Put the sentences in the correct order to create a natural networking conversation.

1. "Hi, I'm David. Nice to meet you. How are you?"
2. "Thank you! It's been nice talking to you. I'll send you an email soon."
3. "I'm doing well, thanks. Could I just ask what you do?"
4. "Sure! I'm in charge of client relations at my company."
5. "That sounds interesting. Tell me more about your role."
6. "Of course! Here's my contact information so you can get in touch with me."
7. "I manage a team that works directly with customers to ensure satisfaction."

Task 14. Complete the conversation using the phrases below

ask you a few questions / been nice talking / could I just ask / for your time / how are you? / in charge of / in touch with / really / see / tell me more / sounds(2)/I really hope

Scenario: Two professionals are meeting at a conference.

A: Hi, I'm Anna. Nice to meet you. _____?

B: Hi Anna, I'm James. I'm doing well, thanks. And you?

A: I'm great, thank you! So, what do you do?

B: I'm _____ the marketing team at XYZ Ltd.

A: That _____ interesting! _____ about the projects your team is working on?

B: Sure. We're currently running a campaign for a new product launch.

A: That _____ exciting. _____ you've been with XYZ for a long time?

B: Actually, I joined the company about a year ago.

A: Got it. By the way, _____ how I might stay _____ you after the event?

B: Absolutely. Here's my business card.

A: Thanks! It's _____ to you. I'll reach out soon.

Task 15. Fill in the blanks, complete the conversations using the words in the box.

appreciate call details exciting explain minute questions

Manager: Hi, welcome to the team! I'd like to discuss the project you'll be working on. Do you have a _____ to go over the details now?

Employee: Sure, that sounds _____. I'm eager to get started.

Manager: Great! Let me _____ the main goals of the project first.

Employee: Thank you. I _____ the opportunity to learn more about this.

Manager: No problem. I'll share more _____ about the deadlines and your tasks later this week.

Employee: That's perfect. I'll review everything and let you know if I have any _____.

Manager: Sounds good. Feel free to _____ me if you need help with anything.

Task 16. Complete the sentences using the appropriate adverbs of degree.

very / really / quite a bit(2) / much / a lot / a bit / a little / very much

1. The presentation was _____ informative. I learned new strategies for negotiation.
2. We have _____ work to finish before the end of the day.
3. I'm _____ interested in learning more about the new software updates.

4. Could you explain this report _____ more clearly?
5. The team was _____ concerned about the client's feedback, but we resolved the issue.
6. I've been traveling _____ lately for business meetings.
7. Thank you _____ for your support during the project.
8. I'm _____ familiar with the topic, but I'll need more details to help you.

Task 17. Read the email below and answer the questions.

Subject: Introduction: New Team Member

Dear [Recipient's Name],

I hope this email finds you well. My name is Sarah Johnson, and I recently joined [Company Name] as a Marketing Assistant. I am excited to be part of the team and look forward to contributing to our projects.

A little about me: I have two years of experience in social media management and content creation. In my previous role, I successfully managed campaigns that increased engagement by 20%.

Please feel free to reach out if you have any questions or if there's anything I can assist you with. I'm looking forward to meeting everyone and working together!

Best
Sarah Johnson

regards,

Questions:

1. Who is the sender of the email?
2. What position has Sarah recently started?
3. What experience does she mention?
4. What does Sarah offer to do for her new colleagues?
5. How is the tone of the email appropriate for a professional introduction?

Task 18. Fill in the blanks to complete the introduction email.

Subject: Introduction: New [Position]

Dear [Recipient's Name],

My name is _____, and I have recently joined _____ as a _____. I am thrilled to be part of such a talented team.

I bring _____ years of experience in _____, and I am passionate about _____. In my last role, I _____.

I would be happy to connect or assist with any tasks. Please feel free to contact me at _____.

Best regards _____

Task 19. Match the beginnings of the email sentences with their corresponding endings.

1. I am writing to you in reference	a) to further discuss this opportunity
2. I am writing to introduce	b) you well
3. I am eager to learn more	c) your consideration
4. Please find attached	d) myself as a potential candidate for the marketing internship.
5. I would be grateful if you could	e) send me more information about the upcoming conference
6. I look forward to the opportunity	f) my resume for your review
7. Thank you for your time and	g) of our conversation last week
8. I hope this email finds you	h) about the company and the role

Task 20. Write Your Own Business Introduction Email

Write a formal email introducing yourself as a new employee in a company. Follow this structure:

1. Greeting
2. Introduction (your name and position)
3. Purpose of the email
4. Closing sentence
5. Sign-off

Unit 1. Review

1. Complete the text using the words in the box.

attitude communication determination goals integrity player outside thinking

Tom works hard and he has a can-do _____ which makes him a very good team _____
 He has a lot of _____ and never gives up when things are difficult. He also uses critical _____ to solve problems and is able to think _____ the box. He sets realistic _____ for himself and his team. Tom shows he has great _____ - he never blames other people for his mistakes. All this together with his excellent _____ skills, makes him a valuable employee.

2. Complete the sentences with the correct form of the words in capitals.

1. Sophia is very _____ and can work in many different job areas. ADAPT
2. We need _____ people to do this kind of work. RESOURCE
3. _____ is an important quality for this job. We can't have someone who is often late or off sick. DEPEND
4. He doesn't have as much _____ as we would like. CONFIDENT
5. I would like to see more _____ in the way he works. FLEXIBLE
6. We want someone who is _____ to reach the top level. AMBITION
7. I am _____ about the work I do. PASSION
8. I'd like a job which gives me a lot of _____ to make my own decisions. INDEPENDENT

3. Complete the sentences with the correct form of the verbs in brackets.

1. You should _____ (write) a blog about your work placement.
2. Why don't you _____ (go) to a networking meeting.
3. How about _____ (give) me an example of your creative skills.
4. He could _____ (send) his details to the company.
5. Why not try _____ (use) social media to find a job.
6. You shouldn't _____ (list) all your hobbies, just a few.
7. You ought _____ (find)out about the company before the interview.

4. Complete the conversation with one word in each gap.

A: So, you worked in Paris. How _____ did you work there?

B: A couple of years.

A: _____ exactly did you work?

B: Meincraf. Do you _____ it?

A: No, I don't. _____ did you like best about it?

B: It was great place to live and work.

A: _____ did you come back to live in the UK?

B: Last month.

5. Put the words in the correct order

1. me/experience/about/tell/more/could/your/you?
2. you/put/in/with/me/charge/the/touch/person/in/can?

3.questions/like/ask/a/the/few/about/to/you/I'd/company.

4.your/for/you/time/thank.

5.your/are/job/enjoying/how/you/new?

6. week/you/a/give/could/call/next/I?

6.Complete the email using the phrases in the box

stions appointed as by email feel free hope to meet similar position to meeting you
would like to

Dear colleagues

I _____ introduce myself. I have just been _____ the new Sales Manager for KINDLO plc. Before I joined KINDLO, I was working in a _____ in a much smaller company.

I _____ you all on Friday, but please _____ to contact me _____ or phone if you have _____ before then.

I very much look forward _____ all in person.

Kind regards.

Unit 2. Ukraine's economy.

