

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ЧЕРКАСЬКИЙ ДЕРЖАВНИЙ БІЗНЕС-КОЛЕДЖ**

**Іванова І.В.**

**ENGLISH FOR CAREER DEVELOPMENT  
Coursebook**

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Навчальний посібник містить вправи і завдання, спрямовані на формування мовних і мовленнєвих навичок, а також розвиток умінь, необхідних для успішного спілкування у професійному середовищі. Він побудований відповідно до програми курсу «English for Career Development» за освітнім рівнем бакалавра галузі знань 12 Інформаційні технології спеціальності 123 Комп'ютерна інженерія. За спрямованістю на прийом або видачу інформації розроблені вправи і завдання мають рецептивний, репродуктивний і продуктивний характер, а за комунікативністю – мовленнєві, умовно-мовленнєві та мовні. Вони можуть виконувати як тренувальну так і контрольну функцію у процесі вивчення дисципліни.

Навчальний посібник призначений для студентів ІТ спеціальностей закладів вищої освіти, що здійснюють підготовку бакалаврів, а також для тих, хто самостійно планує розвивати англomовні навички з метою кар'єрного зростання та досягнення професійних цілей.

Затверджено на засіданні кафедри  
дизайну і соціально-культурних  
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## **ЗМІСТ**

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## ВСТУП

Ні для кого не секрет, що ІТ фахівець зі знанням англійської мови має безліч переваг на ринку праці. Саме тому, вивчення англійської стало важливою ціллю для студентів, які прагнуть розширити можливості для власного професійного розвитку. Актуальність вивчення англійської мови пояснюється, перш за все, її статусом *lingua franca*, що сприяє спілкуванню між людьми і слугує ключем до роботи у глобальній команді. Водночас, англійська – це універсальна мова технологій, яка дозволяє бути в курсі інновацій.

Метою збірника є формування мовних і мовленнєвих навичок, а також розвиток умінь, необхідних для успішного спілкування у професійному середовищі.

Зміст навчального матеріалу охоплює такі теми як комп'ютери і технології, професії у сфері ІТ, працевлаштування, робоча етика, тайм менеджмент, лідерство, ІТ компанії тощо.

Навчальний посібник побудовано з урахуванням двох сучасних методів викладання іншомовного спілкування, а саме *lexical syllabus* та *task-based approach*. Практикум містить різнопланові вправи і завдання. Перший зосереджений на мові, яку студенти повинні продукувати згідно з їхніми майбутніми професійними потребами для виконання специфічних завдань. Другий – переміщує фокус на навички і компетенції. Добірка навчального матеріалу дозволяє розвивати усі види мовленнєвої діяльності: говоріння, читання, аудіювання та письмо.

Практикум побудований відповідно до програми курсу «English for Career Development» за освітнім рівнем бакалавра галузі знань 12 Інформаційні технології спеціальності 123 Комп'ютерна інженерія.

## **АНОТАЦІЯ НАВЧАЛЬНОЇ ДИСЦИПЛІНИ**

Дисципліна є вибірковою складовою навчального плану, мета якої полягає у формуванні у здобувачів освіти навичок та розвитку уміння спілкуватися англійською мовою у типових ситуаціях професійної взаємодії у різних видах мовленнєвої діяльності (говоріння, читання, слухання, письмо).

Для досягнення вищезокресленої мети сформульовано такі завдання: використання здобутих знань у процесі здійснення професійного англомовного спілкування; удосконалення комунікативних умінь, необхідних для професійної взаємодії; активізація знань про різні аспекти культури і мовної поведінки у професійному середовищі. Зміст дисципліни охоплює теми, пов'язані з пошуком роботи, діловим етикетом, написанням резюме, мотиваційних листів, співбесідою з працевлаштування, робочою етикою та м'якими навичками, діяльністю ІТ компаній.

## **ЗМІСТ НАВЧАЛЬНОЇ ДИСЦИПЛІНИ**

### **Тема 1. Computer and Technology**

1. Computer-related vocabulary
2. Trends in IT
3. Internet habits
4. Artificial Intelligence

### **Тема 2. IT Careers**

1. Areas in IT industry
2. IT roles and responsibilities
3. IT career advantages and disadvantages

### **Тема 3. Applying for a Job**

1. Dos and Don'ts for job seekers
2. Writing a CV/ Cover Letter
3. Building a personal brand on social media

### **Тема 4. Job Interviews**

1. Job Interview Questions
2. Verbal and non-verbal behavior at a job interview
3. Extreme Interviews

### **Тема 5. Work Ethic**

1. How to Work in a Team
2. Leadership Skills
3. Time Management
4. Work ethic in IT industry

### **Тема 6. Company**

1. Famous IT companies
2. Company Structure
3. What Makes Companies Successful

## ТЕМА 1. COMPUTER AND TECHNOLOGY

1. Use the first letters of the word 'computer' to make words related to computer and technology.

C ode \_\_\_\_\_  
 O \_\_\_\_\_  
 M \_\_\_\_\_  
 P \_\_\_\_\_  
 U \_\_\_\_\_  
 T \_\_\_\_\_  
 E \_\_\_\_\_  
 R \_\_\_\_\_

2. Make a list of the active words and word combinations related to your future career. Make 7 sentences with some of them.

3. Give definitions of the following terms: CPU, hard disk, icon, iPad, memory, peripheral, pixel, USB, Wi-Fi, virus

4. Choose the correct word.

1. Alexander Graham Bell *invented* / *discovered* the telephone.
2. They have installed new *equipment* / *technology* at the plant.
3. It is essential to do *research* / *experiment* before you launch this product.
4. Do you know how to *function* / *operate* this device?
5. The cover is made of *fake* / *artificial* material.
6. A *byte* / *bit* can store eight *bytes* / *bits* of data.
7. *Storage* / *Memory* is a computer component that stores data for the short term.
8. *RAM* / *ROM* is a volatile memory that gets erased when you power off or restart your system.
9. What are the factors that *affect* / *effect* the performance of your computer?
10. What are the most common *reasons* / *causes* of computer problems?


