

Новикова Наталья
Владимировна, учитель
английского языка, Брест, ГУО
«Гимназия № 6 г. Бреста имени
Маршала Советского Союза
Жукова Г.К.»

Деловая бизнес-игра

С развитием международных отношений нашей республики многие иностранные предприятия и частные предприниматели интересуются сырьевыми и производственными возможностями Беларуси.

В связи с этим открываются многочисленные совместные предприятия на территории нашей страны, растёт спрос на специалистов, владеющих иностранным языком. Многие наши выпускники выбирают профессии, связанные с экономикой, поэтому на уроках английского языка мы знакомим учащихся с экономической лексикой, учим составлять деловые письма, диалоги, связанные с бизнесом, предлагаем для чтения тексты с экономической тематикой.

Данный урок является одним из примеров работы учителя английского языка по воспитанию экономической грамматики учащихся.

ТЕМА УРОКА: Экономика в нашей жизни. Говорение.

ЦЕЛИ УРОКА:

1. Способствовать совершенствованию навыков употребления лексических единиц в монологической и диалогической речи.
2. Содействовать развитию аналитического и творческого мышления.
3. Способствовать развитию навыков ведения бизнеса.

ФОРМА ПРОВЕДЕНИЯ: деловая игра.

ПЛАН УРОКА

I. Орг. момент. T. Dear friends! Welcome to the English courses for young businessmen! We have been discussing the problems of business for about half a year, and today; as

a result of
your work; you'll have an opportunity to use your knowledge in new situations.
I'm far from
imagining that all of you will become businessmen, but I believe that the
knowledge of
business vocabulary will be of some use in your future occupation and everyday
life.

II. Речевая зарядка. T. Do you agree with me? What can you tell about business
today, about
your future plans?

P1 Today many people are in business. Many of them work in well-established
companies. They produce necessary goods for our life. It needs the knowledge of
business vocabulary because many firms cooperate with firms all over the world.
You know that English is an international language, the language of business.

P2 Today small business is the heart of the market economy. There are a great
number and variety of small business. People become owners and operators of
small firms concentrate on selling material products, although an increasing
number of firms provide a service. Although an increasing number operate in local
markets, services, too, are exported.

P3 I want to tell you that first, after finishing school, I want to do the secretarial
work in a well-established company, then, way be I'll be at the head of the firm My
firm will produce the goods of top quality and income from producing and selling
will be enormous. It will be very good for flourishing my firm and our country.

T Thank you for you answers.

III. Работа со знакомой лексикой по карточкам.

T — the task for you is-to fill in the necessary words and expressions and
dramatize the dialogues.

Образцы карточек для составления коротких диалогов

Advantage, Long-term contract To be worth Promising	<ul style="list-style-type: none"> - Do you know anything about a ... to build a high-speed railway btw Moscow a St. Petersburg? - Yes, certainly. This project ... discussing. - What ... do you see in it? - I suppose many countries are interested in this project. It is ... - Well, soon you'll get to Moscow in 2 hours.
To be in demand To put a new product on the market To produce Top quality goods.	<ul style="list-style-type: none"> - Hi, Henry, how's life? - Ok, thank you. I hear your firm ... sportswear? - Yes, good sportswear ... now and we ... only ... - Are you planing to ...? - Possibly.
Enterprise To run business To meet troubles To compete	<ul style="list-style-type: none"> - Does your family help you to ... your ...? - Certainly, my father is a senior manager. - Is your business ... large? - Rather. - Do you ... any ...? - You see to ... with world-famous firms is a real struggle.
To compete To be in the same line of business To produce To specialize in	<ul style="list-style-type: none"> - Everybody knows that "Puma", "Adidas" and "Nike" ... sportswear which can ... on the world market. - ... your firm ...? - Yes, we ... goods for children.
The terms and conditions Promising To sign	<ul style="list-style-type: none"> - Mr. Jones, let's discuss ... of our new contract. - With pleasure. I find it very... Shall we ... it tonight? - All right!

В результате работы учащиеся повторяют значительную часть лексики во всех диалогах.

V. T. Your home task was- to present your family business.

Say...

- a) if you can give a name to your company
- b) if you prefer to be a sole owner or you'll try to find partners
- c) if it is a family business, say what functions can be given to your relatives
- d) what makes you think your business is a success
- e) what troubles you are going to meet
- f) if your business is profitable one.

Учащиеся представляют «свой бизнес» на предыдущие вопросы.

P1 The name of our business enterprise is "Belarusian Electronics" we believe it will be our family business, but we are going to find partners in different branches of industry and science. Our company's staff is not big at present: 8-10 people. But it is a family business, my father, Victor, is at the head of it. My sister and I are managers, and our mother is responsible for the accounts department. Also we employ some engineers and workers.