Task 1. Read the text and decide if the statements are true or false

Ukraine's Economy

Ukraine has a diverse economy, with various sectors contributing to its development. The country is well-known for its agricultural industry, often referred to as the "breadbasket of Europe." Its fertile soil allows for the production of wheat, corn, sunflower oil, and other crops that are exported worldwide. Agriculture is a key part of Ukraine's **primary sector** and plays a significant role in international trade.

The **secondary sector** in Ukraine focuses on manufacturing and industry. The country has a strong presence in steel production, machinery manufacturing, and the chemical industry. These industries are centered in regions like Donetsk, Dnipro, and Zaporizhzhia. Despite challenges in recent years, including geopolitical tensions, manufacturing remains vital to Ukraine's economy.

In the **tertiary sector**, services such as IT, transportation, and retail have seen significant growth. Ukraine has become a global hub for software development and outsourcing, with cities like Kyiv and Lviv hosting numerous tech companies. The tourism sector also contributes to the economy, attracting visitors to historic cities, cultural landmarks, and natural attractions like the Carpathian Mountains.

Ukraine faces challenges such as economic reforms, infrastructure development, and investment in renewable energy. However, the country continues to adapt, leveraging its natural resources and skilled workforce to strengthen its economy.

1. Ukraine is known as the "breadbasket of Europe" because of its strong IT sector.
2. The secondary sector in Ukraine focuses on producing steel and machinery.
3. The tourism industry is part of Ukraine's primary sector.
4. IT services have grown significantly in Ukraine's tertiary sector.
5. Ukraine does not export any agricultural products.

Task 2. Answer the following questions based on the text.

1. Why is Ukraine called the "breadbasket of Europe"?
2. Which industries are part of Ukraine's secondary sector?
3. How has Ukraine developed its IT sector?

Task 3. Complete the sentences with the correct word or phrase from the text

1. Ukraine's agricultural industry is part of the _____ sector.
2. Steel production and machinery manufacturing belong to the _____ sector.
3. The _____ sector includes IT, transportation, and retail.
4. The Carpathian Mountains are a key attraction for _____ in Ukraine.
5. Despite challenges, Ukraine continues to leverage its natural _____ and skilled _____.

Task 4. Write the correct industry name next to each description, there are two extra industries.

*Automotive retail hospitality transportation healthcare technology financial services
manufacturing agriculture energy entertainment*

Descriptions:

1. Designs and manufactures vehicles like cars, trucks, and motorcycles.

2. Provides goods to customers through stores or online platforms. _____
3. Offers accommodations, dining, and travel services. _____
4. Ensures the movement of goods and people efficiently. _____
5. Focuses on the treatment and care of people's health. _____
6. Develops software, hardware, and IT solutions. _____
7. Includes banks, credit card companies, and insurance providers. _____
8. Produces goods by transforming raw materials into finished products.

9. Involves farming, fishing, and forestry activities. _____

10. Supplies power, such as electricity, gas, and renewable energy.
-

Task 5. Research one industry that is active in our country or region. Write 100-120 words. Find out some of the following information:

- A description of the industry
- The size of the industry
- The number of employees
- It's economic impact on the country.

Task 6. Read the text. Decide whether the following statements are true or false

The Energy Industry of Ukraine

The energy industry is one of the most important sectors of Ukraine's economy. The country has a mix of energy sources, including coal, natural gas, nuclear power, and renewable energy. Ukraine is known for its nuclear power plants, which provide more than 50% of the country's electricity. However, the country also depends on imported natural gas to meet its energy needs.

In recent years, Ukraine has been working to modernize its energy infrastructure. This includes improving energy efficiency, upgrading power plants, and increasing the use of renewable energy sources like wind and solar. The government has also focused on energy independence to reduce reliance on imports and increase domestic production.

The renewable energy sector has seen significant growth, attracting foreign investment and creating new job opportunities. Projects like wind farms and solar power stations have been developed in different regions of the country. Despite challenges such as high costs and regulatory barriers, renewable energy is a growing part of Ukraine's energy mix.

Energy companies in Ukraine are also focusing on customer services, such as offering online billing systems and promoting energy-saving tips. These efforts aim to build stronger relationships with customers and encourage sustainable energy use.

Task 7. Answer the following questions

1. What energy sources are included in Ukraine's energy mix?
2. How is Ukraine working to modernize its energy infrastructure?
3. What are some challenges in developing renewable energy in Ukraine?

Task 8. Write the correct definition to each description.

1. Energy efficiency	using less energy to perform the same tasks or produce the same results.
2. Infrastructure	a facility that uses nuclear reactions to generate electricity.
3. Renewable energy	the ability of a country to meet its energy needs without relying on imports.
4. Nuclear power plant	the basic systems and structures needed for an industry to operate, like power plants and pipelines.
5. Energy independence	energy from sources that are naturally replenished, such as wind, solar and water.

Task 9. Complete the sentences with the correct word from the vocabulary list

1. Ukraine's government is investing in _____ to reduce energy waste.
2. _____ is an important goal to reduce reliance on imported natural gas.
3. Wind and solar power are examples of _____.
4. A _____ generates electricity through nuclear reactions.
5. Energy _____ in Ukraine includes pipelines, power plants, and distribution networks.

Task 10. Complete the sentences using the correct form of the verbs (Past Simple or Past Continuous) in brackets:

1. While the machine _____ (run), one of the operators _____ (notice) a problem.
2. The team _____ (prepare) a presentation when the projector suddenly _____ (break).
3. While the manager _____ (explain) the new policy, some employees _____ (take) notes.
4. The company _____ (win) an award last year because they _____ (develop) innovative products.
5. While the trucks _____ (deliver) materials, the workers _____ (unload) the previous shipment.

6. The factory _____ (produce) goods non-stop until the power _____ (go) out.
7. The quality control team _____ (test) the products while the assembly line _____ (continue) to run.
8. While the CEO _____ (speak) at the conference, journalists _____ (ask) questions.

Task 11. Combine the two actions using Past Simple and Past Continuous

The engineers test the new machine/the power go out - The engineers were testing the new machine when the power went out.

1. The manager gave instructions. / The employees were assembling the parts.
2. The alarm rang. / The workers were having lunch in the cafeteria.
3. The marketing team prepared the presentation. / The designers were creating the new logo.
4. The delivery truck arrived. / The warehouse staff were organizing the stock.
5. A worker found a defect. / The quality control team was inspecting the batch.
6. The CEO left the building. / The employees were discussing the new project.
7. A customer placed a large order. / The sales team was reviewing their monthly targets.
8. The meeting started late. / The participants were waiting in the conference room.
9. The factory caught fire. / The workers were finishing their shift.

Dealing with interruptions.

Task 12. Complete the sentences with the correct expression from the list:

- Sorry to interrupt
- Please go ahead
- So, as I was saying
- Excuse me, but
- Let me finish
- Can I just add something?

1. _____, but I think we should reconsider the budget allocation before moving forward.
2. _____, I was discussing the new marketing strategy.
3. _____, I'll get to your question in just a moment.
4. _____, you were explaining the production process, and I'd like to hear more.
5. _____, we need to finalize the design before next week.
6. _____, I have an idea that might improve our customer service.

