

**MASTERING ENGLISH
FOR INTERNATIONAL BUSINESS**

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FOR INTERNATIONAL BUSINESS**



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INTRODUCERE

Mastering English for International Business a fost scrisă pentru viitorii profesioniști în domeniul afacerilor internaționale având în vedere că una dintre cele mai pregnante tendințe din domeniul economic și paraeconomic o reprezintă internaționalizarea și globalizarea afacerilor. Deși această tendință este o componentă a evoluției istorice a societății umane, începută cu expansiunea comerțului mondial, se poate argumenta că internaționalizarea reprezintă o reală componentă a mediului de afaceri contemporan, deoarece ultimele decenii s-au caracterizat prin extinderea afacerilor la nivel mondial și intensificarea celor existente, apariția unor modificări spectaculoase în ierarhizarea puterilor economice (la nivel de întreprindere sau chiar la nivel macroeconomic, de state) realizate în funcție de abordarea relației național – internațional.

Având în vedere angrenarea unui număr tot mai mare de agenți economici în operațiuni comerciale internaționale și în acțiuni de cooperare la nivel mondial, fluenta și acuratețea exprimării în limba engleză reprezintă elemente esențiale în realizarea unor contacte și parteneriate între profesioniști în mediul de afaceri internațional.

Sperăm temele propuse pentru dezbateri vă vor oferi oportunitatea de a folosi și îmbogăți cunoștințele de limba engleză, vor stimula dorința de exprimare clară, coerentă și logică în vederea unui transfer natural, accesibil de informații în limba engleză („codul” lingvistic internațional), comunicarea devenind astfel eficientă și operativă.

THE JOB MARKET

Interviews and getting a job

Speaking:

Discuss the importance of the interview when trying to get employed.

Mind the following aspects:

- Education, skills, CV;
- Physical appearance, outfit, haircut;
- Psychological and physical state;
- Resistance to stress and long working hours
- Ordinary questions and answers in an interview
- Job related conduct
- Teamwork relations
- White-collar jobs vs. dirty jobs

Reading 1

Employers' wacky interview questions

By Anne Fisher, August 9, 2010

FORTUNE -- Dear Annie: I've been lucky enough to get several job interviews in the past couple of months, and I've noticed something strange about all of them, which is that the hiring managers have posed what I would call trick questions.

Yesterday an interviewer asked me, "If you were an animal, what animal would you be?" I was so surprised that it took me a few minutes to come up with an answer. I said I was like a dog, "loyal to a fault" -- which made sense, since I stayed with my last employer for 17 years, despite having had other offers -- but I couldn't really tell from his reaction if that was a good response or not.

Other questions I have struggled with: The overly general "Tell me about yourself" (where do I start?) and "How long would you stay with our company?" (how do I know that when I don't even work here yet?). What's the deal with these weird questions, and how are people supposed to answer them? --*Dumbfounded*

Dear Dumbfounded: J.P. Hansen, president of Omaha-based Hansen Executive Search, was once asked the Barbara Walters-esque what-animal-would-you-be question in a job interview. His answer: A jaguar. Why? Hansen explained that "the jaguar is very versatile, able to patiently wait for its prey for hours on end, then pounce with lightning speed and grace. Plus, it's a cool car!" The hiring manager who was quizzing him smiled, reached into her purse, and pulled out her car keys -- with a Jaguar emblem on the key chain. Hansen got the job.

Of course, that kind of serendipity is rare. Usually, job candidates confronted with the what-animal question (or popular variations like what tree, or what color) are, like you, dumbfounded. Don't feel bad: According to Hansen, that's what interviewers expect.

"The job market is so tight right now, with so many candidates available whose backgrounds and qualifications are so similar to one another, that some hiring managers try to find an 'aha!' moment where they can trip you up, or get you to reveal something you didn't plan to say," he says.

Great. Since there is no way to predict what you might be asked, how do you prepare? Hansen, who was an executive at ConAgra

Foods (CAG, Fortune 500), Bristol-Myers Squibb (BMY, Fortune 500), and Carnation/Nestle before launching his recruiting firm in 1994, says job seekers need to go into interviews with enough confidence to handle any wacky question that might come up. The only way to get that confidence: Prepare, prepare, prepare.

"The people who are getting hired are those who have really learned the company and the industry inside out. You have to wow the interviewer with your knowledge," Hansen says. "If you can be very specific and detailed about what's going on -- what competitive challenges the company faces, what changes are happening in the industry -- then stumbling for a moment over the what-animal question isn't going to matter."

