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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Криворізький фаховий коледж
Національного університету «Київський авіаційний інститут»

ЗАТВЕРДЖУЮ
Заступник начальника коледжу
з навчально-методичної роботи
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(підпис) (Ім'я ПРІЗВИЩЕ)
«31» 08 2026 р.

# МЕТОДИЧНІ ВКАЗІВКИ
# ДО ВИКОНАННЯ САМОСТІЙНОЇ РОБОТИ

з навчальної дисципліни «Іноземна мова (спецкурс)»
(назва навчальної дисципліни)

спеціальності D3 Менеджмент
(код та назва спеціальності)

освітнього ступеня бакалавр

Кривий Ріг
2026

Методичні вказівки до виконання самостійної роботи для здобувачів освіти денної форми навчання з навчальної дисципліни «Іноземна мова (спецкурс)»,
(назва навчальної дисципліни)

складені на основі навчальної програми, затвердженої «04» 09 2025 р.
та навчального плану НБ(П)-03.05.02-073/25,
затвердженого «09» 06 2025 р.

Укладач: викладач, спеціаліст вищої категорії Квітко Ганна Олександрівна
(посада, наук..ступінь, вчене звання, прізвище, ім'я, по батькові)

Методичні вказівки до виконання самостійної роботи обговорено на засіданні циклової комісії
іноземної мови
(повна назва циклової комісії)

Протокол № 12
від «25» 08 2026 р.
Голова циклової комісії
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«27» 08 2026 р.

## 1 Пояснювальна записка

Самостійна робота здобувачів освіти є складовою навчального процесу, важливим чинником, який формує вміння навчатися, сприяє активізації засвоєння ними знань. Самостійна робота здобувачів освіти є основним засобом опанування навчального матеріалу у позааудиторний час.

Дані методичні вказівки призначені для самостійної роботи здобувачів освіти ІІІ курсу спеціальності D3 Менеджмент відповідно до навчальної програми і розраховані на 104 годин.

Основною метою даних методичних вказівок є навчити майбутніх спеціалістів самостійно користуватися спеціальною літературою, розвинути практичні навички читання, перекладу та розуміння літератури за фахом англійською мовою, збагачення запасу фахової лексики та розширення кругозору читача.

Методичні вказівки включають самостійні роботи, що містять тексти, до- та післятекстові вправи, вправи з граматики, фахову лексику, вирази. Від здобувача вимагається вживання активної лексики за спеціальністю шляхом відповідей на поставлені питання, переклад, продовження речень, складання діалогів, анотацій та доповідей.

Методичні вказівки спрямовані на закріплення лексичного та граматичного матеріалу.

## 2 Загальні методичні вказівки

Вказівки містять граматичні та технічні теми для виконання самостійної роботи здобувачів освіти, назви текстів для читання та перекладу і перелік навчально–методичних джерел.

**3 Орієнтований тематичний план з тем, які винесені на самостійну роботу**

| № розділу, теми | Назва розділу і теми | Кількість годин на самостійну роботу |
|---|---|---|
| 1 | 2 | 3 |
| 5 семестр | | |
| Розділ 1 Економіка | | |
| 1 | Робота з текстом: «Needs, Wants and Demand» | 4 |
| 2 | Лексико-граматичні вправи за темою | 4 |
| 3 | Письмовий переклад тексту: «Goods and Servises» | 4 |
| 4 | Лексико-граматичні вправи за темою | 4 |
| 5 | Письмовий переклад тексту «Macroeconomic Goals» | 4 |
| 6 | Лексико-граматичні вправи за темою «Business Cycle» | 4 |
| 7 | Лексико-граматичні вправи | 4 |
| 8 | Письмовий переклад тексту «ICAO». | 4 |
| 9 | Лексико-граматичні вправи по тексту: «IATA». | 4 |
| 10 | Письмовий переклад тексту «Airline Operating Costs» | 4 |
| 11 | Лексико-граматичні вправи по тексту: «Microenvironment» | 4 |
| 12 | Письмовий переклад тексту «Macroenvironment». Складання анотації | 4 |
| 13 | Лексико-граматичні вправи по тексту | 4 |
| 14 | Всього за розділом 1 | 52 |
| | Всього за 5 семестр | 52 |
| 6 семестр | | |
| Розділ 2 Логістика | | |
| 15 | Письмовий переклад тексту «Job Discription» | 3 |
| 16 | Лексико-граматичні вправи | 3 |
| 17 | Письмовий переклад тексту «Modes of Transportation in Logistics. Continued» | 3 |
| 18 | Лексико-граматичні вправи | 3 |
| 19 | Письмовий переклад тексту «Classification of Incoterms» | 3 |
| 20 | Лексико-граматичні вправи | 3 |
| 21 | Письмовий переклад тексту «Terms of Payment in International Trade» | 3 |
| 22 | Лексико-граматичні вправи | 3 |
| 23 | Письмовий переклад тексту: «Export Documents. Continued». | 3 |
| 24 | Лексико-граматичні вправи | 3 |
| 25 | Письмовий переклад тексту: «International Commercial Terms» | 3 |
| 26 | Лексико-граматичні вправи | 3 |
| 27 | Письмовий переклад тексту: «Methods of Payment» | 3 |
| 28 | Лексико-граматичні вправи | 3 |
| 29 | Письмовий переклад тексту: «Chaos at Heathrow’s New Terminal 5» | 3 |
| 30 | Лексико-граматичні вправи | 3 |
| 31 | Письмовий переклад тексту «An Offer. Kinds of Offers» | 2 |
| 32 | Вивчити: «Structure of business letter». Правила складання ділового листа | 2 |
| | Всього за розділом 2 | 52 |
| | Всього за 6 семестр | 52 |
| | Всього за навчальною дисципліною | 104 |

## 4. Методичні вказівки до самостійної роботи

## Розділ 1. «Економіка»

### Тема 1. Робота з текстом: «Needs, Wants and Demand»

*Exercise 1.* Learn the following words and word combinations.

requirement – вимога
acceptance – схвалення, прихильність
accomplishment – досягнення, успіх
means – засіб
survival – виживання
willingness – готовність

*Exercise 2.* Read, translate and give the gist of text 1.