Task 13. Match the expression with the appropriate situation

2. "Sorry to interrupt, but could I clarify something?"
3. "Please go ahead, I'll listen to you."
4. "So, as I was saying, we need to focus on increasing efficiency."
5. "Excuse me, but could I add something to that?"
6. "Let me finish, and I'll answer your question in a moment."

Situations:

- a. You need to stop someone from continuing so you can clarify a point.
- b. Someone is speaking, and you want them to continue without interrupting.
- c. You were explaining something before being interrupted and want to continue.
- d. You have something to add to the current discussion.
- e. You're being interrupted and want the person to wait until you're finished.

Task 14. Complete the phrases using the words in the box. There is one extra word.

<i>ahead as continue excuse finish interrupt just making say saying something speak thing</i>

Please go _____

1. Sure, please _____
2. Going back to what I was _____
3. Sorry to _____
5. So, _____ I was saying....
6. _____ me for interrupting.
7. Sorry, I just have one more _____ to say.
8. What did you want to _____?
9. Can I just say _____ here?
10. The point I was _____ - was...
11. Can I just _____ my point?
12. Before you _____, let me just say...

Task 15. Put the voicemail message in the correct order

1. *"You can reach me at 555-4321 or email me at emily.brown@nextgen.com."*
2. *"Hello, this is Emily Brown from NextGen Enterprises."*
3. *"I wanted to follow up on our previous conversation about the marketing campaign."*
4. *"If you have any questions or need further details, please don't hesitate to let me know."*
5. *"Looking forward to hearing from you soon."*
6. *"Thank you, and I hope you have a great day!"*
7. *"I'd like to confirm whether we're moving forward with the new strategy proposal."*
8. *"Good afternoon."*

Task 16. Write a voicemail message for one of these situations:

- a) Rescheduling a meeting.
- b) Following up on a job application.
- c) Requesting a document from a colleague.

Emails -Action points

Task 17. Rearrange the sentences into the correct order:

1. *"Could you confirm your availability for a meeting next Wednesday?"*
2. *"I am writing to discuss the new project we will be starting."*
3. *"Dear Mr. Johnson,"*
4. *"Best regards, Emily Carter."*
5. *"I look forward to your reply."*

Task 18. Write a formal email

Scenario: You need to request a meeting with your client next week to discuss a new project. Write an email including:

- A formal greeting
- The purpose of the email
- A polite request for a specific date and time
- A formal closing

Unit 2. Review

1. Complete the sentences using the words in the box

manufacturing, retail, finance, healthcare, technology, transportation, energy

1. The _____ sector includes banks, insurance companies, and investment firms.
2. Companies in the _____ sector produce goods such as cars, clothing, and electronics.
3. The _____ industry provides services such as hospitals, medical clinics, and pharmacies.
4. Businesses in the _____ sector sell products directly to customers, often in stores or online.
5. The _____ industry develops new software, applications, and digital services.
6. The _____ sector includes companies that provide electricity, gas, and renewable power.
7. Airlines, shipping companies, and rail services are part of the _____ industry.

2. Complete the text with the Past Simple or Past Continuous form of the verbs in brackets.

Yesterday, our company **(hold)** _____ a meeting to discuss last quarter's sales results. While the manager **(present)** _____ the report, some employees **(take)** _____ notes. Suddenly, the fire alarm **(go off)** _____, and everyone **(leave)** _____ the room immediately.

While we **(walk)** _____ outside, we **(see)** _____ firefighters arriving at the building. They **(check)** _____ the offices, but luckily, there **(be)** _____ no real fire—just a small issue with the alarm system.

After the situation **(become)** _____ clear, we returned to the office and continued our meeting.

3. Complete the conversations using the phrases in the box

*can I for interrupting going back to I was making just say something before we speak
sorry to interrupt*

Meeting Discussion on Marketing Strategy

Manager: So, let's start by reviewing our sales performance from last quarter.

Emma: _____, can I quickly check if everyone has received the latest sales report?

David: Yes, I have it here. I noticed that our online sales have increased, but in-store sales have dropped.

Emma: _____ your point about online sales, I think we should invest more in social media advertising.

Mark: _____, but do we have data on which platforms are performing best?

Emma: That's a great question. Our reports show that Instagram and LinkedIn bring the highest engagement.

David: _____ before we move on—I believe email marketing is also an effective channel. Have we considered that?

Manager: Good point. Let's explore that further.

Emma: _____ add something here? I was checking our competitors' strategies, and they seem to be focusing more on influencer marketing.

Mark: That's interesting. But _____ a point earlier about the budget—we need to ensure we don't overspend.

Manager: Absolutely. We need a clear strategy that balances investment and returns.

David: I agree. Excuse me _____, but when do we need to finalize the marketing plan?

Manager: By next Friday. Let's assign tasks and set deadlines.

4. Complete the email using the words in the box. There are three extra words you don't need to use.

Word box: *appreciate, confirm, attached, meeting, discuss, grateful, information, regards, update, sorry*

Subject: Follow-up on the Marketing Strategy

Dear Sarah,

I hope this email finds you well.

Thank you for your time during our last _____ regarding the new marketing strategy. I would like to _____ the details we discussed and see if there are any updates.

Please find the updated report _____ for your reference. If you have any further questions or need additional _____, feel free to reach out.

We would also be happy to _____ the next steps in our upcoming _____, which we can schedule for next week.

Again, I _____ your support and look forward to working together on this project.

Best _____,
John

Unit 3. Projects

Project management

Task 1. Match the words with their definitions

1. Anticipating	a. a problem or delay that slows progress.
2. Budget	g. a document listing possible risks and how to handle them.
3. Milestones	e. foreseeing and preparing for future events.
4. Predict	b. a financial plan for a project.
5. Project Manager	c. the process of identifying, analyzing, and responding to risks.
6. Risk Management	d. key points or achievements in a project timeline
7. Risk Register	f. a person responsible for planning and overseeing projects
8. Setback	h. to estimate what will happen in the future

Task 2. Fill in the blanks

Setback, budgeting, milestones, project management, predictive, anticipating (2), risk register

1. The project faced a major _____ when the supplier delayed delivery.
2. Effective _____ is essential to avoid unnecessary expenses.
3. Before the project started, the team worked on _____ possible risks.
4. The project manager added a new risk to the _____ after discussing potential issues with the team.
5. Achieving small _____ helps the team stay motivated.
6. Good _____ skills are key to managing team dynamics and deadlines.
7. Using _____ tools, the team was able to forecast a likely delay.
8. The team focused on _____ problems rather than reacting to them.

Task 3. Write an email to your team explaining a recent setback in the project. Include:

1. What the setback was.
2. How it affects the budget and milestones.
3. Suggestions for overcoming it.
4. Updated steps in the risk register.

Task 4. Complete the table by filling in the missing forms.

Base verb	Noun	Example sentence
	prediction	We need a _____ to decide our next steps.
manage		The _____ of resources is a key responsibility.
	budget	He created a _____ to control project expenses.
register		Please complete your _____ before the event.
anticipate		Her _____ of risks saved us a lot of trouble.

Task 5. Fill in the blanks with the correct verb or noun form of the word in parentheses.