**5. Match the definition with the term.**

1. Application	a) a small program that tells a PC how a peripheral works
2. Backup	b) a particular sort of lettering
3. Cache	c) the basic software that manages a computer
4. Driver	d) a copy of files from a computer's hard disk, usually made on some external medium
5. File	e) the surface area of the visual display unit on which the image is formed
6. Folder	f) a self-contained program or piece of software
7. Font	g) an area that has an available wireless signal for Internet access (usually public)
8. Hotspot	h) a sub-division of a computer's hard disk into which you put files
9. OS	i) a specific computer record
10. Screen	j) a kind of memory used to make a computer work faster


**6. Make a list of 7 current trends in IT explaining each of them.**

*E.g.: Cloud Computing: Storing and accessing data and programs over the internet instead of your computer's hard drive. It is like using apps or storing files online instead of on your device.*


**7. Watch the video about benefits of robotics and automation (<https://www.youtube.com/watch?v=g8Kon88tcAw>) and take notes for each picture. Then discuss the questions.**




13  
Benefit: \_\_\_\_\_




12  
+ : \_\_\_\_\_




11  
+ : \_\_\_\_\_



10  
+ : \_\_\_\_\_



9  
+ : \_\_\_\_\_



8  
+ : \_\_\_\_\_

Robotics and automation

digital payments

automated packing

automated warehouse

automated restaurant

automatic gift wrapping

industrial robot

smart design

self driving vehicle


smart farming

smart house


automated parking

delivery drone


robotic surgery




1  
+ : \_\_\_\_\_




2  
+ : \_\_\_\_\_




3  
+ : \_\_\_\_\_



5  
+ : \_\_\_\_\_



4  
+ : \_\_\_\_\_



6  
+ : \_\_\_\_\_

Complete the conversations

- 1 Which is the most useful invention (on this page) now? Why?  
.....
- 2 Which is the least useful now? Why?  
.....
- 3 What might be the most important in the future? Explain.  
.....

Джерело: [1]

**8. Pair work discussion. Talk about your Internet habits.**

**9. Read the statements and rate them according to your opinion. Give your reasons.**

Going online is fun.	1	2	3	4	5
Children should learn how to use a computer when they are 4 or 5.	1	2	3	4	5
Chatting on-line is a waste of time.	1	2	3	4	5
Surfing the internet is more fun than reading a book.	1	2	3	4	5
The computer is the most important thing that has ever been invented.	1	2	3	4	5
Using the internet is a great way to improve your English.	1	2	3	4	5
The internet is dangerous.	1	2	3	4	5
In the future, computers will replace English teachers.	1	2	3	4	5
Computers are difficult to use.	1	2	3	4	5
Computers are smarter than people.	1	2	3	4	5
It would be great to work in a computer store.	1	2	3	4	5
Life would be impossible without computers.	1	2	3	4	5

**POSSIBLE ANSWERS**

- 5 I agree completely
- 4 I mostly agree
- 3 I'm not sure
- 2 I mostly disagree
- 1 I disagree completely



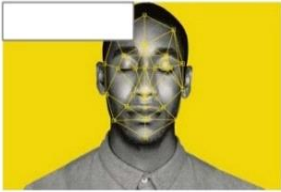



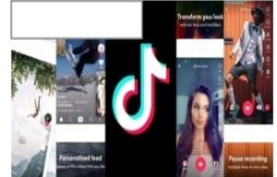




*Джерело: [2]*

**10. Writing task.** Write an opinion essay ‘When should children start to learn how to use computers?’

**11. Match the AI apps to the pictures.** Watch the video at [https://www.youtube.com/watch?v=kC7\\_hYGeJNQ](https://www.youtube.com/watch?v=kC7_hYGeJNQ) and take notes about their benefits and disadvantages

*Autocomplete, digital assistant, translation app, social media feed, robot floor cleaner, shopping recommendations, speech-to-text, chatbot, facial recognition*

Artificial intelligence esflow.com

 <p>1. - improves safety - _____</p>	 <p>2. - _____ - _____</p>	 <p>3. - _____ - _____</p>
 <p>4. - _____ - _____</p>	 <p>5. - _____ - _____</p>	 <p>6. - _____ - _____</p>
 <p>7. - _____ - _____</p>	 <p>8. - _____ - _____</p>	 <p>9. - _____ - _____</p>

Джерело: [1]

**12. Answer the questions.**

1. What AI app is the most interesting for you? Why?
2. Which AI app do you use most often? Why do you use it?
3. Which AI app is the most annoying? Give you reasons
4. What AI app do you never use? Why?
5. What would be the dream AI app for you? Use your imagination

**13. Listen to the episode <https://www.bbc.co.uk/learningenglish/english/features/6-minute-english/ep-170928> and express your attitude to it.**

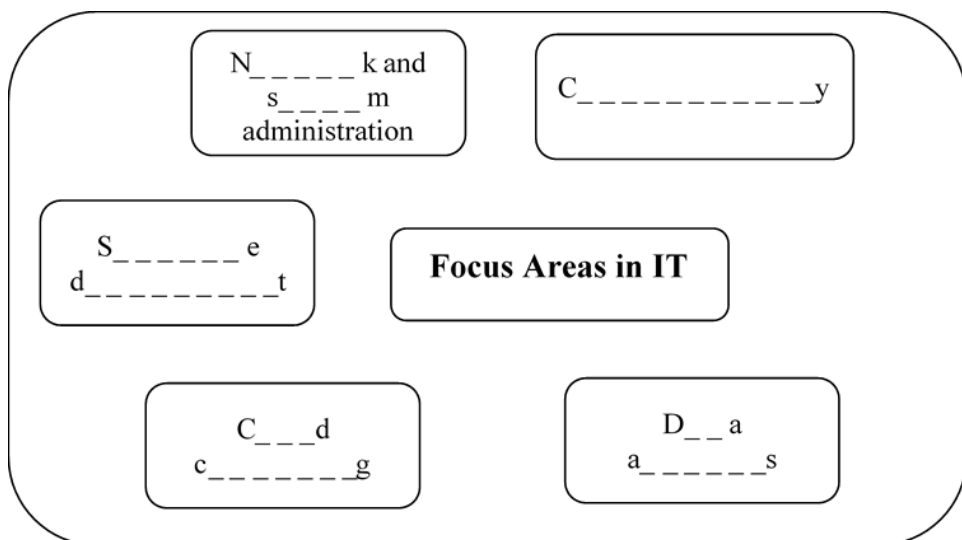
**14. Watch the episode at <https://www.youtube.com/watch?v=Ka4u30nEEEx4> and answer the questions.**