**Text 1. Needs, Wants and Demand**

Economics like any other social science has its own vocabulary. To understand economics, a review of some key terms is necessary: needs, wants, and demand.

A need is a basic requirement for survival. People have basic needs such as food, clothing and shelter. People also have higher level needs, such as communication, love, acceptance, knowledge, hope and accomplishment.

A want is a means of expressing a need. Food, for example, is a basic need related to survival. To satisfy this need, a person may want a pizza, hamburger or other favourite food. That is there is any number of foods that will satisfy the basic need for food.

The point is that the range of things represented by the term "want" is much broader than those represented by the term "need".

Sometimes the difference between a want and a need is clear, at other times, it is not.

A basic need is reflected in a want for a particular product. A want cannot be counted in the marketplace until it becomes a demand — the willingness and ability to purchase a desired object.

*Exercise 3.* Give English equivalents.

Суспільна наука, основні терміни, бажання, попит, вимога, основні потреби, спілкування, прихильність, надія, досягнення, бажана річ, задовольняти потреби.

Питання для самоконтролю:
1. Вивчити слова за темою.
2. Переклад тексту: «Needs, Wants and Demand».

### Тема 2. Лексико-граматичні вправи за темою

Питання для самоконтролю:
1. Виконати вправи за темою письмово.

*Exercise 4.* Complete the sentences according to text 1.

1. A need is … . 2. People have basic needs such as … . 3. A want is … . 4. A basic need is reflected in … . 5. A demand is… .

*Exercise 5.* Match the terms on the left with the definitions on the right.

| Term | | Definition |
|---|---|---|
| 1. want | a) | the state or fact of continuing to live or exist, typically in spite of an accident, ordeal, or difficult circumstances. |
| 2. need | | |
| 3. demand | | |
| 4. survival | b) | acquire (something) by paying for it; buy |
| 5. acceptance | c) | a desire for something. |
| 6. satisfy | d) | approval or favorable regard. |

7. purchase
   e) circumstances in which something is necessary; necessity.
   f) fulfill (a desire or need).
   g) the desire of consumers, clients, employers, etc. for a particular commodity, service, or other item.

*Exercise 6.* Translate the phrases into Ukrainian paying attention to different meanings of the words ***want, need*** and ***demand.***

Physical need; satisfy a need; basic human need for food; to live in need; for need of; to need badly; you needn't shout; for / from want of something; to be in (no) want of something; to supply (anticipate, consult, provide for) one's wants; to come to want; to want something badly / desperately / very much; her hair wants cutting; my wants are few; to be wanted by the police; demand for higher pay; to demand higher pay; to make demands; on demand; the law of supply and demand; to meet / satisfy consumers' demand; to be in demand.

*Exercise 7.* Translate into English.

1. Потреба - це основна вимога для виживання. 2. Люди мають основні потреби, такі як їжа, одяг та житло. 3. Спілкування, кохання, прихильність, пізнання, надія та досягнення - це людські потреби вищого ґатунку. 4. Бажання - це засіб вираження потреби. 5. Попит - це готовність та здатність купити бажану річ.

## Тема 3. Письмовий переклад тексту: «Goods and Servises».
## Лексико-граматичні вправи за темою

Питання для самоконтролю:
1. Виконати переклад тексту
2. Виконати письмово лексико-граматичні вправи до тексту

*Exercise 1.* Learn the following words and word combinations.

tangible – відчутний на дотик, матеріальний
nutrient – поживна речовина
deplete – виснажувати, вичерпувати
enhance – поліпшувати, посилювати
intangible - невідчутний на дотик, нематеріальний
utilize - використовувати

*Exercise 2.* Read, translate and give the gist of text 3.

### Text 3. Goods and Services

It takes land, labour, and capital that are used by an entrepreneur to produce goods and services that will ultimately be used to satisfy our wants. Goods are tangible, meaning they are something that can be seen or touched. The production of goods requires using limited resources to produce in order to satisfy wants. An example might be a farmer who grows grain. The farmer uses farm equipment manufactured from resources; ground is a natural resource that is used to grow the grain; and because the growth of grain depletes the nutrients in the soil, the farmer must use fertilizers to restore the nutrients. Limited resources are used to produce natural or chemical fertilizers, but they are necessary for crop production. Water might be used to irrigate the crop and enhance production. When the crop is ready for harvest, the farmer uses additional resources to complete the process - equipment, gasoline, labour, and so on - which results in a good that can be used or sold for use by others.

Services are provided in numerous ways and are an intangible activity. There is no doubt that one can often see someone providing a service, but the service is not something that someone can pick up and take home to use. An example of a service is a ride in a taxi through a crowded city. It takes resources for the owner or driver to provide the service, and a passenger is consciously aware of riding in a taxi. When the ride is completed and the provider has been paid, the passenger does not have anything tangible to hold except the receipt. However, resources have been used to provide the service. The automobile used as the cab, the fuel used to operate the cab, and the labour of the driver are all examples of resources being used to provide a service that

will satisfy a want.