1. The team had to _____ (manage) a sudden delay caused by supply chain issues.
2. Good risk _____ (manage) involves identifying potential problems early.
3. She worked on the project's financial _____ (budget) to ensure all costs were accounted for.
4. The finance department needs to _____ (budget) carefully for next year's operations.
5. Can you _____ (predict) how market trends will affect sales in Q2?
6. Their sales _____ (predict) proved accurate, and the company exceeded its targets.
7. The customer was required to _____ (register) before using the online platform.
8. The _____ (registration) process was straightforward and only took a few minutes.
9. His _____ (anticipate) of the risks prevented a major issue during the project.
10. We need to _____ (anticipate) potential problems before launching this product.

Task 6. Rewrite the sentences, changing the verb into the noun.

1. The manager anticipates risks to avoid problems.
→ The manager's _____ of risks helps avoid problems.
2. Registration for the event will close tomorrow.
→ You must _____ for the event before tomorrow.

3. Effective management keeps projects on track.
→ A good leader knows how to _____ projects effectively.
4. The budget is insufficient for this project.
→ We need to _____ better to meet the project's needs.
5. Their prediction about the market was correct.
→ They were able to _____ market changes accurately.
6. Risk management is essential for every business.
→ Every business should _____ its risks carefully.
7. Budgeting requires careful planning and analysis.
→ To create a good _____, you need careful planning.
8. Anticipation of challenges helped the project succeed.

Task 7. Select the correct verb or noun to complete the sentence.

1. Good _____ (manage/management) helps keep projects running smoothly.
2. She has a clear plan to _____ (budget/budgeting) for the project.
3. Before the event, don't forget to _____ (register/registration).
4. His _____ (predict/prediction) about market trends was accurate.
5. Effective _____ (anticipation/anticipate) prevented the project from failing.
6. The project manager must _____ (manage/management) multiple teams at once.
7. Their financial _____ (budget/budgeting) included all possible expenses.
8. You need to _____ (anticipate/anticipation) potential risks during the planning stage.

Task 8. Find and correct the mistake in each sentence:

1. The manager make a prediction about next year's trends.
2. Budgeting is an essential part of project manager.
3. The team anticipate challenges to avoid setbacks.
4. He forget to complete his registration before the meeting.
5. Their risk manage strategy was not effective.
6. The prediction of sales increase was predict by the team.
7. They successfully budgeted the project and completed under budget.
8. Effective manage is key to handling large teams.

Large-scale projects

Task 9. Read the text and answer the following questions based on the text.

Large-scale projects: key to global success

Large-scale projects are essential for economic growth and international collaboration. These projects, often involving infrastructure, technology, or energy, require significant planning, investment, and teamwork. For example, the construction of the world's longest bridge in China connected major cities and reduced travel time for millions of people.

Such projects are often more challenging than smaller initiatives. They involve larger budgets, stricter timelines, and more complex logistics. Teams must ensure the project is completed on time and within budget. Moreover, international projects require understanding cultural differences and managing teams from various countries.

A well-managed large-scale project can benefit the economy, create jobs, and improve living standards. However, poorly managed projects may face delays, budget overruns, and criticism from stakeholders. Therefore, companies must adopt the latest technologies and strategies to achieve success.

1. Why are large-scale projects important?
2. What challenges do teams face when managing large-scale projects?
3. What are some benefits of successfully managing a large-scale project?

Task 10. Match the word to its definition

1. Infrastructure	a) the detailed organization of a project
2. Logistics	b) the basic physical structures and facilities needed for an operation
3. Stakeholders	c) a new plan or strategy
4. Initiative	d) individuals or groups with an interest in a project

Task 11. Complete the sentences using the correct comparative or superlative form of the adjective in brackets:

1. This project is (important) _____ than the one we completed last year.
2. The new system is (efficient) _____ than the old one.
3. Out of all the proposals, this is the (innovative) _____ solution.
4. International collaborations are often (difficult) _____ than local ones.
5. The budget for this project is (large) _____ than any we have worked on before.

6. Managing a team of engineers is (complex) _____ than managing a marketing team.
7. This is the (expensive) _____ project our company has ever undertaken.
8. Renewable energy projects are becoming (popular) _____ than traditional energy sources.

Giving instructions

Task 12. Match each phrase with its meaning:

1. Bring someone up to speed	a) Showing confidence or willingness to complete a task.
2. No problem, leave it with me	b) Informing someone of the latest developments
3. I have no room for manoeuvre	c) Apologizing for not being able to adjust to a request.
4. You need to meet this new deadline	d) Indicating that there's no ability to change plans or schedules.
5. I can't compromise on this	e) Agreeing to handle a task without difficulty.
6. I think we can do it	f) Insisting on sticking to a decision or standard.
7. I'm afraid I'm just not that flexible	g) Informing someone that a new time limit must be met.

Task 13. Complete the sentences with the correct phrase from the list:

(bring someone up to speed, no problem, leave it with me, I have no room for manoeuvre, you need to meet this new deadline, I can't compromise on this, I think we can do it, I'm afraid I'm just not that flexible)

1. The project has changed slightly. Can you _____ on the latest updates?
2. I understand this is a tight deadline, but _____; I'll take care of it.
3. I've reviewed the plan, and unfortunately, _____ regarding the budget allocation.
4. The client has requested earlier delivery, so _____ if we want to keep the contract.
5. We've discussed adjusting the timeline, but _____ at this stage.
6. This might be challenging, but _____ with some extra effort.
7. I wish I could help with that request, but _____ due to the strict regulations.

Task 14. Rewrite the sentences below using the phrases provided:

(bring someone up to speed, no problem, leave it with me, I have no room for manoeuvre, you need to meet this new deadline, I can't compromise on this, I think we can do it, I'm afraid I'm just not that flexible)

1. Can you update Sarah on the project status?
2. We must stick to this decision.
3. Don't worry, I'll handle this task for you.
4. I'm confident we'll be able to complete the report by Friday.
5. Unfortunately, I can't adjust my schedule.
6. The client has set a strict timeline for submission.

Task 15. Complete the following email by filling in the blanks with the correct phrase from the list:

(bring me up to speed, can certainly do that, can't compromise, leave it with me, my hands are tied, no room for manoeuvre, you need to meet)

Subject: Update on Project Deadlines

Dear Team,

I hope this email finds you well. As you know, we are in the final stages of our project, and there are a few updates and tasks to address.

1. First, the client has revised the delivery schedule. _____ the new deadline to ensure we stay on track.
2. Sarah, could you _____ on the current progress of the design phase?
3. I understand the marketing team has requested additional resources, but unfortunately, _____ due to budget constraints.
4. Tom, please finalize the presentation slides by Thursday. If there are any issues, just _____, and I'll handle them.
5. Regarding the budget review, _____ at this point, so we'll need to work within the existing limits.
6. The client has also asked for a detailed report on sustainability metrics. I _____ by Friday if I receive all the data on time.
7. I wish we could offer more flexibility on the deadlines, but _____ given the contractual obligations.

Meetings: Updates and action

Task 16. Complete the email below by filling in the blanks with the correct expression from the list:

(Could you let me know, I need your help with, I'd appreciate if you could, I'd like to know if, Would it be possible to, Would you mind)

Subject: Request for Update on Project Progress

Dear [Recipient's Name],

I hope this email finds you well.