1. What is Dall-e?
2. Will it be as famous as Google? Give your reasons.
3. What can Dall-e do?
4. Who was it named after and why?
5. What are its pros and cons?
6. Give example of one area Dall-e can be used in?
7. How would you use Dall-e?

**15. Choose a film or films that show the use of IT technologies, tell about them and tell whether it is fiction or true to life.**

## ТЕМА 2. IT CAREERS

**1. Complete the words in the spider gram to know the most common focus areas in IT industry. Then speak about each area. Start your sentences with *This area focuses on ...*, *This focus area refers to ...*, *Professionals in this area focus their work on ...***



*Джерело: розробка автора.*

### 2. Match the description and the focus area

- assisting end users with day-to-day technical issues;
- building or modifying software apps to meet users' needs;
- designing structured database systems, creating data-loss contingency plans and the analysis of gathered data;
- designing, planning and implementing IT-related hardware, usually done on an organization-wide scale;
- keeping the data of organizations and users secure, as well as the preventative measures taken to reduce harm in the event of a breach

**3. Have a closer look at some common IT roles and complete the sentences with the most suitable words**

- a) **Software developer** is a tech professional tasked with ...
- b) **Computer support specialist** is on the front lines of IT as they
- c) **Back-end developers** work mainly with ...
- d) **Front-end developers** are responsible for ...
- e) **Database administrators** are the professionals who ...
- f) **IT project managers** are responsible for ...
- g) **A network system administrator** is typically focused on ...

**4. Match an IT role with its typical duty**

IT role	Typical duties
1. IT project managers	a) Analyzing user needs and creating computer programs that meet those needs
2. Computer support specialists	b) Creating plans and layouts for data communication networks
3. Network and computer systems administrators	c) Walking users through steps to solve their problems
4. Software developer	d) Meeting with organizational stakeholders to determine scope and timing of IT projects
5. Computer network architects	e) Testing for potential vulnerabilities in systems
6. Information security analysts	f) Making upgrades and repairs to networks

**5. Read funny descriptions, guess the IT role and create a description of your own**

*A person who is always disturbing everyone, asking a lot of questions after which you have even more tasks to do. It looks like he/she is doing nothing and everything at once. If you do something wrong, this person will be guilty, but if he/she does something wrong,*

*all the team will get in trouble. Don't argue with this person if you don't want to work extra hours.*

*If this person is at work, then something is broken. It is a universal soldier, so if your kettle is broken, he (as these are mainly men) will help you put the plug back in the socket.*

## **6. Study and memorize the active vocabulary**

- build / modify software applications
- meet users' needs
- technical issues
- assist
- data
- bug
- write a code / troubleshoot a code
- ensure functionality
- implement
- local area networks (LANs) / wide area networks (WANs)
- create plans and layouts
- assess / evaluate
- upgrade hardware
- solve problems
- set up and repair computer equipment and devices
- determine project scope and timing
- test for potential vulnerabilities in systems
- conduct regular check-ins
- security breach
- protective measures
- protect software from external threats
- installation of new computer systems
- create back-ups of data and recover lost data
- encrypt data
- prepare reports
- manage, and maintain technological networks

**7. Read the text and complete it with the appropriate word combinations from the above list.**

IT wouldn't work without software development, or the science of planning out, 1) \_\_\_ and 2) \_\_\_ software applications for various electronic devices. Cybersecurity experts also need to have intimate knowledge of code and programming languages, but their job is to 3) \_\_\_, 4) \_\_\_, make sure all the information of a particular system is secure against theft or corruption, and so on. Even though data science is not unique to IT, data scientists have a crucial role in this industry. Collecting information, 5) \_\_\_ data, sorting through it, arranging it by relevant categories, – all of that is the job of a data analyst, data engineer, information research scientist, and other similar jobs. Finally, not one bit of software created can be (or should be) released to the public or handed over to a client without 6) \_\_\_. Testers and quality assurance engineers are in charge of testing the apps and looking for 7) \_\_\_.

**8. Divide the following issues into two parts (advantages and disadvantages) and explain each of them. Add one more IT career advantage and one disadvantage of your own.**

*High income, Little free time, Continual training and education, Varied job opportunities, Non-strenuous work, Stressful environment, Dynamic work assignments*

**9. Choose three IT careers that you know well, describe their responsibilities, hard and soft skills. Tell which of them is a fit for you and give your reasons.**

**10. Study the information on <https://www.computerscience.org/careers/>. Choose the career that you know the least and prepare an oral presentation about it.**

### ТЕМА 3. APPLYING FOR A JOB

**1. Look at the picture. What are these people? Where do you think the action takes place? What are they discussing? Who feels more nervous and why? Does it look typical? Why?**



*Джерело: [3]*

**2. Read the statements, which serve as pieces of advice given by American scientists to those who want to apply for a job. Divide them into two columns of Dos and Don'ts. Add your own ideas and prepare an oral presentation about the rules for job seekers.**

#### **Dos and Don'ts for Job Seekers**

- try to be optimistic;
- speak with muffled voice or indistinctly;
- be one of those who can do everything;
- learn ahead about the company and its product. Do homework;
- let as many people as possible know you are “job hunting”;
- recount experience you have had which would fit you for the job;
- talk and think about the future rather than the past;

- discuss past experience which has no application to the job situation;
- hang around, prolonging the interview, when it should be over;
- approach the employer with respect;
- arrive late and breathless for an interview;
- maintain your self-control;
- try to overcome nervousness;
- answer questions honestly and with straightforwardness;
- have a good resume;
- make plenty of applications;
- indicate your flexibility and readiness to learn;
- be appropriately dressed;
- keep stressing your need for a job;
- apologize for your age;
- be untidy in appearance;
- stress your qualification for the job opening;
- hedge in answering questions.