It is important to understand that because goods and services utilize resources that are limited, goods and services are also scarce. Scarcity results when the demand for a good or service is greater than its supply. Remember that society has unlimited wants but scarce resources. It is scarcity, then, that causes consumers to have to make choices. If individuals cannot have everything they want, they must decide which of the goods and services are most important and which they can do without.

*Exercise 3.* Give English equivalents.

Задовольняти бажання, матеріальний, нематеріальний, виробництво товарів, обладнання, вичерпувати поживні речовини, добрива, відновлювати, зрошувати, покращувати, надавати послугу, квитанція, пальне, використовувати.

*Exercise 4.* Answer the questions on text 3.

1. What does an entrepreneur use to produce goods and services? 2. What does the word "tangible" mean? 3. What does the production of goods require? 4. Why are services intangible? 5. Why are goods and services scarce? 6. What causes consumers to make choices?

*Exercise 5.* Match terms on the left with the definitions on the right.

| Term | Definition |
|---|---|
| 1. goods | a) perceptible by touch |
| 2. services | b) make available for use |
| 3. tangible | c) the desire of consumers, clients, employers, etc. for a particular commodity, service, or other item |
| 4. intangible | d) things that are made to be sold |
| 5. supply | e) unable to be touched or grasped; not having physical presence |
| 6. demand | f) the amount of a good or service offered for sale |
| 7. provide | g) the action of helping or doing work for someone |

## Тема 4. Письмовий переклад тексту «Macroeconomic Goals»

Питання для самоконтролю:

1. Вивчити слова по темі.
2. Скласти запитання до тексту.

*Exercise 1.* Learn the following words and word combinations.

| | |
|---|---|
| aggregate | – сукупний, загальний |
| lessen | – зменшувати |
| recession | – зниження, спад (виробництва, попиту тощо) |
| at hand | – наявний |
| disruption | – розпад, порушення, перерва у виробництві |
| pursue something | – гнатися (за чимось); переслідувати |
| fluctuation | – коливання |

*Exercise 2.* Read, translate and give the gist of text 4.

### Text 4. Macroeconomic Goals

Full employment, stability, and economic growth are the three macroeconomic goals most relevant to the aggregate economy and consequently are of prime importance to the study of macroeconomics.

Full Employment. Full employment is achieved when all available resources (labor, capital, land, and entrepreneurship) are used to produce goods and services. This goal is commonly indicated by the employment of labor resources (measured by the unemployment rate). However, all resources in the economy - labor, capital, land, and entrepreneurship - are important to this goal. The economy benefits from full employment because

resources produce the goods that satisfy the wants and needs that lessen the scarcity problem. If the resources are not employed, then they are not producing and satisfaction is not achieved.

Stability. Stability is achieved by avoiding or limiting fluctuations in production, employment, and prices. Stability seeks to avoid the recessionary declines and inflationary expansions of business cycles. This goal is indicated by month-to-month and year-to-year changes in various economic measures, such as the inflation rate, the unemployment rate, and the growth rate of production. If these remain unchanged, then stability is at hand. Maintaining stability is beneficial because it means uncertainty and disruptions in the economy are avoided. It means consumers and businesses can safely pursue long-term consumption and production plans. Policy makers are usually most concerned with price stability and the inflation rate.

Economic Growth. Economic growth is achieved by increasing the economy's ability to produce goods and services. This goal is best indicated by measuring the growth rate of production. If the economy produces more goods this year than last, then it is growing. Economic growth is also indicated by increases in the quantities of the resources--labor, capital, land, and entrepreneurship-used to produce goods. With economic growth, society gets more goods that can be used to satisfy more wants and needs-people are better off; living standards rise; and scarcity is less of a problem.

*Exercise 3.* Make sure you can translate the following phrases.

Prime importance, consequently, available resources, entrepreneurship, goods and services, the employment of labour resources, unemployment rate, to lessen the scarcity problem, to achieve satisfaction, to limit fluctuations, recessionary declines, inflationary expansions, long-term consumption, to measure the growth, rate of production, living standards.

*Exercise 4.* Put 4 types of questions to the sentence.

Policy makers are concerned with price stability and the inflation rate.

*Exercise 6.* Analyze the -ing form.

1. Famous for its Windows operating system, Microsoft is the world's №1 software company. 2. Stop trying to make the company expand. 3. A three-day weekend will reduce the factory's heating costs. 4. Stability is achieved by avoiding or limiting fluctuations in production, employment, and prices. 5. Maintaining stability is beneficial because it means uncertainty and disruptions in the economy are avoided. 6. Economic growth is achieved by increasing the economy's ability to produce goods and services. 7. With economic growth, society gets more goods that can be used to satisfy more wants and needs-people are better off; living standards rise; and scarcity is less of a problem

## Тема 5. Лексико-граматичні вправи за темою «Business Cycle»

Питання для самоконтролю:

1. Прочитати текст : «Business Cycle» виписати і вивчити нову лексику.
2. Виконати лексико-граматичні вправи до тексту

*Exercise 1.* Learn the words and phrases from the text.

| | | |
|---|---|---|
| gross domestic product | – | валовий внутрішній продукт |
| trough | – | найнижча точка; дно |
| recovery | – | відновлення; підйом |
| output | – | продукція; випуск |

*Exercise 2.* Read, translate and give the gist of text 5.