1. _____ provide me with a brief update on the current status of the project?
2. _____ reviewing the timeline to ensure everything is on track for the upcoming deadlines?
3. _____ we've received confirmation from the client about the final design changes?
4. _____ assisting with the preparation of the weekly report? It needs to be finalized by Friday.
5. _____ provide the latest figures for the budget analysis by tomorrow morning?
6. _____ checking the marketing strategy draft and providing your feedback by the end of the day?

Thank you for your support. _____ complete these tasks as soon as possible to help us move forward smoothly.

Best
[Your Name]

regards,

Task 17. Fill in the gaps with the correct word or phrase:

Happening an are will speed are to the latest we doing can

1. "What's _____ with the production deadlines for this week?"
2. "Can you give me _____ update on the factory shutdown schedule?"
3. "Where _____ we with finalizing the supplier contracts?"
4. "When _____ you be able to bring me up to _____ on the shipping delays?"
5. "How _____ we doing with the budget for the new project?"
6. "Can you bring me up _____ date on the programme for today's meeting?"
7. "What's _____ on the logo redesign?"
8. "How are _____ with the recruitment of new team members?"
9. "_____ you give me an update on the client presentation preparations?"
10. "_____ the latest on the product development timeline?"

Task 18. Match the beginnings of the sentences (1–10) with their endings (a–j):

1. How are we doing with...	a) the status of the supplier contracts?
2. Can you bring me up to date on...	b) the draft for the new client proposal?
3. What's happening with...	c) the recruitment process for the marketing team?
4. Where are we with...	d) the deadlines for next week's deliverables?
5. When will you be able to bring me up to speed on...	e) the plans for the annual meeting?
6. Can you give me an update on...	f) the factory shutdown progress?
7. What's the latest on...	g) the redrafting of the China contract?
8. Are we on track with...	h) the new schedule for the product launch?
9. Do you have any news on...	i) the latest updates on the design team?
10. Could you fill me in on...	j) the programme for today's conference?

Email requesting an update

Task 19. Match the polite phrases for requesting an update (1–5) with their purposes (a–e):

1. I am writing to kindly request an update on...	Purposes:
2. Could you let me know the current status of...?	a) Asking if the recipient needs help or information.
3. Please inform me if there are any challenges or delays.	b) Setting a deadline for the update.
4. I would appreciate receiving an update by...	c) Asking about the status of a task.
5. Let me know if you need additional information from my side.	d) Requesting details about possible problems.
	e) Politely explaining why you're writing.

Task 20. Complete the email below using the correct words or phrases from the list: *appreciate, any challenges, update, kindly, current status*

Subject: _____ on the Project Proposal

Dear Mr. Johnson,

I hope this email finds you well. I am writing to _____ request an update on the project proposal for the new client.

Could you let me know the _____ and inform me if there are _____ or delays? I would _____ it if you could provide this _____ by the end of the week.

Thank you for your time and support. Please let me know if you need any additional information from my side.

Best regards

Maria

Task 21. Writing Practice

Imagine you are:

1. A project manager requesting an update on the status of a report.
2. A team leader asking a colleague about progress on a marketing campaign.
3. An assistant requesting information about the schedule for an upcoming event.

Task: Write an email of 4–5 sentences requesting an update. Use phrases like:

- "Could you let me know..."
- "Please inform me if..."
- "I would appreciate it if..."

Task 22. Match the beginnings (1–5) with the endings (a–e) to form polite sentences for requesting updates:

1. I am writing to...	a) the current status of the task.
2. Could you let me know...	b) your time and support.
3. Please inform me if...	c) kindly request an update on the project.
4. I would appreciate receiving...	d) any challenges or delays we should be aware of.
5. Thank you for...	e) the update by the end of the week.

Unit 3. Review

1. Choose the correct option in *italics* to complete the sentences

1. The launch of our new product was a major *milestone/setback* for the company.
2. Losing our biggest client was a serious *risk/setback* for the business.

3. Good leaders must be able to *anticipate/manage* potential problems before they arise.
4. It's difficult to *anticipate/predict* how the market will change in the next five years.
5. Effective *milestone/risk management* helps businesses prepare for unexpected challenges.

2. Complete the email using the correct form of the words in the box.

add attach decide construct identify investigate solve suspend

Subject: Update on Project Issues

Dear Team,

I hope you are all doing well. I wanted to give you a quick update on the recent challenges we have been facing.

We have already (1) _____ the main cause of the delay and are working on a solution. Our technical team is currently (2) _____ the issue to ensure it does not happen again. While we are working on this, we have (3) _____ work on the project temporarily.

To speed up the process, we need to (4) _____ additional resources and support from other departments. Once we have (5) _____ on the best course of action, we will resume the project.

I have (6) _____ a report with more details about the problem and possible solutions. Please review it and let me know your thoughts. If you have any suggestions on how to (7) _____ the issue efficiently, feel free to share them.

Finally, I have (8) _____ a document outlining the next steps we should take.

Best

regards,

[Your Name]

3. Complete the text with the correct comparative or superlative form of the words in brackets

Our company is growing rapidly, and we need to make some important decisions. We are looking for a (1) _____ (modern) office space because our current one is too small. The new office should also be (2) _____ (convenient) for public transport so that employees can commute more easily.

This year has been (3) _____ (busy) than the previous one, and we expect even more projects in the coming months. That's why we need to hire (4) _____ (experienced) professionals to help us manage the workload.

Among our competitors, we aim to provide the (5) _____ (high) level of customer service. To achieve this, we must invest in better training for our employees.

4. Complete the dialogue using the phrases in the box

can do it	compromise on	leave it	like you to think about	need you to meet
no problem	there's no flexibility	up to speed		

Manager: Hi, James. I'd (1) _____ taking on the new client project. It's an important account, and we need to handle it carefully.

James: Sure, I'd be happy to. What are the main requirements?

Manager: First, I (2) _____ the deadlines. They are very strict, so we must stay on schedule.

James: Understood. Is there any room for adjustments if necessary?

Manager: Unfortunately, (3) _____ on the delivery date. The client has made it clear.

James: I see. I'll make sure to keep everything (4) _____ and manage the tasks efficiently.

Manager: That's great. Also, we can't (5) _____ quality, so please ensure the final product meets our high standards.

James: Absolutely, (6) _____! I'll work closely with the team.

Manager: Good. If you have any concerns, just (7) _____ and we'll discuss them.

James: Will do. Thanks for the clarification!

5. Match the sentence halves

- | | |
|-------------------------|---|
| 1. I'd like to know ... | A. ... if you could send me the report by Friday. |
| 2. Would you mind ... | B. ... giving me an update on the project? |
| 3. I'd like to ... | C. ... book a meeting room for tomorrow. |
| 4. Could you let ... | D. ... me know when the shipment arrives? |

- | | |
|-----------------------|---|
| 5. Would it be ... | E. ... possible to reschedule the appointment? |
| 6. I'd appreciate ... | F. ... it if you could confirm the details. |
| 7. Could you ... | G. ... help me with this presentation? |
| 8. I'd be very ... | H. ... grateful if you could arrange the transport. |

Unit 4. Global markets

Task 1: Match the terms with their definitions

1. To meet local preferences	a. high-end products often associated with prestige and exclusivity.
2. Product customisation	b. adjusting products or services to fit the needs and desires of a specific region or group of customers.
3. Luxury brands	c. a detailed plan used to promote products or services and achieve business goals.
4. Marketing strategy	d. areas or regions where a company focuses its sales and marketing efforts.
5. Target territories	e. companies that operate in multiple countries.
6. Multinationals	f. ensuring that products or services satisfy the specific tastes or demands of a certain audience.