In his book *The Bliss List* (Career Bliss Publications, \$19.95), Hansen lists 38 tricky interview questions, with suggestions for how to formulate winning answers. In reply to the second question you mention, "Tell me about yourself," first ask a qualifying question: "Are you interested in my work experience, my personal experiences, or both?" Notes Hansen: "Often, they want a mix of both -- work, plus whatever else may have shaped you and influenced your thinking."

Obviously, this covers an awful lot of ground. "It's really smart to practice answering this question before you go in to an interview," Hansen says. "Practice summing up your whole life in a concise way. If you ramble, you'll probably be disqualified." Ouch.

As for the third question that bugs you, "How long would you stay with our company?" cheer up: "This is a 'buy' signal, indicating that the interviewer is thinking of making you an offer," Hansen writes. The best response: "Put the hot potato back in the interviewer's lap" by saying something like, "I would expect to have a great career with this company. I'm always looking to learn, and I define success as being ready when an opportunity arises. How long do you think I'd be challenged here?" With any luck, you'll get a chance to find out for yourself.

Let's suppose you're knowledgeable, enthusiastic, and can describe your unique attributes and skills (and how they match up with the job) in a compelling way. How can you go wrong? A surefire way is by badmouthing a current or former employer, yet Hansen says he is surprised by how many candidates do it. "When interviewers ask about your last job, or your present one, they are really hoping you don't step on a landmine and say something negative," he observes.

Ironically, he has noticed that, the more smoothly the conversation is going, the greater the likelihood that a candidate will blurt out a damaging comment about a tyrannical old boss or a wrongheaded restructuring. "It's possible to 'click' with an interviewer and get too comfortable for your own good," he says. "There is such a thing as too candid. It's often the kiss of death." So, when it comes to describing your former employers, remember that the animal you most want to resemble is a soft, fuzzy bunny.

Talkback:

- a) What is the strangest interview question you've ever been asked, and how did you respond?

- b) What questions would you like to ask candidates if you were an employer?

- c) What are the most frequently required qualifications of an applicant?

Reading 2

Issues around interviewing

<https://www.le.ac.uk/emoha/howtointerview/issues.html>

No matter how neutral and unbiased we consider ourselves to be, there are certain factors which will influence an interview situation. Consider how the following attributes of both interviewer and interviewee might have an effect on an interview:

- a) Gender
- b) Age
- c) Ethnicity/nationality
- d) Religion
- e) Political persuasion
- f) Education
- g) Academic viewpoint

Think about how would you describe your personality and how this might influence your relationship with another person. Why has the interview been arranged, and why has the person you are interviewing agreed to be interviewed? Try to be aware of the possible biases you and the interviewee bring to an interview situation. Consider how this may affect your verbal and non-verbal behaviour, the way you ask your questions, the way they are answered, the way you interpret what you are told.

For example, one factor which may effect proceedings in an interview is the relative standings of individuals in relation to the authority invested in jobs, position in society, or personal expertise and knowledge. A young academic may be talked down to when interviewing a professor, captain of industry, or politician; someone with no academic background may feel exploited by someone with an academic background who has the backing of an academic establishment; in a medical or social work interview the interviewee may believe that the interviewer is able to provide help and may adjust their responses accordingly.

As an interviewer, it is usually you who are perceived as having knowledge, education and the intellectual authority this brings with it. You can go some way towards redressing this imbalance in the interview situation by fully informing interviewees of what is happening at all times in the process, arranging interviews at

times and places which are convenient to them, and listening carefully to what people have to say.

Particularly if you see your interviewee on more than one occasion it is likely that some sort of rapport or relationship will be established. Some approaches to interviewing stress that you should keep the interviewee at a professional distance, while others claim this is unrealistic and both participants should be of equal status, the interview being more like a conversation. While your philosophical approach to research may suggest one way more than another, a bit of both is often a common compromise.

- 1) Be polite and remember your basic manners from the start. Particularly with older people, but generally too, don't use first names without checking that people are happy with this.
- 2) Your appearance counts; try not to over or under dress.
- 3) Be friendly but be aware that this is not a friendship (you may disagree with this!).
- 4) Relax.

Good technique when asking the questions will help to build rapport. Look at the **Asking the Questions** section of this website.

It is not unusual for an interviewee to ask you, the interviewer, some questions about yourself. This raises the question of how much of your self you should disclose; say too little and you may appear distant or uninterested, or say too much and you may overshadow the interviewee. By all means answer any questions, but try to keep the answer fairly brief and not talk too much about yourself; the interview isn't supposed to be about you. What you can give to the interviewee is your undivided attention and a professional approach. You are in a position to give your interviewee a voice through your work, and to respect what they have said in the way you present it.