P2. Now we'll try to present our product. On the basis of the latest improvement and the newest technology we have designed our Sweetie-Talkie. (Выходит девочка, одетая роботом). Our product offers potential customers a set of new qualities. It says 200 words, moves in all directions, opens and closes its eyes, claps its hands;

P3 We hope our business will be a success and will bring us much profit because more and more parents prefer to buy electronic toys for their children.

Учащиеся второй группы представляют свою фирму. Hello, dear friends! We run a soft drinks factory. It's our family business. We've been in this business for a year only, so we are just beginners. This is Mrs. Helen Petrova our mother. She is at the head of our business. Nadya — my twin sister. She is responsible for our production department. Julia is my cousin. She does the secretarial work. This is our sales manager, Olga. I'm Kate. I'm in charge of the accounts department. We produce ecologically — pure juices and soft drinks. We use only high — quality ingredients. We take care of our customers and want to see them healthy. We employ highly qualified workers and we believe our factory will flourish look at our Trade Mark! (Показывает рекламу яблочного сока).

P2 You see we are beginners, but we hope in the future our firm will be one of the most profitable. We hope for the best. We'll work hard. We are sure that our energy taste and honesty will bring us success.

T Thank you for presenting your firms and we want to ask questions about your firms for more information.

P1 What's the strong point of your business?

P2 Is there a security service in your company?

P3 What's the average salary of your workers?

P4 Is your office well-equipped?

P5 Your company is flourishing, isn't it?

P6 Your product sells well because it is cheaper than that of other companies, is that right?

P7 What companies are in the same line of business?

Ps Do you contact any consulting firms?

Pi Do you sell your product yourself or with the help of smb else?

P2 Do you advertise your product?

P3 Aren't you planning to put your product on the foreign market?

P₄ Are you satisfied with your company's position on the market?

VI. Развитие диалогической речи через игру «Угадай наш бизнес» — «Guess about our

business», Учащиеся делятся на две группы и вытягивают листки с названием

«дела»,

Первая группа «занималась производством стиральных машин» — «You produce washing machine».

Вторая группа — производством гамбургеров — « You make hamburgers».

Угадывать можно только с помощью различного рода наводящих вопросов.

- | | |
|--|---|
| 1. Is your product very big?
medium size. | 1. Neither big nor small. It's
medium size. |
| 2. Can we eat it or play with, it? | 2. No, no. |
| 3. What material is it made of? | 3. Metal, plastic, |
| 4. What color is it? | 4. Mostly, white. |
| 5. Do you make it for children? | 5. No, it's not a toy |
| 6. Who are your customers?
we think. | 6. Men, and women of all ages, |
| 7. Is it heavy? | 7. Rather. |
| 8. Is it round or square?
and round | 8. We produce them both square
and round |
| 9. What world-famous companies are in the
not to tell same line?
"Electrolux" | 9. Well, you know; we'd prefer
you, but Ok, "Ariston"

"Bosh". |
| 10. Is your product in demand now?
popular and sells | 10. Oh, you know it's very

quite well. |
| 11. Ok just a minute. Oh, we think we know. Is
you ever seen it a gas or an electric stove? | 11. Ha, ha! You are joking. Have
round stoves? |
| 12. Oh, sorry! Well, then ... it is a washing
Just so! machine? | 12. At last! |

T. Dear students! I'd like to thank you for your work. You were really great! I hope you've learned much and perhaps will use your knowledge of English in future. Now it's time to give you the certificates, for all of you have successfully graduated from the English courses for young businessmen.

Образец сертификата:

Certificate.

Issued to Ivanova I. to state that she graduated from the English courses for young businessmen at gymnasium №6 in _____ and can be recommended for work at joint ventures where English required.

Senior manager N. Novikova.

Рефлексия: What new facts have known at our today's lesson? Will it be

useful for you in future?

Our lesson is over. Good-bye!

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Формирование экономической терминологии
средствами английского языка

CARD 1

*Supply, competition, debt, bankrupt, order,
price, discount, delivery, penalty, interview*

1. I can ... you with food and drink.
 2. I Petrol will continue to drop in
 3. Part of the reason for the drop in sales is ... from overseas suppliers.
 4. Our clients receive a 50 per cent
 5. He began getting deeper and deeper into
 6. All goods must be paid for before
 7. The company has gone
 8. There are now severe ... for drunken drivers.
 9. He will continue to deal with overseas
 10. I had an ... for a job on a newspaper.
-

CARD 2

*Interview, legal status, goodwill, employer, bankrupt,
commercial break, producer, insurance, discount,
penalty, buy on credit*

1. Are you going to have an ... with your new ... next week?
2. Oh, you are a Now you don't have any property.
3. Have you got an ...? It's very important as it provides a guarantee of compensation for loss or illness.
4. I want to buy these beautiful trousers. Have you got any ...?
5. Would you like to pay everything at once or ... ?
6. If you break the law or the contract you will have a
7. Do you know the ... of this coffee? It's of high quality.
8. I don't like to watch films on TV, because there are so many
9. Does your company have a ... ?