Task 2. Complete the sentences with the correct phrase from the list.

to meet local preferences, product customisation, luxury brands, marketing strategy, target territories, multinationals

- The company redesigned its packaging _____ to attract more customers in Southeast Asia.
- Many _____ have headquarters in one country but operate in dozens of others.
- A good _____ should include online advertising and social media campaigns.
- _____ often rely on their reputation to justify higher prices.
- Expanding to new _____ can be challenging due to cultural and legal differences.
- _____ is essential if you want to succeed in diverse markets.

Task 3. Choose the best option to complete each sentence.

- _____ is one way businesses adapt to cultural differences.
a. Marketing strategy

b. Product customisation

c. Luxury brands

2. Multinationals often choose their _____ based on potential growth opportunities.

a. target territories

b. product customisation

c. local preferences

3. To promote _____, companies often use celebrity endorsements and high-end advertising.

a. marketing strategies

b. luxury brands

c. multinationals

4. A _____ that aligns with the company's goals is critical for success in international markets.

a. marketing strategy

b. local preference

c. product customisation

Task 4. Read the text and decide if the sentences below are true or false based on the text.

Global Markets

In today's global markets, companies must carefully balance standardisation and customisation to succeed. While standardised products are cost-effective and easier to produce, they may not always appeal to local customers. Customisation, on the other hand, allows businesses to adapt their offerings to meet local preferences, making their products more appealing to specific markets.

For example, companies that target diverse regions often specialise in creating adaptable solutions. This approach enables them to meet the needs of customers who prefer personalised options. A product's success in one region doesn't guarantee its appeal in another, which is why understanding consumer preferences is essential for sustainable growth.

Multinational corporations must also focus on the types of products they produce. Consumable goods, for instance, require careful planning to ensure they meet safety and quality standards. Meanwhile, luxury brands often rely on customisation to attract affluent consumers.

Ultimately, businesses that adapt to market needs are more likely to experience long-term growth. Whether by producing innovative products, targeting specific customer segments, or investing in research to understand what is preferable for different regions, companies that embrace flexibility will thrive in an increasingly competitive global market.

1. Standardised products are always more appealing to consumers than customised ones.
2. Customisation helps companies adapt their products to local preferences.
3. Consumable goods require less planning than other types of products.
4. Long-term growth depends on a company's ability to adapt to market needs.

Task 5. Answer the following questions in your own words.

1. Why do you think customisation is important for global markets?
2. What are the advantages and disadvantages of specialising in a particular market?
3. How can a company balance standardisation and customisation when targeting new customers?

Task 6. Complete the sentences with the correct form of the words below:

customise, grown, prefer, specialise, standardise, targeted.

1. Companies that _____ in niche markets often attract loyal customers.
2. It is important to _____ products to meet the needs of local customers.
3. Many consumers _____ brands that offer sustainable options.
4. The company has _____ rapidly by expanding into international markets.
5. Businesses need to decide whether to _____ their marketing strategies or customise them for different regions.
6. A product that is _____ for all audiences may struggle in competitive markets.

Task 7.

Write a short paragraph (80–100 words) about a product or service that successfully adapts to global markets. Use at least five of the following words: adapt, appeal, customise, grow, prefer, specialise, target, preference, growth.

Task 8. Read the text and answer the following questions based on the text:

Online Markets

Online markets have been transformed by technology over the past two decades. Products are now sold on platforms that reach millions of customers worldwide. In the past, most goods were purchased in

physical stores, but today, they are often bought online. Payments are processed securely through digital systems, and deliveries are made quickly to customers' homes.

Many businesses have adapted to this shift. Marketing strategies are designed to target specific audiences, and websites are created to provide a user-friendly shopping experience. Additionally, customer feedback is collected to improve services and ensure satisfaction.

In the past, only a few companies were involved in online sales, but now, almost every industry is represented. From clothing to electronics, nearly all products can be found online. These changes have been driven by advancements in technology and changes in consumer behavior.

1. How have online markets changed over the past two decades?
2. What is the purpose of marketing strategies in online markets?
3. How are payments processed in online markets?
4. Why is customer feedback collected?
5. What were the main differences between shopping in the past and today?
6. Which industries are represented in online markets now?

Task 9. Complete the sentences using words from the text

1. Online markets have been _____ by technology over the past two decades.
2. Products are now _____ on platforms that reach millions of customers worldwide.
3. Payments are _____ securely through digital systems.
4. Deliveries are _____ quickly to customers' homes.
5. Marketing strategies are _____ to target specific audiences.
6. Websites are _____ to provide a user-friendly shopping experience.
7. Customer feedback is _____ to improve services.
8. These changes have been _____ by advancements in technology.

Task 10. Match the words from the text with their definitions:

1. Platform	a. improvements or progress in technology or knowledge.
1. Feedback	b. opinions or comments about a product or service.
2. Preferences	c. a system used for selling products or sharing information.
3. Represented	d. plans or methods for promoting a product or service.

4. Consumer behavior	e. choices or priorities of customers.
5. Deliveries	f. the actions and habits of people buying goods.
6. Marketing strategies	g. items brought to customers' homes.
7. Advancements	h. shown or included in a particular group or market.

Task 11. Write passive voice sentences for the following prompts:

1. (In the past) Companies / process / payments manually.
2. (Present) Products / sell / on global platforms.
3. (Present) Marketing strategies / design / to attract specific audiences.
4. (Past) Feedback / collect / to improve products.
5. (Past) Deliveries / make / within a few days.
6. (Present) Websites / create / for easy navigation.
7. (Present) Products / purchase / by millions of consumers daily.
8. (Past) Online markets / transform / by technological progress.

Task 12. Complete the sentences with the correct form of the passive voice using the verbs in brackets.

1. Payments _____ (process) quickly by online platforms.
2. Marketing strategies _____ (design) to attract specific audiences.
3. Products _____ (sell) online for over 20 years.
4. In the past, most goods _____ (buy) in physical stores.
5. New features _____ (add) to websites regularly to improve customer experience.
6. Feedback _____ (collect) to identify problems and make improvements.
7. Many products _____ (deliver) to customers' homes within 24 hours.
8. Online markets _____ (transform) by advancements in technology.

Task 13. Rewrite the following active sentences in the passive voice.

1. Customers buy millions of products online every day.
2. Companies design websites to improve user experience.
3. Digital systems process payments securely.
4. Technology has transformed online markets.

5. Consumers wrote reviews about the product yesterday.
6. The platform offers discounts during special sales events.
7. Delivery teams bring packages to customers' homes.
8. Businesses added new payment options last month.