It is important to bear in mind that in some circumstances an interview may not be a pleasant experience. Talking about personal matters can be stressful and may cause anxiety in the

interviewee, and possibly in the interviewer as well. Researchers engaged in projects dealing with emotive subjects often have debriefing sessions when they can talk about their experiences, but these may not be available for the interviewees. Researchers are rarely trained in counselling, are usually not equipped to deal with extreme emotional situations, and should always consider whether an interview may cause more harm than good.

Early retirement

Speaking:

Enlarge on the advantages and disadvantages of early retirement.

Will Social Security survive?

Will the stock market crash?

Should you pay off your mortgage?

Should you pay for your children's college costs?

Will your children ever take care of you?

Reading:

Early retirement? Why it pays to stay

Companies are dangling buyouts before older workers, but the packages are rarely enough to support their lifestyles.

By Janice Revell, Money Magazine senior writer, December 11, 2008

(Money Magazine) -- The job market is looking pretty grim lately. More than 438,000 jobs have been lost already this year, according to the Bureau of Labor Statistics, and companies across a range of industries, from financial services to retail, have been extending early-retirement packages in an effort to slash work forces.

If you're offered such a buyout, you'll face one of the most important financial decisions of your working life: stay on the job or take the money and run.

The enticements you'll get to retire early likely won't offset the drawbacks of spending fewer years at the office. To understand why, you must first understand what you're being offered.

Most retirement buyouts have two parts: severance, usually one or two weeks of pay per year on the job, and a sweetened pension, with as much as five years added to your age and job tenure, says Ethan Kra, retirement actuary at HR consulting firm Mercer.

Say you're 55, earn \$125,000 and have been working at your firm for 20 years. Using the most common pension formula - years of service times 1.5%, times your salary - you've earned \$37,500 in annual retirement income.

But to collect a full pension, you generally must work until age 62. The younger you are, the more it is reduced. In this example, retire at 55 and you'll get just \$22,500, says Kra.

Ultimate guide to retirement: Pensions

With a buyout, though, your pension would be calculated as if you were 60 and had worked for 25 years, bringing you up to \$41,250 a year. That's tempting, especially since you'd earn only a slightly bigger pension (\$47,820) if you worked another five years.

Problem is, you can't collect Social Security until you're 62, and you can't support yourself on a pension alone. If you figure you need 80% of your income - or \$100,000 - to maintain your lifestyle, you'll start out short by \$58,750 a year. And you'll remain short even after Social Security kicks in.

To cover that gap, you'll need to have banked about \$1.4 million, says Rande Spiegelman, V.P. of financial planning at the Schwab Center for Financial Research.

Or you can take the package and find another job. But bear in mind: Only 60% of workers age 55 who lose their jobs are re-employed full time within two years, according to consulting firm McKinsey.

If you work a few more years, you can save significantly more. Say you have \$500,000 in your 401(k) at age 55. If you add \$20,500 a year (the max at your age) for the next seven years, get a 3% match and earn an average of 6% annually on it, you'll have more than \$970,000 by 62.

With Social Security and a then \$62,300 pension, you'll be able to replace 80% of your salary. What's more, you'll be closer to age 65, when Medicare kicks in, a crucial consideration if your company doesn't have retiree health coverage.

All this math may be meaningless if the early-retirement offer comes at a time when your job is in jeopardy (you've been stripped of duties or received bad reviews) or your company is at risk of going under (its stock has tanked, key clients have fled, budgets have been cut more than usual).

Attractive buyouts can foreshadow forced layoffs with far less generous terms. "When the buyout window shuts," says Kra, "it's usually closed for good."

In that case, take the money. Ask if you can stay on payroll awhile instead of getting severance as a lump sum. That way you'll have health insurance while you look for another job.

To see if you have enough savings, use our Retirement Planner. And given the stakes, talk to your adviser too. For most workers in their fifties, it makes sense to keep working and keep saving - if you can.

Reading 2

Retirement problems

<http://www.howdofinance.com/several-advice-of-retirement-plan.html>

Everyone will get old. It's inevitable. The question is, are you ready for retirement? Unfortunately, few of us are adequately prepared for its arrival. Just the thought of retirement can cause anxiety.

Although it is still a long time for your retirement since you are young. But for better or worse, you should spend most of your life preparing for it.

Following put together a list of the biggest mistakes to avoid. But with some planning, you can steer clear of the mistakes that could derail your retirement.