10. This company is not very good. It hasn't got ... among international companies in the world.

1. **Owner** –владелец- *smb who owns (has) smth: a supermarket, a car, a house-*
2. **Distribute goods** –распределять товары- *to give smth (food, clothes...)to a group of people, to spread smth over an area*
3. **Benefits**- преимущество, выгода- *an advantage that you get from a situation*
4. **Supply**- обеспечивать- *the act or process of providing smth that is needed*
5. **Ownership**- обладание –*possession of smth*
6. **Retailing**- продажа в розницу –*the business of selling goods directly to the public for their own use*
7. **Wholesaling**- продажа оптом- *the business of buying and selling large quantities of goods, especially in order to sell them in a shop*
8. **Profits**- доходы, прибыль- *money that you make by selling smth or from your business after you have paid all your business costs*
9. **Keep records**- вести учет- *to store information by writing it or putting it into a computer*
10. **Advertising agency**- рекламное агенство- *an agency which makes advertisements*
11. **Cash**- наличные- *money to use when you need it*
12. **Bookkeeping**- бухгалтерский учет- *the job of recording an organization's financial accounts*
13. **Insurance company**- страховая компания- *a company that gives an official document containing the details of the agreement between you and the insurance company*
14. **Transaction**- сделка- *the process or activity of doing smth related to business*
15. **Income**- доход- *money that smb gets from working or investing money*
16. **Dividend**- дивиденд- *profits of a company paid once or twice a year to the people who own the company's shares*

17. **Stock exchange**- фондовая биржа- a place where people buy and sell shares in companies, the stock market
18. **Network**- сеть- a group of people or organizations that are connected or work together
19. **Price** – цена- an amount of money that you have to pay in order to buy smth
20. **Markup**- наценка- to increase the price of smth, especially smth that you bought for a lower price
21. **Marketdom**- снижение цены- a reduction in the price of smth
22. **Estimate**- оценивать- to say what you think an amount will be, guess or use available information to calculate it
23. **Chamber of Commerce**- торговая палата- an organization of people who own shops and business in a particular town. Their aim is to improve conditions for business in their area
24. **Commercial agent**- торговый агент- a person that does business for another company
25. **Demand**- спрос- the desire of customers for goods or services which they wish to buy or use
26. **License**- лицензия- an official document showing that permission has been given to do own or use smth
27. **Debt**- долг- a sum of money owed to smb
28. **Buy on credit**- покупать в кредит- to buy smth with the permission to delay payment for goods and services until after they have been received
29. **Legal status**- правовой статус- the status of a firm, a company which is based on the law
30. **Delivery**- доставка- taking letters, parcels, goods to the people or organizations they are addressed to
31. **Commercial break**- рекламная пауза- a planned interruption of a television or radio programme for advertisement
32. **Goodwill**- хорошая репутация- the good reputation of an established business or the established financial value of this
33. **Competitor**- конкурент- a person or an organization that competes against others

34. **Competition**- конкуренция- the action of competing , activity in which people compete
35. **Investment**- инвестиция- the sum of money used to buy shares, property, develop a business enterprise, etc. in order to earn interest, bring profit or improve the quality of smth
36. **Discount**- скидка- an amount of money taken off the usual cost of smth
37. **Consumer**- потребитель- a person who buy goods or uses services
38. **Producer**- производитель- a person, company, a country etc. that produced goods or materials
39. **Bank account**- банковский счет- an argument made with a bank which allows smb to leave their money there until they need it or to borrow money from the bank
40. **Damage**- повреждение, убыток- harm caused to smth making it less attractive or useful
41. **Employer**- работодатель- a person or a company that gives work to smb, usually for payment
42. **Insurance**- страховка- a contract made by a company or society or by the state to provide a guarantee of compensation for loss, damage, illness, death in return for regular payments
43. **Interview**- собеседование- a meeting at which smb applying for a job, a place, a course, etc. is asked questions to discover if they are suitable
44. **Bankrupt**- банкрот- a person judged by a law court to be unable to pay her/his debts, whose property is taken by the court and used to repay those debts
45. **Management**- управление- the control and making decisions in a business or similar organization
46. **Tender**- тендер- a formal offer to supply goods or carry out work at stated price
47. **Penalty**- штраф- a punishment for breaking a law, rule or contract
48. **Contract**- контракт- an official legal agreement, usually written
49. **To order**-заказывать- to request smb to supply or make goods
50. **Curriculum vitae (CV)**- a brief account of smb's previous career usually submitted with an application for a job

A Business Call.