**3. Jobs Quiz.** *Tick the statements you agree with. Then add up your ticks and check your scores. Three or four ticks in any category indicate personality characteristics you should take into account of when choosing a job.*

1. I'd love to do a parachute jump.
2. I don't like telling other people what to do.
3. I prefer spending time on my own rather than in a crowd.
4. I find it easy to set myself objectives.
5. I have difficulty in making decisions.
6. I find it difficult to get to know new people.
7. I'd love to travel abroad.
8. Friends sometimes complain that I order them around.
9. I like to have the advice and support of people more experienced than myself.
10. I don't like volunteering opinions in case they are unpopular.
11. I like to try to find new solutions to old problems.

12. I would prefer to be team captain than team member.
13. I get embarrassed easily.
14. I don't mind where I go with my friends if they are happy.
15. I like the latest fashions.
16. I like to be fully responsible for anything that I do.

**Scoring**

A	1	7	11	15
B	2	5	9	14
C	3	6	10	13
D	4	8	12	16

**Personality types**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<i>Entrepreneur</i> You are the adventurous type. You enjoy new challenges and taking risks. You could find success in stock market dealing rooms or anywhere you can put your flashes of genius to good use.	<i>Team worker</i> You work well with others but dislike having responsibility for other people, preferring to implement other people's plans rather than your own.	<i>Backroom worker</i> You are a little shy, and find it difficult to mix with new people. You would do well in any behind-the-scenes job where you don't have to come face to face with strangers every day.	<i>Leader</i> You are confident in your abilities and you prefer to be in charge rather than to take orders. You enjoy having lots of people around you and would do well in a managerial post or any job which involves selling.

**3. Read the ad, and then mark the sentences as True or False**

1. The company is engaged in industrial design.
2. It is a remote job.
3. The applicant will work as a freelancer.
4. It can be a permanent position.
5. The applicant will work with one customer.
6. The applicant will deal with coding standards of the company.
7. Soft skills are also important for the position.

### Web Designer/Developer

- Dynamic digital agency
- City location
- 6 month contract with view to permanent work

My client is a dynamic and rapidly expanding web development/digital design agency. Constantly pushing the boundaries of online marketing and web development solutions, they consist of a young group of passionate strategic thinkers, creative minds and technical specialists.

Currently, they are seeking a skilled web design and development all rounder to be a key team player in their dynamic development team and provide front-end development solutions to several of their key clients.

The chosen applicant will have:

- an expert understanding and ability to hand-code websites using expert technical skills in HTML, CSS, PHP, Flash etc
- knowledge of the range of web browsers and their rendering engines
- an understanding of the issues regarding web accessibility and web usability
- enthusiasm and true passion to develop your career within a design agency
- the ability to follow set internal coding standards and contribute to improving them
- the ability to work well under pressure and maintain excellent coding standards
- have solid communication skills, both written and verbal
- the ability to work in a team and independently
- a good attitude and strong work ethic.

Джерело: [4]

**4. Complete the task based on the video**  
<https://www.oxfordonlineenglish.com/write-cv-in-english>

5. Make your CV in English

6. Complete the test

<https://learnenglish.britishcouncil.org/skills/writing/b2-writing/a-cv>

7. Learn how to write a cover letter

<https://learnenglish.britishcouncil.org/skills/writing/a2-writing/an-email-cover-letter>

8. Do an interactive task

<https://wordwall.net/resource/17027207/english/job-application-covering-letters>

9. Why can recruiters be interested in your social media profile?



Джерело: [5]

10. Prepare an oral presentation about building a personal brand on social media. Is your online image important for recruiters? Give your reasons

## ТЕМА 4. JOB INTERVIEWS

1. Describe your experience of job interviews
2. Imagine that you are a recruiter for a position in an IT company. Think of 5 questions you might ask to find the best fit for your company
3. Read the information about some common question types at a job interview and complete the tasks (<https://learnenglish.britishcouncil.org/business-english/business-magazine/job-interviews>)
4. Watch the video and learn job interview vocabulary and phrases <https://www.youtube.com/watch?v=pic6A4Xwe-k>
5. Have you ever had an online interview? What are its pros and cons? What are the key tips to optimize your online interview experience?
6. What is the power of body language at job interviews? Look at the picture and add one idea to both sections



Джерело: [6]

**7. Try to interpret a body language sign**

<b>Body language</b>	<b>Cue</b>
1. Sitting up straight with your shoulders back	a)
2. Maintaining eye contact with the interviewer throughout the conversation	b)
3. Leaning slightly forward during the conversation.	c)
4. Using open gestures with your hands, like palms facing up.	d)
5. Steepling your fingers	e)
6. Excessive fidgeting with your clothes, hair, or pen	f)
7. Nodding occasionally	g)

**Check if your ideas are true. Match body language signs above and the cue.**

- overly critical or judgmental
- confidence and attentiveness
- nervousness
- respect and engagement
- interest and active listening
- understanding and attention
- openness and honesty

**8. You often hear about facial expressions, gestures, eye contact. Do you know such verbal cues as paralinguistics, posture, proxemics and haptics? Use any AI tool or search engine to check the meanings of the words and share them with the group giving examples.**