### Text 5. Business Cycles

Business cycles are more-or-less-regular fluctuations in the level of economic activity. These are the up and down phases that accompany the increases or decreases in gross domestic product. Each business cycle goes through four phases: peak, recession, trough, and recovery. These are positions on the cycle and indicate the level of income, output, and employment. Figure 2 is a business cycle with the phases identified. The peak is the highest point; the declining period is the recession. A deeper, longer recession is sometimes called a depression. The trough is the lowest point and recovery is the upwards wing. Although all business cycles follow the same

pattern of peak, recession, troughs, and recovery, not all cycles are the same. Some peaks are higher than others, some recessions are longer and more severe, and other variations occur from cycle to cycle. The lower portions of the cycle are usually accompanied by high rates of unemployment. Yet upward movements on the business cycle that reduce unemployment may result in increased inflation. The term unemployment is frequently used in macroeconomics. Unemployment means that there are people looking for a job but are unable to find work at the going wage. There may be work available that they are not trained to do, or there may be work available in other areas of the country. But these people cannot find work that they are capable of doing, that would not require relocating, or that would pay a wage they are willing to accept.

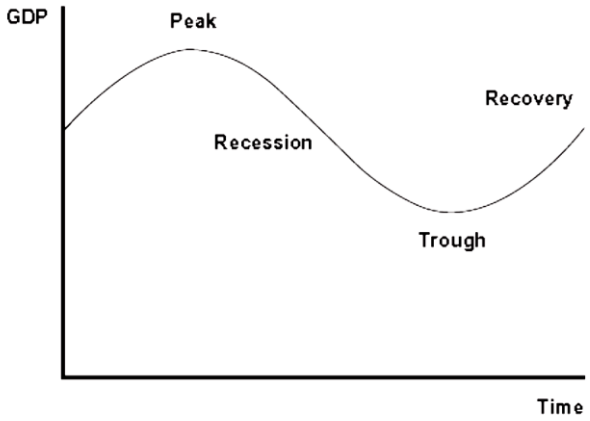



Figure 2. Business Cycle

This figure shows the phases of the business cycle. The high point is the peak, the declining portion is the recession, the low point is the trough, and the rising portion is the recovery.

*Exercise 3.* Give Ukrainian equivalents.

More-or-less-regular fluctuations, up and down phases, increases or decreases in gross domestic product, indicate the level of income, employment, pattern, to be accompanied by, high rates of unemployment, to reduce unemployment, to result in increased inflation, macroeconomics, to require relocating, wage.

*Exercise 4.* Answer the questions.

1. What is business cycle? 2 What phases does each business cycle go through? 3. What do positions on the cycle indicate? 4. Are all cycles the same? 5. What does the term unemployment mean? 6. What are the main reasons why people can't find work?

## Тема 6. Письмовий переклад тексту «ICAO»

Питання для самоконтролю:

1. Виконати переклад тексту
2. Дати відповіді на питання до тексту

*Exercise 1.* Learn the following words and word combinations.

| | |
|---|---|
| permanent | – постійний |
| means | – засіб |
| matter | – питання |
| air traffic control | – управління повітряним рухом, диспетчерська служба |
| airworthiness | – придатність до експлуатації |
| facilities | – засоби обслуговування |
| implementation | – запровадження |
| consequence | – наслідок, результат |
| vary | – змінюватися |
| take into account | – брати до уваги |

Exercise 2. Read, translate and give the gist of text 2.

**Text 2. International Civil Aviation Organization (ICAO)**

In November 1944 a Convention on International Civil Aviation was signed by 52 States which set up the permanent International Civil Aviation Organization (ICAO) as a means to secure international co-operation at highest possible degree of uniformity in regulations and standards, procedures and organization regarding civil aviation matters.

There are two major activities of ICAO:

a. those which cover generally applicable rules and regulations concerning training and licensing of aeronautical personnel both in the air and on the ground, communication systems and procedures, rules for the air and air traffic control systems and practices, airworthiness requirements for aircraft engaged in international air navigation as well as their registration and identification, aeronautical meteorology and maps and charts.

b. those concerning the practical application of air navigation services and facilities by States and their coordinated implementation in specific areas.

To meet the latter objective it was agreed to sub-divide the surface of the earth into a number of "regions" within which distinct and specific air navigation problems of a similar nature existed. A typical example of this process is illustrated by a comparison of the so-called "North Atlantic Region (NAT)", where the primary problems concern long-range overseas navigation, with the "European-Mediterranean region (EUR)" where the co-ordination of trans-European operations with domestic and short-range international traffic constitutes the major problem. As a consequence of the above ICAO adopted the concept of Regions and Regional Offices on the understanding that any regional activities could vary from Region to Region taking into account the general economic, technical or social environment of the Region concerned.

*Exercise 3.* Answer the questions on text 2.

1. When was ICAO set up? 2. What is the aim of ICAO ? 3. What major activities does ICAO cover? 4. Why was the surface of the earth sub-divided? 5. What do regions share? 6. Why do activities of ICAO vary from Region to Region?

## Тема 7. Лексико-граматичні вправи до тексту: «IATA»

Питання для самоконтролю:

1. Вивчити нові слова за темою
2. Виконати оглядове читання тексту
3. Виконати вправи до тексту

*Exercise 1.* Learn the following words and word combinations.

| | |
|---|---|
| scheduled traffic | – регулярні рейси |
| awareness | – обізнаність |
| impact | – вплив |
| stakeholders | – акціонери |
| expertise | – компетентність |
| complexities | – складнощі |

*Exercise 2.* Read, translate and give the gist of text 7.

**Text 7. International Air Transport Association (IATA)**

Air transport is one of the most dynamic industries in the world. The International Air Transport Association (IATA) is its global trade organization.

Over 60 years, IATA has developed the commercial standards that built a global industry. Today, IATA's mission is to represent, lead and serve the airline industry. Its members comprise some 230 airlines - the worlds leading passenger and cargo airlines among them - representing 93 percent of scheduled international air traffic.