Wait To Start a Retirement Plan

Several people still wait to start a retirement plan. They do not realize that the later you start, you will save less. Since time is one of the most important ingredients to saving enough money to live on in retirement. Also, retirement accounts give you a break on taxes. So do not hesitate to start the retirement plan as soon as possible to take these great advantages. Almost every company provides retirement insurance plan for their employees. Once you start to work, it is advisable for you to inquire HR for the issues of 401(k) and prepare for this retirement insurance plan.

Neglect The Benefits Of 401(k)'s

You should take advantage of 401(k) which provided by your company. Contributions to your 401(k) come out of your paycheck before taxes, meaning it's a portion of your income that you won't pay taxes on now. 401(k) plans can be a powerful tool in promoting financial security in retirement. They are a valuable

option for businesses considering a retirement plan, providing benefits to employees and their employers. It allows participants to decide how much to contribute to their accounts. Employers are entitled to a tax deduction for contributions to employees' accounts. Inquire HR for more about your company's 401(k) plan and sign up as soon as possible.

Disregarding Higher Health Care Costs

One of the most overlooked areas of retirement planning is estimating what health care costs could be in retirement, and including this in the calculation of income needs. Fidelity estimated that a 65-year-old married couple that retired in 2012 will incur an average of \$240,000 in healthcare costs alone in retirement. By overlooking this large potential outlay, retirees could feel strapped for cash in their most vulnerable years.

No Long-Term Care Plan

Anyone who has cared for an aging parent knows first-hand the toll it can take on their loved ones and their savings. Both the time and money needed to provide quality care can be staggering. According to the US Department of Health, 70% of people over 65 will require care at some point in their lives. Genworth has a terrific interactive state-by-state guide to help calculate future long-term care costs. It's important to know your long-term care options and how you plan to pay for these future expenses if you need to.

Not Understanding The Risks Stocks is risky. On the flip side, you could be taking on too much risk. If you have an aggressive retirement plan loaded with high-risk stocks, you might end up losing a big chunk right before you retire.

It is advisable for you to subtract your age from 100, and putting no more than the resulting percentage of your long-term savings into stocks. But as I also said, that's just a rule of thumb. If you're nervous, you've invested too much.

Cashing Out Early

If you lose jobs, people tend to cash out their money from the insurance account due to the financial problem or other emergency. However, you can't without paying a hefty penalty. Doing so means you'll be hit with federal, and maybe state, penalties, as well as income taxes on your withdrawal. If you cash out your 401(k) before your retirement, you'll have to pay taxes on any money you collect. Instead, roll your 401(k) into an IRA and stay tax-free.

Even if you've only got a few thousand dollars in your account, don't cash it out when you leave your job. Do what's called a rollover—a direct transfer from one 401(k) to another, or to an IRA.

Relying on Social Security

If you're relying on Social Security to keep you solvent in your golden years, you might be setting yourself up for disaster. Social Security or a pension plan can help out, but they will not be your main source of income during retirement.

The maximum Social Security benefit this year for someone who retires at full retirement age is \$2,533 and only \$1,923 if you take early retirement at age 62. And if they don't (and you decide to change jobs, for example) you'll be left with no retirement savings.

Insert the words in the gaps, wherever they fit:

show up	message	potential	brand	outright
		likely		

..... employers are to look you online, so you want the top search hits of your name to communicate your..... Start by making sure your LinkedIn profile plays up your brand - use the "summary" to state it- and that your

Facebook page doesn't distract from it, since both early in searches.

Fill in the gaps with *at*, *in* or *on*:

1. I saw Tom standing -----the foot of the stairs.
2. -----that museum they exhibit a Viking ship.
3. He lives -----a farm -----the outskirts of Chester.
4. Lucy was standing -----the bus-stop when I crossed the street.
5. Her parents landed -----London at 10.45.
6. The car was -----the bridge when the storm started.
7. We can put these things -----the back of the car, since the boot's full.
8. He was sitting -----the armchair, watching TV.
9. I didn't know what he was hinting-----.
10. No, please sit -----the sofa; it's much more comfortable.

Some of the verbs in the sentences below could be replaced by *get* (plus, if necessary, any other item).

Change the sentences accordingly:

- "Well, gentlemen, before we move on to the main issue of the day, there's one point I'd like to raise which we should sort out at once" the chairman said.
- Smith rose to his feet and took out a large envelope which he passed to the manager.
- You find a lot of these little red flowers round here. Don't they have lovely petals?
- Every was obviously becoming tired and Jim was feeling more and more impatient.