**9. Surf the net to find the information about extreme interviews. Share it with the group. Choose 2 extreme questions that you like and ask your partner to answer them.**

**10. Watch the video <https://www.youtube.com/watch?v=Y5Z567S8ViY> and discuss the questions Google offers.**

**11. How can you make a good first impression at a job interview? Watch the episode <https://www.youtube.com/watch?v=9bAgEmihzLs> write down the behaviors that demonstrate a good or poor first impression.**

**12. Give answers to the following job interview questions.**

1. Could you tell me about yourself and describe your background in brief?
2. What are your strengths and weaknesses?
3. What type of work environment do you prefer?
4. How do you deal with pressure or stressful situations?
5. Do you prefer working independently or on a team?
6. What are your salary expectations?
7. Where do you see yourself in five years?
8. Tell about a time you faced a technical challenge. How did you approach it?
9. Describe a situation where you had to explain a complex technical concept to someone non-technical.
10. How do you stay up-to-date with the latest advancements in technology?

**13. Practice a job interview with a free AI tool InterviewWarmup from Google <https://grow.google/certificates/interview-warmup/>. It will analyze your responses to pre-recorded interview questions and provide feedback on your delivery, including aspects like clarity, filler words, and enthusiasm.**

**14. Role-play a job interview.**

## ТЕМА 5. WORK ETHIC

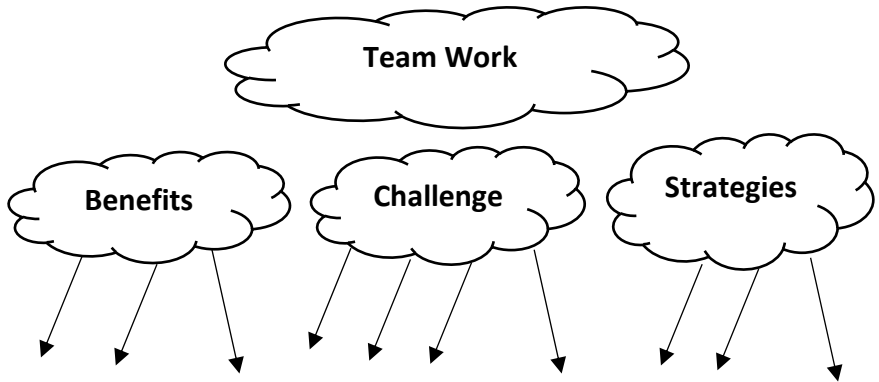
**1. Study the active vocabulary on the topic and do the quiz**  
<https://www.oxfordonlineenglish.com/working-in-a-team>

**2. Memorize the words and make up 7 sentences with any of them.**

- member
- team player
- set goals
- achieve goals
- build, create, form a team
- run, lead a team
- on board (It is nice to have you on board)
- join forces
- get on well
- cooperate
- colleague, coworker
- tasks and responsibilities
- share, allocate, complete, delegate, prioritize
- would you be able
- handle
- Can I just check if/whether
- Do you mean
- Sorry, can you just run through it again?
- keep on schedule, stay on track, keep / stick to the deadline
- regular updates
- I'll keep you in the loop = I'll keep you informed
- shelve the idea
- conflict resolution
- compromise
- articulate

**3. Watch the video and say what you think of team work**  
<https://www.youtube.com/watch?v=wMRJ1fu1ge4>

**4. Clustering. Match ideas and cluster headings. Substantiate your choice.**



*Джерело: розробка автора.*

- Active listening
- Achieve common goals
- Collaborative tools and technology
- Unequal workloads
- Conflict resolution skills
- Clear communication
- Share ideas and knowledge
- Respect for different viewpoints
- Increase productivity
- Free riding (others not contributing)
- Improve problem-solving skills
- Build trust and communication
- Lack of communication
- Unclear roles and responsibilities
- Defined roles and responsibilities

**5. Do the Reading Test**

<https://learnenglish.britishcouncil.org/business-english/business-magazine/effective-collaboration>

Do not forget to answer the question in the Discussion section What other things do you think can help with collaboration in a team?

**6. Give oral answers to the following questions.**

- What strategies would you use to motivate your team?
- What makes a team successful?
- How would your coworkers describe your teamwork skills?
- What role do you usually play in a team?
- How would you rate your active listening skills on a scale from 1 to 10?
- Have you ever worked on several teams at once?
- Do you make friends at work?
- How do you handle criticism from your teammates?
- What work habits promote team spirit?

**7. Study the leadership flowchart and give your understanding of every section.**



Джерело: [7]

**8. Do leadership test and give your comments** on its results saying if you agree or disagree with them  
<https://psychologia.co/leadership-test/>

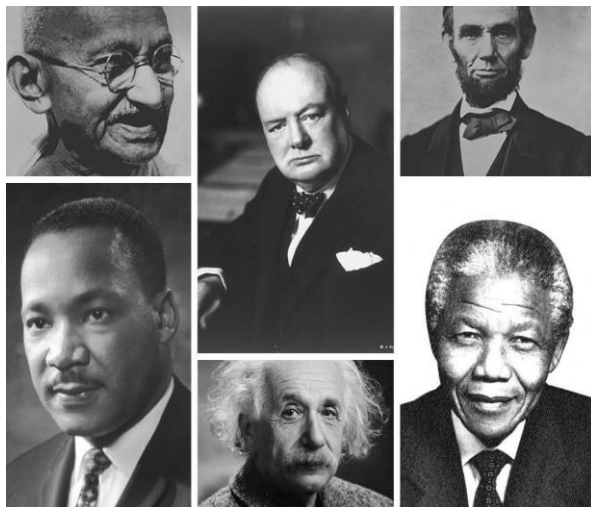
**9. Select the word that best completes the sentence related to effective leadership.**

