

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ
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СТАРООСКОЛЬСКИЙ ФИЛИАЛ

THE WORLD OF BUSINESS

Учебное пособие для вузов

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Eight Days a Week

Co-worker Dylan Greiner's marriage almost broke up five years ago, after a stint of 12-hour days at a software company in Texas. "A lot of lifestyle changes were made," says Greiner. Yet he, too, has embraced the start-up life, including an hour and a half commute from his home near Modesto. Early next year, they will launch their product – a form of personal shopping management software whose wonders they cannot yet divulge. Before he joined the Tomorrow Factory, Greiner had a nice thing going at a software company in San Mateo, where he was required to do overtime just once in 18 months. From a domestic point of view, he says "it was a dream job. But it was pretty boring."

Chris Strahorn, a 24-year-old programmer, worked at Sun Microsystems for three years while pursuing an as-yet-unobtained degree in computer science at the University of California-Davis. He put in some 60-hour weeks at Sun. He says he'd sooner work 100 hours a week in a small and collegial setting of the Tomorrow Factory, working on something he believes in. A few years from now, he hopes to be in a position to say, "That's mine – I wrote that – and it's sitting on a million desktops."

Speaking

4. Explain what the following means. Here is the vocabulary you can use to do the task: *hectic, exhausting, voracious, non-stop, jammed, tight, full, flexible, fixed, rigid, relaxing*.

- to work crazy hours
- to pull another overnighther
- national Work-a-thon
- What makes them tick so fast?

5. Answer the questions below making inferences from the text about the following values: time, hard work, success/achievement.

- a. What value can be revealed from the title and the closing phrase?
- b. Why do you think takeout dinners are mentioned along with crazy hours in the subtitle? Why is fast food popular with workaholics?
- c. Why has the company thoughtfully provided the sofa for the employees? Does the company encourage its employees to have more rest? If not, give a different guess.
- d. Why do you think some of the employees would like to add a "direct line – an intravenous tube"?

6. In small groups, discuss what you think of the workaholics' lifestyle. Try to balance all pros and cons. The information below will help you.

- Americans across the country will join in hundreds of activities to start a national conversation about how we can all live more fulfilling, happier lives.

- Americans work nine weeks more each year than their colleagues in Western Europe.
- More than half of Americans (52 %) say they would be willing to trade a day off a week for a day's pay a week.
- Americans say they'd accept a pay cut to: have more free time to do whatever I wanted (27 %); have more free time to spend with my family (21 %); and genuinely feel less pressure and stress in my life (20 %).
- More than 4 in 5 Americans (83 %) wish they had more time to spend with the family. This sentiment is shared among adults with and without children. More than 8 in 10 parents (88 %) and non-parents (83 %) want more time for family.

Writing

7. Writing a composition (300 – 400 words). Give your opinion on the problem of workaholism and justify it.

Points to remember:

- Never start writing your composition before making a plan.
- Each paragraph should start with a topic sentence which summarises the paragraph.
- Each viewpoint should be joined to the others with linking or sequence words *e.g. in the first place, to start with, what is more, also, furthermore, besides, apart from this, it is argued that, etc.*

A good argumentative composition expressing opinion should consist of:

- a. an introduction in which your opinion is clearly stated,
- b. a main body which can consist of two or more paragraphs. Each viewpoint, supported by a logical reason, should be presented in a separate paragraph. The opposing viewpoint is mentioned in a new paragraph. In the same paragraph you might include a lead-in opinion to your conclusion.
- c. A conclusion in which you sum up your viewpoints and re-state your opinion.

Useful Words and Phrases:

To list viewpoints:

Firstly, In the first place, To begin with, Secondly, Thirdly, Finally, etc.

To add viewpoints:

both...and, What is more, not only...but also, In addition, Furthermore, Besides, not to mention the fact that, etc.

To present the other side of the argument:

Contrary to what most people believe, As opposed to the above ideas, Some people argue that...etc.

To express opinion:

I believe, In my opinion, I think, In my view, I strongly believe, I feel that, It seems to me that, etc.

SECTION 2

BUSINESS TRAVEL

PART 1

Preview

1. Work with a partner and discuss these questions.
 - How are business travellers different from other travellers?
 - How can an airline cater for their special needs?
2. Match the words below with their meanings.
 - 1) to upgrade
 - 2) a carrier
 - 3) to savvy
 - 4) economy
 - 5) to check in
 - 6) a cabin
 - 7) in the offing
 - a. to understand or to get the sense of (an idea, etc.);
 - b. a class of travel in aircraft, providing less luxurious accommodation than first class at a lower fare;
 - c. the part of an airliner in which the passengers are carried;
 - d. to raise to a higher grade;
 - e. possible;
 - f. to arrive and register at a hotel, airport, etc.
 - g. a vehicle, ship, etc used for the transport of sth.

Reading

3. Read this article from the business travel section of a British newspaper and answer these questions.
 - a. What is it that airlines cannot “have both ways”?
 - b. How easy is it to get an upgrade?
 - c. Why will it “count as nought” if a traveller is wearing jeans and a T-shirt?
 - d. How can a business travel agent help?