Managing conversations

Task 14. Match the following phrases to their functions in a conversation:

Phrases:

1. "There will be plenty of time for that later."	a) redirecting to a different topic
2. "Can we move to...?"	b) bringing up something important before forgetting
3. "Before I forget..."	c) postponing a discussion
4. "Is this a good moment to start talking about the...?"	d) asking to start a new topic
5. "We'll come to that later."	
6. "That reminds me..."	
7. "We'll go there in a moment."	

Task 15. Complete the dialogue with the appropriate phrase:

Scenario: A team is discussing a new project plan.

A: We've been discussing marketing strategies for a while now. _____ (postpone the discussion for later).

B: That makes sense. _____ (suggest moving to the budget discussion).

C: Sure, but _____ (remember to mention something), we need to finalize the deadline for the social media posts.

Task 17. Rearrange the words to form meaningful sentences.

1. plenty / later / time / be / for / of / there / will / that.
2. the / talking / is / about / a / this / moment / start / good / to?
3. to / move / can / we / topic / next / the?
4. later / come / that / to / we'll.
5. I / reminds / of / something / that.

6. forget / before / I / this / mention.

7. moment / a / in / go / we'll / there.

Task 18. Categorization

Sort the following phrases into "**Redirecting the Topic**", "**Postponing Discussion**", and "**Introducing a New Topic**":

- "That reminds me..."
- "We'll come to that later."
- "Can we move to...?"
- "Before I forget..."
- "There will be plenty of time for that later."
- "Is this a good moment to start talking about...?"
- "We'll go there in a moment."

Task 19. Fill in the gaps with appropriate phrases

Scenario: You are in a team meeting discussing a product launch.

A: So, what do you think about the design updates?

B: _____ (postpone this topic for later). Let's finish discussing the timeline first.

A: Alright. _____ (redirect the conversation to another topic), can we talk about the advertising budget now?

C: Sure, but _____ (remember to bring up something), we should also plan a meeting with the design team.

Task 20. Multiple Choice Quiz

Choose the most appropriate phrase for each situation

1. You remember an important detail during the discussion and want to mention it before moving on. What do you say?

- a) "Before I forget..."
- b) "We'll come to that later."
- c) "Can we move to the next topic?"

2. The team starts discussing a topic that is not on the agenda. How do you bring them back on track?

- a) "That reminds me..."

b) "There will be plenty of time for that later."

c) "Is this a good moment to start talking about the next steps?"

3. You want to suggest starting a discussion on a new topic. What do you say?

a) "Before I forget..."

b) "Is this a good moment to start talking about the quarterly report?"

c) "That reminds me..."

4. The current topic is getting repetitive, and you want to move forward. What do you say?

a) "We'll come to that later."

b) "Can we move to the next agenda item?"

c) "Before I forget..."

5. You're leading a meeting, and someone brings up a topic that isn't relevant yet. How do you respond?

a) "We'll go there in a moment."

b) "That reminds me..."

c) "Can we move to the next point?"

6. A colleague raises an issue, but it's not urgent, and you want to address it later. What do you say?

a) "We'll come to that later."

b) "Can we move to...?"

c) "Before I forget..."

7. You're ready to bring up a new agenda item but want to check if the timing is right. What do you say?

a) "Is this a good moment to start talking about the project deadline?"

b) "That reminds me..."

c) "We'll come to that later."

8. A team member goes off on a tangent, and you want to refocus the discussion. What do you say?

a) "There will be plenty of time for that later."

b) "Before I forget, let's discuss the next steps."

c) "That reminds me of something important."

Building consensus

Task 21. Match the phrases to their categories:

1. I think we should..."	
2. "I agree with you."	a) Expressing agreement

3. "I'm afraid I disagree."	b) Expressing disagreement
4. "That's not a bad idea."	c) Making a suggestion
5. "So we need to find consensus about..."	d) Reacting to a suggestion
6. "Yes, I agree too."	
7. "I don't think that's the best option."	
8. "What if we tried...?"	
9. "That could work."	
10. "I'm not sure about that."	

Task 22. Fill in the blanks with the appropriate phrases:

Scenario: A team is deciding on a marketing strategy.

A: _____ (express agreement), I think the social media campaign is a strong idea.

B: _____ (express disagreement), but I don't think it's enough to reach our target audience.

C: _____ (make a suggestion). How about combining it with email marketing?

A: _____ (react positively to a suggestion), that could definitely work.

Task 23. Match the terms to their definitions:

1. Order confirmation	a. the total cost of the items ordered.
2. Quantity	b. a letter or email confirming that an order has been received.
3. Delivery date	c. the person receiving the letter or items.
4. Recipient	d. the number of items ordered.
5. Total price	e. the date when the items are expected to arrive.

Task 24. Write a short letter confirming an order. Include the following details:

- The product(s) or service(s) ordered.
- The quantity.
- The delivery date.
- Any additional instructions or questions.

Unit 4. Review

1. Complete the sentences using collocations from the box

consumer brand luxury goods local preferences target territories marketing strategies

1. Our company is expanding into new _____, focusing on Eastern Europe and Asia.
2. Successful companies always adapt their products to _____ to increase sales.
3. Developing effective _____ is essential for attracting new customers.
4. The company's most valuable asset is its strong _____, recognized worldwide.
5. The demand for _____ has increased among high-income consumers.
6. Companies need to understand _____ behavior to offer better products and services.

2. Complete the text with the passive form of the verbs in brackets

1. A new product _____ (launch) by the company next month.
2. Important decisions _____ (make) by the board of directors every quarter.
3. The annual report _____ (publish) online last week.
4. Customer complaints _____ (handle) by the support team daily.
5. A new branch _____ (open) in Paris last year.
6. Marketing campaigns _____ (design) to attract more customers.
7. The company's success _____ (influence) by economic conditions.
8. Several job positions _____ (advertise) on the company's website now.

3. Complete the conversation using the phrases in the box. There are two extra phrases you do not need to use.

wonder if we could I forget get back reminds me plenty of time come to that a good moment

Manager: Hi, Sarah. Is this _____ to discuss the new project?

Sarah: Sure, go ahead.

Manager: I _____ talk about the budget first. Do we have enough resources?

Sarah: Yes, we have _____ to complete the first phase.

Manager: That's good to hear. Oh, that _____—did we finalize the supplier contracts?

Sarah: Not yet, but I'll check with the procurement team and _____ to you later today.

4. Complete the conversation using the phrases with one word in each gap

Emma: We need to find a way to increase sales in the next quarter. _____ offering discounts to attract more customers?

Mark: _____, but we should also focus on improving our customer service.

Emma: _____ invest more in digital marketing as well?

Mark: _____. Online ads and social media campaigns could really help.

Emma: Another option is to introduce a new product line.

Mark: _____, but we should do some market research first.

Emma: That's true. Some team members suggested raising prices instead.

Mark: _____. Higher prices might drive customers away.

5. Choose the correct option in italics to complete the text

Dear Mr. Smith,

Thank you for your order, which we (*received / have received / will receive*) on March 10. We are pleased to confirm that your requested items (*are processing / have been processed / will be processed*) and will be shipped within five business days.

The total amount of your order is \$5,250, including taxes and shipping fees. Payment (*must be made / was made / will make*) within 14 days of the invoice date. Please find the invoice attached for your reference.