IATA seeks to improve understanding of the industry among decision makers and increase awareness of the benefits that aviation brings to national and global economies. It fights for the interests of airlines across the globe.

IATA's aim is to help airlines help themselves by simplifying processes and increasing passenger convenience while reducing costs and improving efficiency. Safety is IATA's number one priority, and IATA's goal is to continually improve safety standards. Another main concern is to minimize the impact of air transport

on environment.

IATA ensures that people and goods can move around the global airline network as easily as if they were on a single airline in a single country. In addition, it provides essential professional support to all industry stakeholders with a wide range of products and expert services, such as publications, training and consulting. IATA's financial systems also help carriers and the travel industry maximize revenues.

For consumers, IATA simplifies the travel and shipping processes, while keeping costs down. Passengers can make one telephone call to reserve a ticket, pay in one currency and then use the ticket on several airlines in several countries.

IATA allows airlines to operate safely, securely, efficiently and economically under clearly defined rules.

IATA serves as an intermediary between airlines and passenger as well as cargo agents via neutrally applied agency service standards and centralized financial systems.

A large network of industry suppliers and service provides gathered by IATA provides solid expertise to airlines in a variety of industry solutions.

For governments, IATA seeks to ensure they are well informed about the complexities of the aviation industry to ensure better, long-term decisions.

IATA's aims are:

1. To promote safe, regular and economical air transport for the benefit of the peoples of the world, to foster air commerce, and to study the problems connected therewith;
2. To provide means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service;
3. To cooperate with the International Civil Aviation Organization (ICAO - the specialized United Nations agency for civil aviation) and other international organizations.

*Exercise 3.* Translate into English.

1. Завдяки роботі IATA пасажири можуть бронювати квиток по телефону, сплачувати в одній валюті, а подорожувати по різним країнам. 2. IATA надає переваги всім зацікавленим сторонам: споживачам, авіакомпаніям, постачальникам, вантажним агентам, урядам тощо. 3. IATA створила чітко визначені правила з усіх видів діяльності в авіаційній галузі. 4. Саме IATA забезпечує всі автотранспортні підприємства засобами для співпраці.5.IATA намагається покращити взаєморозуміння між структурами, які посередньо або безпосередньо залучені у сферу авіації.

*Exercise 4.* Answer the questions on text 7 and speak on IATA using the scheme

1. What does IATA stand for? 2. What industry is one of the most dynamic? 3. What is IATA's mission? 4. What/Who are the members of IATA? 5. What does IATA seek? 6. What does IATA fight for? 7. What are the priorities of IATA? 8. What does IATA provide for consumers /airlines/ industry suppliers/governments? 9. What are the aims of IATA?

**IATA**

International Air Transport Association

| | |
|---|---|
| Year of foundation: | 1945 in Havana |
| Main document: | Montreal, Geneva |
| Affiliates: | more than 200 airlines |
| The main body | General Annual Meeting |
| The executive body | The Executive Committee |

| Financial committee | Legal committee | Technical committee | Traffic committee | Medical committee |
|---|---|---|---|---|
| accounting and settlement between airlines, currency and exchange, taxation, charges, insurance, statistics | the legal ground on which the whole structure of interline agreement and documentation is based | cooperation among airlines in operational and technical matters | the commercial activities of the airlines, exchange of traffic between airlines | all physiological and psychological factors which might affect safety, comfort and efficiency of air crew and passengers |

## Тема 8. Письмовий переклад тексту «Airline Operating Costs»

Питання для самоконтролю:

1. Вивчити нові слова до тексту
2. Прочитати оглядово текст і зробити тези/план тексту

*Exercise 1*. Learn the following words and word combinations.

| | | |
|---|---|---|
| artificially | – | штучно, неприродно |
| new startups | – | нові починання, нові старти |
| hub | – | вузловий аеропорт |
| operating cost (s) | – | експлуатаційні витрати |
| fixed cost (s) | – | постійні витрати |
| full service airlines | – | авіалінії, що забезпечують повний комплекс обслуговування |
| internal cost center | – | внутрішній калькуляційний відділ, звітно-калькуляційний підрозділ |
| consistent | – | послідовний, стійкий, відповідний |
| tax collector | – | податковий інспектор, збирач податків |
| lessor | – | орендодавець |
| player | – | компанія, що бере участь у перевезеннях |
| new breed | – | нове покоління |
| accelerate the demand | – | прискорювати потребу |
| eke out | – | поповнювати, додавати, збільшувати |
| shakeout | – | перетряска |
| bankruptcy law | – | закон про банкрутство |
| get rid of smth (smb) | – | позбутися чогось (когось) |

*Exercise 2.* Read the text, write a plan of the text in the form of statements.

### Text 8. Airline Operating Costs

Full-service airlines have a high level of fixed and operating costs in order to establish and maintain air services: labor, fuel, airplanes, engines, spares and parts, IT services and networks, airport equipment, airport handling services, sales distribution, catering, training, aviation insurance and other costs. Thus all but a small percentage of the income from ticket sales is paid out to a wide variety of external providers or internal cost centers.

Moreover, the industry is structured so that airlines often act as tax collectors. Airline fuel is untaxed because of a series of treaties existing between countries. Ticket prices include a number of fees, taxes and surcharges beyond the control of airlines. Airlines are also responsible for enforcing government regulations. If airlines carry passengers without proper documentation on an international flight, they are responsible for returning them back to the original country.

Analysis of the 1992-1996 period shows that every player in the air transport chain is far more profitable than the airlines, who collect and pass through fees and revenues to them from ticket sales. While airlines as a whole earned 6% return on capital employed (2-3.5% less than the cost of capital), airports earned 10%, catering companies 10-13%, handling companies 11-14%, aircraft lessors 15%, aircraft manufacturers 16%, and global distribution companies more than 30%. (Source: Spinetta, 2000, quoted in Doganis, 2002).