1. A strong leader inspires and motivates others to reach their full potential. What word best describes this potential?  
*a) creative    b) inherent (natural)    c) personal    d) leisure*
2. Effective leaders delegate tasks while still providing clear instructions and expectations. Another word for "direction" is:  
*a) criticism    b) guidance    c) limitations    d) boundaries*
3. Building trust and fostering open communication are essential for creating a positive and supportive work environment. What word best replaces "work" in this context?  
*a) competitive    b) stressful    c) collaborative    d) individualistic*
4. Leaders who are adaptable and willing to learn can effectively navigate change and embrace new challenges. What is another way to say "embrace" in this context?  
*a) avoid    b) delegate    c) welcome    d) postpone*
5. A leader who demonstrates empathy can better understand and connect with the needs and perspectives of their team. What word has a similar meaning to "team" in this context?  
*a) colleagues    b) superiors    c) clients    d) group*

**10. The language of leadership. Watch the video**  
<https://www.speakconfidentenglish.com/english-power-words-leadership/>,  
**memorize the words and answer the questions.**

1. What is your favorite new word on this list? Share it using your own example sentence.
2. Which word on this list describes one of your strengths? Try using it in your own sentence to describe your expertise.

11. Look at the picture and say what these people have in common.



Джерело: [8]

What makes them great leaders?

12. Who are the first leaders that come to your mind? **Tell about the leader/leaders you admire. What are their keys to success?**

13. It is believed that there are three C's required to be a leader. **Can you guess them? Make suppositions and give your reasons. Surf the net and compare the information found with your ideas.**

14. Watch the video and summarize it focusing on the ideas that you agree and disagree with  
<https://www.youtube.com/watch?v=zlZuhvJYWwE>

15. Vocabulary Practice on time management  
<https://wordwall.net/resource/15415778/time-management>

16. Do the exercises and check your knowledge of the expressions with time.

# Expressions with time

## VOCABULARY BANK

### 1 VERBS

a Complete the sentences with the verbs in the list.

give have kill make up for run out of save spare spend take (x2) take up waste

- I **waste** a lot of **time** playing games and messaging on my computer instead of studying.
- If you take the motorway, you'll \_\_\_\_\_ **time** – it's much quicker than the local roads.
- I had three hours to wait for my flight, so I sat there doing sudoku puzzles to \_\_\_\_\_ **time**.
- There's no hurry, so \_\_\_\_\_ **your time**.
- When my mother was young, she never had the chance to travel. Now she's retired and wants to \_\_\_\_\_ **lost time**, so she's booked a trip around the world.
- The novel is 700 pages long and I'm a slow reader. It's going to \_\_\_\_\_ **me a long time** to finish it.
- I'd better go home now. If I'm late again, Dad will \_\_\_\_\_ **me a hard time**.
- I would like to go camping this weekend, but my final exams are next week, so I can't \_\_\_\_\_ **the time**.
- My children \_\_\_\_\_ **all my time** – I never seem to get to read a book or watch a film!
- New York's such a fantastic city! You're going to \_\_\_\_\_ **the time of your life** there.
- Let's not \_\_\_\_\_ **too long** at the museum or we'll \_\_\_\_\_ **time**.

b (3.5) Listen and check.

### 2 PREPOSITIONAL PHRASES

a Complete the **Prepositions** column with the prepositions in the list.

at (x3) before behind by from (x2) in off on to (x2)

#### Prepositions

- I'm really punctual, so I hate it when other people aren't \_\_\_\_\_ **time**. *on*
- I've never heard of that singer. He must have been \_\_\_\_\_ **my time**.
- \_\_\_\_\_ **the time** we got to our hotel, it was nearly midnight.
- I missed the birth of my first child. I was on a plane \_\_\_\_\_ **the time**.
- He's been working too hard recently. He needs some \_\_\_\_\_ **time**.
- If we don't take a taxi, we won't get to the airport \_\_\_\_\_ **time** for the flight.
- I don't eat out very often, but I do get a takeaway \_\_\_\_\_ **time** \_\_\_\_\_ **time**.



- He suffers from back pain and it makes him a little irritable \_\_\_\_\_ **times**.
- You can come \_\_\_\_\_ **any time** \_\_\_\_\_ **10.00** \_\_\_\_\_ **2.00**.
- He's a bit \_\_\_\_\_ **the times** – he still thinks men should wear a suit and tie at work.
- Don't try to multitask. Just do \_\_\_\_\_ **one thing** \_\_\_\_\_ **a time**.

b (3.6) Listen and check.

### 3 EXPRESSIONS

a Match sentences 1–12 to A–L.

- I** The referee's looking at his watch.
- He** hardly spoke to me at lunch.
- I'm** really looking forward to my holiday.
- I'm** sorry, I can't help you this week.
- I** can't afford a new computer.
- She's** sure to find a job eventually.
- I** think I need to take up a hobby.
- Stop** writing, please.
- I** really thought I was going to be late.
- Why** not spend a morning at our spa?
- I** hate having to fill in my tax return.
- You've** had that computer for ages.

- But in the end I got to the airport **with time to spare**.
- He spent **the whole time** talking on his mobile.
- Time's up**. The exam is over.
- I'm** a little **short of time**.
- I've** got **time on my hands** since I retired.
- I'll have to carry on with this one **for the time being**.
- It's only a **matter of time**.
- It's very popular with women who want a bit of **me time**.
- There isn't much time left**.
- This time next week** I'll be lying on the beach.
- It's about time** you got a new one.
- It's incredibly tedious and **time-consuming**.

b (3.7) Listen and check.

**activation** Choose six of the **bold** time expressions and write a synonym or a phrase with the same meaning, e.g. *save time* = spend less time, *on time* = punctual.