Terms to know:

An appointment - встреча, приём

To make an appointment - договориться о встрече, записаться на приём

Visiting card - визитка

A business call - деловой визит

To make proposition - сделать предложение

To represent - представлять

For the better - к лучшему

Branch - ветка (в тексте - филиал)

Terms - условия

Positive - положительный

To fix the date - назначить дату

To distribute - распространять

Reliable firm - надёжная фирма

Profitable customer - выгодный покупатель

A. trade agreement — торговое соглашение

To handle the business - заниматься делом (бизнесом)

To suggest - предлагать

To consult on a matter of business - советоваться по делу

To contact somebody — связаться с кем-либо

Bring forward - переносить (о дата встречи)

To pay back - отплатить, вернуть деньги

Rely on - положиться

Give in - вручать

Lay off - увольнять, отдыхать

Leave out - пропустить, упустить

Stick to - придерживаться (мнения)

Learn the proverbs.

Business before pleasure - Делу время, потехе час.

Everybody's business is nobody's business - Всеобщее дело - ничье дело. У семи нянек дети без глаза.

Learn speech patterns:

- 1) What's his business? - Чем он занимается?
- 2) What's your line of business? - Какая у него специальность?
- 3) What are his business hours? - В какое время он работает?
- 4) Mind your own business! - Занимайся своим делом'
- 5) We shall discuss the terms of payment. - Мы обсудим условия платежей.
- 6) He wants to contact your boss. - Он хочет связаться с вашим боссом.
- 7) We have fixed an appointment for 10:30. - Мы назначили встречу на 10:30.
- 8) The manager will consult you on matter of business. - Управляющий посоветуется с вами по этому делу.
- 9) Mr. Daily will handle the business. - М-р Дейми займется этим делом.
- 10) I don't quite get you. – Я не совсем понимаю вас.

Test

- Good morning! I want to see Mr. Manson.
- Good morning! Have you made an appointment.
- I am afraid not. If Mr. Manson looks at my visiting card, he will receive me.
- All right. Wait a minute... This way please.
- Hello, Mr. Manson.
- Hello, Mr. Bailey I Glad to see you.
- I'm pleased to meet you again.
- Do sit down. What can I do for you?
- I've come to make a proposition.
- What kind of proposition are you going to make? -You know what firm I represent, don't you?
- Sure. Unfortunately, we have never had the pleasure of doing any business with your firm.
- That's true. I hope the situation will change for the better in the near future.
- I am sorry, I don't quite get you.
- Our firm has branches in Greece and Italy. Now we want to get in touch with your branch in Australia. We suggest that you act as our agents and handle the business there.
- An excellent idea. May I know what the terms are?
- If you agree to contact our firm, we shall discuss the terms.
- My answer is positive.
- I am sure we shall come to an understanding on that point.
- You are not authorized to discuss the term. Did I get you right?
- Quite so. The purpose of my visit is to find out whether you agree to enter into an agreement with our firm. Now we can fix the date of discussing the matter in detail. What do you suggest?
- The sooner the better. Let's make it early May.
- As you say.

Answer the questions

- 1) Who is Mr. Manson?
- 2) Why does Mr. Bailey come to Mr. Manson?
- 3) In what countries are there branches of Mr. Bailey's firm?
- 4) What is the purpose of Mr. Bailey's visit?
- 5) Do they fix the date of discussing the matter?

Insert necessary words

- 1) If Mr. Manson looks at my ... , he will receive me.
- 2) I have come to make ...
- 3) Our firm has ... in Greece and Italy.
- 4) We suggest that you act as our agents and ...
- 5) If you agree ... , we shall discuss the matter.
- 6) Now we can ... of discussing the matter in detail.

(Visiting card, a proposition, terms, to handle the business, to contact the firm, to fix the date)

Translate into English and Reproduce:

1.

- Какую фирму вы представляете?
- We represent a publishing house which is ready to establish business contacts with your firm.
- Вы готовы представлять нашу фирму за рубежом?
- Of course. We can produce advertisement and distribute them among interested organizations.
- Наша фирма может быть надежным (reliable) партнером и выгодным (profitable) покупателем (customer).
- We know it, that is why we want to conclude a trade agreement.

2.

- Я пришел сделать предложение.
- Very well. I know your firm. I am very sorry we haven't had any contacts.
- Теперь у нас будет возможность заключить торговое соглашение.
- What are the terms?
- Надеюсь, условия будут выгодными и для вас и для нас.
- Could you tell me the details
- Это мы обсудим позднее. Я не уполномочен обсуждать это сейчас.

3.

- Вот моя визитная карточка. Я хотел бы поговорить с вашим управляющим.
- Just a minute... This way, please.

- Разрешите представить м-р Мортон. Моя фамилия портер. Чарльз Портер. Я представляю фирму по производству пищевых продуктов.
- Здравствуйте, м-р Портер! Садитесь, пожалуйста.
- I want to discuss the terms of the trade agreement.
- Я вас слушаю.