In contrast, Southwest Airlines has been the most profitable of airline companies since 1973.

The widespread entrance of a new breed of low cost airlines beginning at the turn of the century has accelerated the demand that full service carriers control costs. Many of these low cost companies are able to eke out a consistent profit throughout all phases of the business cycle.

As a result, a shakeout of airlines is often occurring. Some airlines have declared bankruptcy. Some argue that it would be far better for the industry as a whole if a wave of actual closures were to reduce the number of "undead" airlines competing with healthy airlines while being artificially protected from creditors via bankruptcy law. On the other hand, some have pointed out that the reduction in capacity would be short lived given that there would be large quantities of relatively new aircraft that bankruptcies would want to get rid of and would re-enter the market either as increased fleets for the survivors or the basis of cheap planes for new startups.

Where an airline has established an engineering base at an airport then there may be considerable economic advantages in using that same airport as a preferred focus (or "hub") for its scheduled flights.

*Exercise 3.* Put five key questions on the text.

*Exercise 4.* Give Ukrainian equivalents.

Fixed costs, operating costs, full-service airlines, to maintain air services, airport handling services, sales distribution, catering, aviation insurance, tax collectors, to be untaxed, fees, surcharges, to enforce government regulations, player, to collect and pass through fees and revenues, return on capital employed, a new breed of low cost airlines, to accelerate the demand, to eke out a consistent profit, bankruptcy law, a wave of actual closures, to reduce the number of "undead" airlines, to be protect from creditors via bankruptcy law, to be short lived, to get rid of.

## Тема 9. Лексико-граматичні вправи по тексту: «Microenvironment»

Питання для самоконтролю:

1.Виконати оглядове читання тексту 9

2. Виконання вправи 3-6 за темою

*Exercise 1.* Learn the following words and word combinations.

| | | |
|---|---|---|
| marketing environment | – | маркетингове середовище |
| perspective | – | теорія; концепція |
| supplier | – | постачальник |
| machinery | – | виробниче обладнання |
| management department | – | управлінський відділ |
| research department | – | інформаційно-аналітичний відділ |
| development department | – | дослідницько-конструкторський відділ |
| purchasing department | – | відділ матеріально-технічного забезпечення |
| operations department | – | операційний відділ; відділ експлуатації |
| accounting department | – | бухгалтерія |
| intermediary | – | посередник |
| reseller | – | посередник (фірма, що спеціалізується на оптових поставках та торговому посередництві) |
| impact | – | вплив |
| financial publics | – | фінансові кола |
| hinder | – | заважати |
| obtain funds | – | залучати кошти |
| level of credit | – | рівень довіри |
| media publics | – | контактна аудиторія засобів інформації |
| editorial | – | редакційна стаття |
| government publics | – | державний сектор |
| legislation | – | законодавство |
| citizen-action publics | – | громадські групи впливу |
| environmental group | – | „зелені"; група захисту навколишнього середовища |
| minority group | – | національна меншина |
| public spotlight | – | центр громадської уваги |
| local public | – | місцева спільнота |
| neighbourhood and community organizations | – | місцеві та громадські організації |
| general public | – | широка громадськість |
| internal public | – | штатний персонал фірми |

*Exercise 2.* Read, translate and give the gist of text 9.

### Text 9. Microenvironment

The *market environment* is a marketing term and refers to all of the forces outside of marketing that affect marketing management's ability to build and maintain successful relationships with target customers. The market environment consists of both the macro-environment and the microenvironment.

The *microenvironment* influences the organization directly. Micro tends to suggest small, but this can be misleading. In this context, micro describes the relationship between firms and the driving forces that control this relationship. It is a more local relationship, and the firm may exercise a degree of influence. It includes the company itself, its suppliers, marketing intermediaries, customer markets, competitors, and publics.

The company aspect of microenvironment refers to the internal environment of the company. This includes all departments, such as management, finance, research and development, purchasing, operations and accounting. Each of these departments has an impact on marketing decisions. For example, research and development have input as to the features a product can perform and accounting approves the financial side of marketing plans and budgets.

The suppliers of a company are also an important aspect of the microenvironment because even the slightest delay in receiving supplies can result in customer dissatisfaction. Marketing managers must watch supply availability and other trends dealing with suppliers to ensure that product will be delivered to customers in the time frame required in order to maintain a strong customer relationship.

Marketing intermediaries refer to resellers, physical distribution firms, marketing services agencies, and financial intermediaries. These are the people that help the company promote, sell, and distribute its products to final buyers. Resellers are those that hold and sell the company's product.

Physical distribution firms are places such as warehouses that store and transport the company's product from its origin to its destination. Marketing services agencies are companies that offer services such as conducting marketing research, advertising, and consulting. Financial intermediaries are institutions such as banks, credit companies and insurance companies.

Another aspect of microenvironment is the customers. There are different types of customer markets including consumer markets, business markets, government markets, international markets, and reseller markets. The consumer market is made up of individuals who buy goods and services for their own personal use or use in their household. Business markets include those that buy goods and services for use in producing their own products to sell. This is different from the reseller market which includes businesses that purchase goods to resell as is for a profit. These are the same companies mentioned as market intermediaries. The government market consists of government agencies that buy goods to produce public services or transfer goods to others who need them. International markets include buyers in other countries and includes customers from the previous categories.

Competitors are also a factor in the microenvironment and include companies with similar offerings for goods and services. To remain competitive a company must consider who their biggest competitors are while considering its own size and position in the industry. The company should develop a strategic advantage over their competitors.