← p.46



Джерело: [9]

**17. Select the word that best completes the sentence related to effective time management.**

1. To avoid feeling overwhelmed, it's important to prioritize tasks and tackle them in a(n) *systematic* / *spontaneous* / *carefree* manner.
2. Setting realistic deadlines can help you achieve your goals and improve your overall *procrastination* / *productivity* / *leisure*.
3. Taking short breaks throughout the day can help you maintain focus and avoid *burnout* / *efficiency* / *clarity*.
4. Utilizing a calendar or planner can help you visualize your schedule and make the most of your *workload* / *time* / *resources*.
5. It's important to develop a routine that works for you and stick to it as much as possible to create a sense of *urgency* / *flexibility* / *consistency*.
6. When multitasking, it's easy to get distracted and lose overall *motivation* / *efficiency* / *creativity*.
7. Regularly reviewing your goals and progress can help you stay motivated and adjust your time management *skills* / *tools* / *approach* as needed.
8. By scheduling breaks / delegating tasks / choosing activities whenever possible, you can free up your time for the most critical work.
9. Prioritizing tasks means identifying the most important thing to do first and *allocating* / *avoiding* / *scrolling* the appropriate amount of time for each.

**18. Complete the quiz and give comments on the result <https://www.skillsyouneed.com/quiz/171436>.**

**19. Listening** test  
<https://learnenglishteens.britishcouncil.org/skills/listening/b1-listening/organising-your-time>. Do you think the Pomodoro Technique sounds like a good idea?

**20. Choose a quotation about time and say if you agree or disagree with it giving you reasons.**

**21. Read the text. Match subheadings and the paragraphs. Discuss work ethic in IT industry.**

**A. Meeting Deadlines and Deliverables Strong**

**B. Attention to Detail and Accuracy**

**C. Technical Skills and Continuous Learning**

**D. Communication and Collaboration**

**E. Work-Life Balance**

**F. Problem Solving and Critical Thinking**

The IT industry is known for a strong emphasis on work ethic. Here are some key aspects of work ethic that are valued in IT:

- **1)** \_\_\_\_\_ IT professionals need to stay up-to-date with the latest technologies and be proficient in their chosen field. This requires a willingness to adapt to new tools and processes.
- **2)** \_\_\_\_\_ IT professionals are constantly faced with challenges and technical issues. A strong work ethic includes the ability to analyze problems logically, troubleshoot effectively, and find creative solutions.
- **3)** \_\_\_\_\_ Reliability is crucial in IT. Ensuring project tasks are completed on time and within budget is a core aspect.
- **4)** \_\_\_\_\_ IT professionals often work in teams and need to communicate effectively with colleagues, clients, and stakeholders. This includes clear written and verbal communication, active listening, and the ability to collaborate towards a common goal.
- **5)** \_\_\_\_\_ Even small mistakes in IT can have big consequences. A strong work ethic emphasizes precision, attention to detail, and a commitment to delivering high-quality work.
- **6)** \_\_\_\_\_ A strong work ethic does not mean neglecting personal well-being. Many IT companies promote healthy habits and offer flexible work arrangements to help employees achieve this balance. By embodying these qualities, IT professionals can cultivate a strong work ethic that positions them for success in the ever-evolving tech industry.

ТЕМА 6. COMPANY

1. Which company is the first to jump into your mind when you think of IT companies? What can you tell about it?
2. What companies are currently in the technology field? Make a list of top 5 companies and give your reasons considering what makes them successful.
3. Read the information on <https://www.theforage.com/blog/companies/what-companies-in-technology-field> and compare with your ideas.
4. Do you know the companies by their logos? If you fail, match the names under the picture.



1



2



3



4



5



6



7



8



9



10



11



12

*Джерело: розробка автора.*

Figma, Meta, Cisco, Hewlett Packard, SoundCloud, Adobe, NVidia, Microsoft, Slack, Logitech, Spotify, Open AI

5. Do the exercises and check your knowledge of the vocabulary related to business

# Business

## VOCABULARY BANK

### 1 VERBS AND EXPRESSIONS

- a Complete the sentences with a verb from the list in the right form (present simple, past simple, or past participle).

become /bɪ'kʌm/ close down /kloʊz daʊn/ drop /drɒp/  
grows /grəʊz/ expand /ɪk'spænd/ export /ɪk'spɔ:t/  
import /ɪm'pɔ:t/ launch /lɔ:ntʃ/ manufacture /mænju'fæktʃə/  
market /'mɑ:kɪt/ merge /mɜ:dʒ/ produce /prə'dju:s/  
set up /set ʌp/ take over /teɪk 'əʊvə/

- Although GAP stands for Genuine American Product, most of its clothes are *manufactured* in Asia.
- In 1989 Pepsi-Cola \_\_\_\_\_ a new product called *Pepsi A.M.*, which was aimed at the 'breakfast cola drinker'. It was an immediate flop.
- The Spanish airline Iberia \_\_\_\_\_ with British Airways in 2011.
- Apple is considered one of the best companies in the world for the way they \_\_\_\_\_ their products.



5 *Prosciutto* is a kind of Italian ham. Two of the best known kinds are San Daniele and Parma, which are \_\_\_\_\_ in the Friuli and Emilia regions of Italy, and are \_\_\_\_\_ all over the world.

- The Royal Bank of Scotland \_\_\_\_\_ NatWest Bank in 2000, even though it was in fact a smaller rival.
- The supermarket chain Tesco \_\_\_\_\_ the market leader in 1995, and is still the UK's biggest-selling chain.
- Zara shops were opened in Spain in 1975, but the company soon \_\_\_\_\_ internationally.



- Nowadays it is quite a risk to \_\_\_\_\_ a new business. In the UK, 20% of businesses fail in their first year.
- The cost of living in Iceland is so high because so many food products have to be \_\_\_\_\_.
- During a boom period, the economy \_\_\_\_\_ quickly and living standards improve.
- During a recession, many companies \_\_\_\_\_ and living standards \_\_\_\_\_.



- b (5/7) Listen and check.