Your order (*is delivering / has been delivered / will be delivered*) by Express Shipping, and you will receive a tracking number once the shipment is dispatched. If you need any further information, please (*contact / contacting / to contact*) our customer service team.

We appreciate your business and look forward to serving you again.

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Types of professional emails, with examples

1 Introductory email example

An email that introduces yourself or someone else in order to establish a connection or initiate a working relationship.

Subject: Introduction — [Your Name]

Dear [Recipient's name],

I hope this email finds you well. My name is [X], and I am reaching out to introduce myself. I'm a [your position/role] and learned about your [project/work] through [mutual contact/website]. I am excited to connect and explore [potential collaboration or partnership] between our organizations.

[Brief background and reason for the introduction.]

I look forward to potentially working together. Please feel free to reach out if you have any questions or want to discuss further.

Best regards,

[Your full name]

Introducing someone else

Subject: Introduction via [The someone else's Name]

Hi [Recipient's name],

I am reaching out to introduce [person's name]. [More details about the person you're introducing.]

[Brief background and reason for the introduction.]

I'll let you both continue the conversation from here, and hope you can find mutual benefit in this connection.

[Your full name]

2 Cold email example

A [cold email](#) is an unsolicited email sent to a recipient you don't know, with the aim of establishing a connection.

Subject: Potential Collaboration on [X]?

Hi [Recipient's name],

I'm [name], and I'm [position/role] at [company]. I recently came across [recipient's work/organization] and was impressed by [specific aspect]. I'd love to explore the potential collaboration between our organizations if you're open to it.

[Brief introduction, value proposition, and [call to action](#).]

I'd appreciate the opportunity to chat further if you have a moment. Please add a meeting time to my calendar with this link.

Thanks for your consideration.

Talk soon,

[Your full name]

3 Reminder email example

A [reminder email](#) lets someone know a meeting, deadline, or task is coming up.

Subject: Reminder: [Upcoming event/deadline]

Dear [Recipient's name],

Friendly reminder that [event/deadline] is coming up on [date and time].

[Brief details and any additional information.]

Have questions? You're welcome to reach out—just reply to this email. Looking forward to it!

See you soon,

[Your full name]

4 Follow-up email example

A [follow-up email](#) is sent after a previous interaction—usually [in thread](#)—to check progress, seek feedback, or inquire about the next steps.

Subject: Follow-up on [topic]

[Recipient's name],

I hope you're doing well! I'm following up on our recent discussion about [topic].

[Brief summary, any additional information, and a specific inquiry.]

Looking forward to hearing from you soon.

With appreciation,

[Your full name]

5 [Email job application](#) example

An email sent to apply for a job, including a cover letter and résumé.

Subject: [Your name]'s Application for [Job Title] Position

Dear Hiring Manager,

I'm writing to express my interest in the [job title] position advertised on your company's website. Please find my cover letter and résumé attached below. I'm excited to contribute my skills and experience to your team.

[Brief cover letter content highlighting relevant qualifications.]

Thank you for considering my application. I'd love to talk with you more about the position.

Sincerely,

[Your full name]

6 General interest email example

An email expressing general interest, often used for networking or seeking information.

Subject: Seeking guidance on [topic]

Dear [Recipient's name],

I came across your profile on [platform] and noticed your expertise in [topic]. I am currently [briefly explain your situation or interest].

[Specific questions or requests for guidance.]

I'd love any insights or advice you might have whenever you have a free moment. Thanks for your help! If you'd rather, I'd be happy to do a quick virtual coffee chat—please let me know and I'll send you a calendar invitation.

Best regards,

[Your full name]

7 Reply-all email example

An email responding to a message sent to multiple recipients, visible to all recipients.

Subject: Re: [original subject]

Hi everyone,

Thank you for your quick responses. I agree with the points raised and believe [additional input or action].

[Additional content as needed.]

Best regards,

[Your full name]

8 Confirmation email

An email sent to confirm details such as appointments, reservations, or agreements.

Subject: Confirmation of [appointment/reservation/agreement]

Dear [Recipient's Name],

This email is to confirm our [meeting/appointment/reservation] scheduled for [date and time].

[Details and any additional information.]

Please let me know if there are any changes or if you have any questions. Looking forward to our [meeting/appointment/reservation].

Best,

[Your Full Name]

9 Thank you email example

An email expressing gratitude, often sent after a meeting, interview, or favor.

Subject: Thank you for [specific task/occasion]

Dear [Recipient's name],

I wanted to express my gratitude for [specific reason]. Your [time/assistance/input] was greatly appreciated.

[Brief mention of the impact and a closing statement.]

Thank you again, and I look forward to [future interactions/working together].

Best,

[Your full name]

10 Recap email example

An email summarizing key points, decisions, or outcomes of a meeting or discussion.

Subject: Recap of [meeting/event]

Hi [Recipient's name],

I wanted to send a recap of our recent [

mplate

Template

Subject line: Reaching out via [person who referred you]

Hi [name],

My name is [Name] and I was given your name by [Name] of [relevant origin]. I am [state what you are trying to accomplish] and am looking to talk with others who have successfully done so—and I can see that you have! [State specific detail you appreciated about them.]

Would you have any time this week for a phone or Zoom call? I'd love to learn about your path in general and get your insights on some questions I have.

If you're available, let me know what days or times work for you and I'll send you a calendar invite. Thank you!

Sincerely,
[name]

Introducing yourself to a potential client

Subject: We did [X for X Company] Here's how we can do it for you

Hi [Contact Name],

I'm [Your Name] and I'm the [Your Title] at [Your Company], a leading provider of [Your Services] to businesses like yours.

Over the past [Number] years, we've helped [Number] clients just like yours [Accomplishments] using our proven [Methodology]. Our team of experienced professionals is here to help you [Benefits].

Would you like to learn more about how we can help you achieve your business objectives? I'd be happy to schedule a call to discuss your specific needs in more detail.

Please feel free to reach out to me at [Your Email Address] or [Your Phone Number] to schedule a time that is convenient for you.

Sincerely,
[Signature]

Introducing a new product or service to clients:

Subject: Elevate Your Business with [Product/Service Name]

Hi [Client Name],

Our current [Project] is working great at the moment, it's because of this success I'd like to speak to you about [Product/Service Name], the latest innovative solution from [Your Company].

[Product/Service Name] is designed to [Solve a Problem] and is packed with features that will [Benefits]. It's the perfect solution for businesses that want to [Goal].

To learn more about how [Product/Service Name] can help you achieve your business goals, please can we schedule a catch-up next week to discuss the value [Product/Service] could create.

Don't miss out on this opportunity to take your business to the next level.

Sincerely,

[Signature]

Introducing a new employee to clients:

Subject: Introducing [New Employee Name] - A Rising Star in [Industry]

Hi [Client],

I'm thrilled to introduce you to [New Employee Name], our newest addition to the [Your Company] team. [New Employee Name] joins us with a wealth of experience and expertise in [New Employee's Area of Expertise].

Before joining [Your Company], [New Employee Name] held key positions at [Previous Companies] where they [New Employee's Accomplishments]. They're passionate about [New Employee's Passion] and are eager to contribute to [Your Company's Success].

When would you like to set up an introductory call to leverage their expertise?

Sincerely,

[Signature]