The final aspect of the microenvironment is publics, which is any group that has an interest in or impact on the organization's ability to meet its goals. For example, financial publics can hinder a company's ability to obtain funds and affect the level of credit a company has. Media publics include newspapers and magazines that can publish articles of interest regarding the company and editorials that may influence customers' opinions. Government publics can affect the company by passing legislation and laws that put restrictions on the company's actions. Citizen-action publics include environmental groups and minority groups and can question the actions of a company and put them in the public spotlight. Local publics are neighbourhood and community organizations and will also question a company's impact on the local area and the level of responsibility of their actions. The general public can affect the company as any change in their attitude, whether positive or negative, can cause sales to go up or down because the general public is often the company's customer base. And finally, the internal publics include all those who are employed within the company and deal with the organization and construction of the company's product.

*Exercise 3.* Answer the questions.

1. What does the market environment refer to? What are its elements? 2. What is microenvironment and what company departments does it include? 3. Why are the suppliers of a company an important aspect of the microenvironment? 4. What are marketing intermediaries? 5. What is the difference between resellers, physical distribution firms, marketing services agencies, and financial intermediaries? 6. What are the types of customer markets? Describe each of them. 7. What are competitors? 8. What is the final aspect of the microenvironment? What groups does it include?

*Exercise 4.* Give Ukrainian equivalents.

Target customers, to influence the organization directly, research department, accounting department, to have an impact on marketing decisions, to result in customer dissatisfaction; to promote, sell, and distribute

product; international market, market intermediary, to remain competitive, level of credit, to put restrictions on the company's actions, neighbourhood and community organizations.

*Exercise 5* .Give English equivalents.

Будувати та підтримувати стосунки, рушійна сила, маркетинговий посередник, конкурент, управлінський відділ, відділ матеріально-технічного забезпечення, маркетингове агентство, склад, перевозити продукт від місця походження до місця призначення, ринок клієнтів, споживчий ринок, державний ринок, досягати цілей, фінансові кола, контактна аудиторія засобів інформації, цікаві статті.

*Exercise 6.* Put questions to the underlined words.

1. The microenvironment influences the organization directly. 2. Marketing intermediaries refer to resellers, physical distribution firms, marketing services agencies, and financial intermediaries. 3. Citizen-action publics include environmental groups and minority groups. 4. The company should develop a strategic advantage over their competitors. 5. The market environment consists of both the macroenvironment and the microenvironment.

## Тема 10. Робота з текстом «Macroenvironment». Складання анотації

Питання для самоконтролю:

1. Вивчити нові слова за темою
2. Скласти анотацію до тексту

*Exercise 1.* Learn the following words and word combinations.

| | | |
|---|---|---|
| baby boomer | – | бебі-бумер (дитина, що народилася під час післявоєнного демографічного вибуху) |
| purchasing power | – | купівельна спроможність |
| raw materials | – | сировина |
| intervention | – | втручання |
| surgery | – | хірургія |
| nuclear missiles | – | ядерні ракети |
| update | – | поновлювати |
| restriction | – | обмеження |
| subliminal message | – | звернення, спрямоване на підсвідомість |
| core beliefs | – | основні переконання |
| secondary beliefs | – | вторинні переконання |

*Exercise 2.* Read, translate and give the gist of text 10.

### Text 10. Macroenvironment

*The macro environment* refers to all forces that are part of the larger society and affect the microenvironment. It includes concepts such as demography, economy, natural forces, technology, politics, and culture.

Demography refers to studying human populations in terms of size, density, location, age, gender, race, and occupation. This is a very important factor to study for marketers and helps to divide the population into market segments and target markets. An example of demography is classifying groups of people according to the year they were born. These classifications can be referred to as baby boomers, who are born between 1946 and 1964, generation X, who are born between 1965 and 1976, and generation Y, who are born between 1977 and 1994. Each classification has different characteristics. This can be beneficial to a marketer as they can decide who their product would benefit most and tailor their marketing plan to attract that segment. Demography covers many aspects that are important to marketers including family dynamics, geographic shifts, and work force changes in any given area.

Another aspect of the macro-environment is the economic environment. This refers to the purchasing power of potential customers and the ways in which people spend their money.

The natural environment is another important factor of the macro-environment. This includes the natural resources that a company uses. The concern in this area is the increased pollution, shortages of raw materials

and increased governmental intervention. As raw materials become scarcer, the ability to create a company's product gets much harder. Also, pollution can negatively affect a company's reputation if a company is known for damaging the environment. The last concern, government intervention can make it increasingly harder for a company to fulfil their goals as requirements get stricter.

The technological environment is perhaps one of the fastest changing factors in the macro-environment. This includes all developments from antibiotics and surgery to nuclear missiles and chemical weapons to automobiles and credit cards. As these markets develop it can create new markets and new uses for products. It also requires a company to update their own technology as it becomes outdated.

The political environment includes all laws, government agencies, and groups that influence or limit other organizations and individuals within a society. It is important for marketers to be aware of these restrictions as they can be complex. Some products are regulated by both state and federal laws. There are even restrictions for some products as to who the target market may be, for example, cigarettes should not be marketed to younger children. There are also many restrictions on subliminal messages and monopolies. As laws and regulations change often, this is a very important aspect for a marketer to monitor.

The final aspect of the macro-environment is the cultural environment, which consists of basic values and beliefs of a group of people. The values can also be further categorized into core beliefs, which passed on from generation to generation and very difficult to change, and secondary beliefs, which tend to be easier to influence. As a marketer, it is important to know the difference between the two and to focus your marketing campaign to reflect the values of a target audience.