- c Do or make? Put the phrases in the right column.

business (with) /'bɪznəs/ a deal /di:l/ (= business agreement)  
a decision /dɪ'sɪʒn/ a job /dʒɒb/ a loss (opposite *profit*) /lɒs/  
market research /'mɑ:kɪt rɪ'sɜ:tʃ/ money /'mʌni/  
somebody redundant /rɪ'dʌndənt/ (=sack somebody because he / she isn't needed any more) well / wɒld/ badly

do	make
business (with)	

- d (5/8) Listen and check.

### 2 ORGANIZATIONS AND PEOPLE

- a **Organizations** Match the words and definitions.

a business /'bɪznəs/ (or firm /'kʌmpni)  
a branch /brʌntʃ/ a chain /tʃeɪn/ head office /hed 'ɒfɪs/  
a multinational /mʌltɪ'næʃnəl/

- a *chain* \_\_\_\_\_ a group of shops, hotels, etc. owned by the same person or company
- \_\_\_\_\_ an organization which produces or sells goods or provides a service
- \_\_\_\_\_ a company that has offices or factories in many countries
- \_\_\_\_\_ the main office of a company
- \_\_\_\_\_ an office or shop that is part of a larger organization, e.g. a bank

- b **People** Match the words and definitions.

the CEO /si: 'təʊ/ (= chief executive officer)  
a client /klaɪnt/ a colleague /'kɒlɪg/ a customer /'kʌstəmə/  
a manager /'mænɪdʒə/ the owner /'əʊnə/ the staff /stɑ:f/

- \_\_\_\_\_ the group of people who work for an organization
- \_\_\_\_\_ someone who buys goods or services, for example from a shop or restaurant
- \_\_\_\_\_ someone who receives a service from a professional person, for example from a lawyer
- \_\_\_\_\_ a person who works with you
- \_\_\_\_\_ the person with the highest rank in a company
- \_\_\_\_\_ the person who owns a business
- \_\_\_\_\_ the person in charge of part of an organization, for example a shop or a branch

- c (5/9) Listen and check your answers to a and b.

◀ p.87

**6. Match the adjectives that describe a company and their definitions.**

Adjective	Description
1. Innovative	a) well-known and longstanding
2. Customer-centric	b) utilizing data and analytics to inform decision-making
3. Established	c) able to overcome challenges and bounce back from setbacks
4. Competitive	d) proficient in leveraging technology to drive innovation and efficiency
5. Global	e) valuing diversity and creating an environment that embraces different perspectives
6. Data-driven	f) fighting for market share
7. Inclusive	g) operating with openness, honesty, and accountability
8. Resilient	h) committed to environmental and social responsibility
9. Transparent	i) developing new ideas and products
10. Sustainable	j) operating internationally
11. Tech-savvy	k) having a forward-thinking and ambitious approach to problem-solving
12. Visionary	l) putting customers first

**7. Describe a Ukrainian tech company using the prompts below and the adjectives above.**

- based in (country/city).../located in (country/city)...
- The headquarters is in (country/city)...
- The company was founded in (year)...
- It is in the \_\_\_\_\_ industry.
- It produces/manufactures/sells/distributes/offers/provides...
- multinational company/a local company/a small business/a start-up
- branches/subsidiaries/offices in (country).
- employees
- a privately owned company/corporation/government organization/non-profit.
- It does business with...
- Clients/customers include...

**8. Do you know the names of company roles and positions? Do an interactive task to check it <https://wordwall.net/resource/61743646/angol/business-english-positions-within-a-company>**

**9. Complete the text about IT company structure by changing the word in brackets. Then summarize the text.**

The typical structure of an IT company can vary depending on factors like size, area of focus, and company culture. However, you'll see some common structures across many IT companies. Functional structure is a 1) \_\_\_ (*tradition*) hierarchical structure where the IT department is divided into 2) \_\_\_ (*differ*) teams based on their function.

In a matrix structure, employees may belong to multiple teams at the same time. This can be 3) \_\_\_ (*use*) for projects that require 4) \_\_\_ (*collaborate*) between different areas of expertise. However, it can also lead to confusion about who is 5) \_\_\_ (*respond*) for what.

Smaller IT companies or startups may adopt a flat structure with fewer levels of 6) \_\_\_ (*manage*). This can lead to faster decision-making and a more 7) \_\_\_ (*collaborate*) work environment. If your company is small, with less than 25 8) \_\_\_ (*employ*), consider a network structure. This involves contractors, freelancers, remote staff signing service-level 9) \_\_\_ (*agree*). Outsourcing is a good way to organize operations in IT.

**10. Invent a company. Answer the questions of the company profile.**

1. What does your company do?
2. What is it called?
3. What kind of public image do you have?
4. How many people do you employ?
5. Where are your headquarters?
6. Do you have offices in other countries? If so, where?
7. What is your turnover? Who is your main competitor?
8. Are you growing, shrinking or holding steady?
9. What are your most promising products and/or markets?
10. What problems are you having and how are you dealing with them?

**11. Prepare an oral presentation about a company of your choice. Focus on**

- Values and beliefs
- Purpose and vision
- Collaborative environment
- Growth mindset
- Work-Life balance
- Keys to success

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## ДОВІДКА ПРО АВТОРА

**ІВАНОВА Ірина Вікторівна** – канд. пед. наук, доцент, доцент кафедри дизайну і соціально-гуманітарних дисциплін Черкаського державного бізнес-коледжу. У 1994 році закінчила з відзнакою Черкаський державний педагогічний інститут ім. 300-річчя возз'єднання України з Росією за спеціальністю «Англійська та німецька мови». У 2010 році захистила кандидатську дисертацію за спеціальністю 13.00.09 на тему «Конструювання змісту підручника з іноземної мови для студентів вищих немовних навчальних закладів на основі культурологічного підходу». Викладає дисципліни «English for Career Development», «Communicative English», «Бізнес-англійська», «Академічне письмо», «Introduction to Public Speaking», «Основи пітчінгу». Автор понад 60 публікацій, у тому числі 2 колективних монографій, 1 навчального посібника.

*Навчальне видання*

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