

Деловые переговоры и деловая переписка на английском языке

Курс лекций

Учебное пособие



Казань - 2014

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Казанский институт (филиал)

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Настоящее пособие предназначено для аудиторной и самостоятельной работы студентов 2 курса направления «Экономика» профилей «Бухгалтерский учет, анализ и аудит» и «Финансы и кредит».

Учебное пособие содержит лекционные и текстовые материалы по деловым переговорам и деловой переписке, диалоги, деловые письма, дополнительные тексты, упражнения на закрепление материала.

Целью пособия является приобретение студентами лингвокультурной, языковой и коммуникативной компетенции с целью успешного использования английского языка в их будущей профессиональной деятельности, помощь в организации самостоятельной работы студентов.

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LECTURE 1

BUSINESS ETHICS



Business ethics represent the set of the behavior principles of the people occupied in spheres of administrative business activity.

Such ethics allow to consider and estimate business relations of businessmen, and also their personal behavior from the point of view of compliance to the principles of behavior which are standard in the business world.

Ethical principles and standards of behavior of business people are the principles of behavior standard in the business world. They are: freedom, tolerance, tactfulness and sensitivity, justice, business obligation, etc.

Business ethics are based on such universal value as freedom. It means: the businessman or the manager has to appreciate freedom of the competitors that is expressed in inadmissibility of intervention in their affairs, infringement, even in trifles, their interests.

The other fundamental principle of business relationship is the tolerance which means a fair, objective, and permissive attitude toward other people's opinions, practices. The tolerance gives rise to mutual trust, understanding and frankness, helps "to extinguish" conflict situations.

Business relationship is always fraught with different difficulties and the conflicts therefore they demand tactfulness and sensitivity. The step in such communication is not only understanding of compliance of the purposes and standards of behavior, but also ability to apply ethical standards to the specific person.

To be tactful means in any situation to consider the partner, the client or the subordinate to be the equal human person taking into account features of a sex, age, nationality, temperament, habits, etc. As sensitivity understand politeness and

attentiveness in communication, ability to spare vanity of the colleagues. It is a form of manifestation of a correctness and sincerity in communication.

Sensitivity - the simplest working instrument of business communication helping with the smallest moral and psychological expenses to solve business problems.

Business ethics are guided by such concept, as justice which assumes an assessment of personal and business qualities of people and their activity, recognition of their identity, openness to criticism, self-criticism.

Business people of the whole world have such concept, as business obligation. In the USA, for example, the term "Texas Handshake" when the parties simply agree that will be engaged together in any activity is known. If one of the parties violated the terms of the contract, no body will deal with this firm (organization) any more.

The formula of success of the western entrepreneur is simple:

$$\text{prosperity} = \text{professionalism} + \text{decency}.$$

In business there is a golden rule: take care of the clients, and the market will take care of you.

It is very difficult to get the good reputation, but it is possible to lose it instantly and often because of a trifle, for example not having answered in time a phone call or a letter.

Everything is important for the reputation: standard of speech, clothes, behavior manner, office interior. Business contacts break at once as soon as incompetence or dishonorableness of businessmen are found.

So, the main postulate of ethics of each company can be expressed by the motto: "**profit above all, but honor above profit**".

Types and forms of business communication. According to the character and the contents the communication are divided into: formal (business) and informal (secular, ordinary, household).

Business communication is a process of speech interrelation and interaction in which there is an exchange of activity, information and the experience assuming