## Тема 11. Лексико-граматичні вправи по тексту

Питання для самоконтролю:

1. Виконати вправи за текстом «Macroenvironment»

*Exercise 1.* Answer the questions.

1. What does the market environment refer to? What concepts does it include? 2. What is demography? Give examples of demography. 3. What is economic environment? 4. What does natural environment involve and what is the concern in this area? 5. What are the fastest changing factors in the macro-environment? What developments does it include? 6. What are the constituents of political environment? 7. What is cultural environment?

*Exercise 2.* Give Ukrainian equivalents.

Gender, shortages of raw materials, become scarcer, to fulfil the goals, restrictions on subliminal messages and monopolies, marketer, to reflect the values of a target audience.

*Exercise 3.* Give English equivalents.

Купівельна спроможність, державне втручання, усвідомлювати, основні переконання, географічні переміщення.

*Exercise 4.* Match market segments divided according to age groups to their definitions.

| | |
|---|---|
| 1) the silver market | a) born after Generation X |
| 2) baby boomers | b) born after baby boomers |
| 3) Generation X | c) twenty to twenty-nine years old |
| 4) Generation Y | d) eight to twelve years old |
| 5) Generation Z | e) born between 1946-1964 |
| 6) twentysomethings | f) thirteen to nineteen years old |
| 7) teens | g) seniors over 70 years old |
| 8) tweens | h) born between the mid-1990s and the late 2000s |

## Розділ 2. Логістика

### Тема 12. Письмовий переклад тексту «Job Discription»

Питання для самоконтролю:

1.Виконати письмовий переклад тексту. Виконати вправи після тексту на перевірку розуміння цього тексту (2, с.72 -73, 74)

2. Звернути увагу на слова до тексту. Виписати їх з перекладом (2, с.72).

### Тема 13. Лексико-граматичні вправи. (2, с.75-77)

1. Виконати лексико-граматичні впр. с. 75 впр. 1, с. 73 впр. 2, 3, с. 74 впр. 4
2. Виконати граматичну вправу на повторення модальних дієслів с. 83 впр. 10

### Тема 14. Письмовий переклад тексту «Modes of Transportation in Logistics. Continued». Лексико-граматичні вправи (2, с. 88-91).

Питання для самоконтролю:

1. Зробити письмовий переклад тексту (2, с. 88-89).
2. Виконати вправи після тексту на перевірку прочитаної інформації (2, с. 90-91).

### Тема 15. Робота з текстом «Classification of Incoterms». Лексико-граматичні вправи (2, с.103-106).

Питання для самоконтролю:

1. Виконати оглядове читання тексту, виписати нові слова (2, с.103).
2. Виконати вправи після тексту на перевірку розуміння цього тексту (2, с.103-106).

### Тема 16. Письмовий переклад тексту «Terms of Payment in International Trade». Лексико-граматичні вправи (2, с.118-121).

Питання для самоконтролю:

1. Виконати письмовий переклад тексту (2, с.118).
2. Виконати вправи після тексту на перевірку розуміння цього тексту (2, с.120-121).

### Тема 17. Письмовий переклад тексту: «Export Documents. Continued» (2, с.132).

Питання для самоконтролю:

1. Виконати оглядове читання тексту, виписати нові слова (2, с.132).
2. Виконати вправи після тексту на перевірку розуміння цього тексту (2, с.133 -134).

### Тема 18. Письмовий переклад тексту: «International Commercial Terms» (3, с.100-102).

Питання для самоконтролю:

1. Виконати письмовий переклад тексту (3, с.100 -101).
2. Виконати вправи після тексту на перевірку розуміння цього тексту (3, с.101-102).

### Тема 19. Лексико-граматичні вправи (3, с.103-106).

Питання для самоконтролю:

1. Виконати лексико-граматичні вправи 1-5 (3, с.108-109).

**Тема 20. Письмовий переклад тексту: «Methods of Payment»** (3, с.115-116).

Питання для самоконтролю:

1. Виконати письмовий переклад тексту (3, с.115).
2. Виконати вправи після тексту на перевірку розуміння цього тексту (3, с.116-117).

**Тема 21. Лексико-граматичні вправи** (4, с.122).

Питання для самоконтролю:

1. Виконати лексико-граматичні вправи с. 122-125 впр. 1-5 с. 126 впр. 9, с. 127 впр. 10, (4, с.122).

**Тема 22. Письмовий переклад тексту: «Chaos at Heathrow's New Terminal 5».** (4, с.52).

Питання для самоконтролю:

1. Виконати письмовий переклад тексту, виписати нові слова (4, с.52).
2. Виконати вправи після тексту на перевірку розуміння цього тексту (4, с.52).

**Тема 23. Письмовий переклад тексту «An Offer. Kinds of Offers»**

Питання для самоконтролю:

1. Виконати письмовий переклад тексту, виписати нові слова (4, с.56).
2. Виконати вправи після тексту на перевірку розуміння цього тексту (4, с.57-58).

**Тема 24. Вивчити: «Structure of business letter». Правила складання ділового листа**

Питання для самоконтролю:

1. Виконати письмовий переклад тексту, виписати нові слова (4, с.40).
2. Скласти лист за завданням (4, с. 42).

## 5 Рекомендовані навчально-методичні матеріали для вивчення навчальної дисципліни


1. Герман Л.В., Колесник А.О., Шастало В.О., Логінова О.В., Шульга І.В., Мануєнкова О.О., Муравйова О.М. Ділова англійська мова: навчальний посібник для здобувачів другого (магістерського) рівня вищої освіти спеціальності 205 «Лісове господарство». – Харків: ДБТУ, 2024. – 138 с.
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