

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ПРИКАРПАТСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ІМЕНІ ВАСИЛЯ СТЕФАНІКА**



Факультет іноземних мов

Кафедра англійської філології

**МЕТОДИЧНІ РЕКОМЕНДАЦІЇ
ДО ПРАКТИЧНИХ ЗАНЯТЬ
ТА САМОСТІЙНОЇ РОБОТИ СТУДЕНТІВ
З ДИСЦИПЛІНИ
ДІЛОВІ КОМУНІКАЦІЇ АНГЛІЙСЬКОЮ МОВОЮ**

Рівень вищої освіти другий (магістерський)
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Рекомендовано вченою радою факультету іноземних мов

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Методичні рекомендації до практичних занять, а також самостійної роботи студентів зорієнтовані на поглиблення, узагальнення та закріплення знань із зазначеної дисципліни а також набуття ними необхідних умінь та навичок. Призначені для студентів освітнього рівня «магістр» за спеціальністю: 076 «Підприємництво та торгівля» (ОП «Підприємництво та торгівля»).

Розглянуто та рекомендовано на засіданні кафедри
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ІМЕНІ ВАСИЛЯ СТЕФАНИКА, 2024

ВСТУП

Сучасні умови ведення бізнесу вимагають від фахівців високого рівня володіння діловою англійською мовою для ефективного спілкування, управління проєктами та підтримки міжнародного партнерства. **Метою** вивчення дисципліни «Ділові комунікації англійською мовою» є розвиток у студентів магістратури спеціальності 076 «Підприємництво та торгівля» (ОП «Підприємництво та торгівля») необхідної комунікативної компетенції, що дозволить їм використовувати англійську мову як інструмент професійного спілкування в бізнес-середовищі.

Ці методичні рекомендації покликані допомогти студентам ефективно опанувати матеріал дисципліни, поглиблювати свої знання, а також закріплювати отримані навички та вміння. Розроблені завдання для практичних занять і самостійної роботи спрямовані на засвоєння навичок ведення публічних виступів, бізнес-зустрічей, ділового листування, телефонних переговорів, створення та проведення презентацій. Тематика курсу відображає ключові аспекти сучасної ділової комунікації та охоплює такі важливі теми, як корпоративна культура, управління персоналом, фінансове планування, цифровий бізнес та тайм-менеджмент.

Зокрема, матеріали даного видання охоплюють п'ять основних тематичних модулів:

Корпоративна культура: види бізнес-комунікації, канали зв'язку, культура робочого місця, побудова відносин у команді.

Навчання і розвиток: стратегії управління персоналом, комунікація в команді, навички ведення зустрічей та складання протоколів.

Фінанси: орієнтування у складних економічних умовах, управління негативними новинами, складання фінансових звітів.

Цифровий бізнес: використання технологій, стратегія переговорів, розробка коротких бізнес-пропозицій.

Тайм-менеджмент: ефективне управління часом, розстановка пріоритетів, вирішення конфліктів та складних переговорів.

Рекомендації є базовим інструментом, що допоможе студентам розвивати практичні уміння, необхідні для успішної роботи в міжнародному діловому середовищі, готуючи їх до виконання спеціалізованих завдань і вирішення практичних проблем у галузі бізнес-комунікації.

Навчальне видання містить завдання для самостійної роботи студентів, питання для самоперевірки, а також додаткові завдання для роботи на практичних заняттях.

ТЕМАТИКА НАВЧАЛЬНОЇ ДИСЦИПЛІНИ

Тема	КІЛЬКІСТЬ ГОДИН	
	Практичні заняття	сам. роб.
<p>Тема 1. Corporate culture.</p> <p>Types of business communication.</p> <p>Communication channels for business.</p> <p>Workplace culture. Employee retention.</p> <p>Building relationships.</p> <p>Presenting yourself.</p> <p>A company news blog.</p>	6/2	12/16
<p>Тема 2. Training and development.</p> <p>Learning on the job. Human resource strategies.</p> <p>Team communication.</p> <p>Facilitating a meeting. Speaking at a meeting.</p> <p>Minutes writing.</p>	6/2	12/16
<p>Тема 3. Finance.</p> <p>Recessions and depressions. Catching up with rivals. Managing bad news.</p> <p>Making telephone calls. Annual report summary.</p>	6/2	12/16
<p>Тема 4. Digital business.</p> <p>Digital disruptors. Talking technology. Negotiating strategies. Short business proposal.</p>	6/2	12/16
<p>Тема 5. Time management.</p> <p>Managing time. Smart work. Dealing with urgency.</p> <p>Difficult negotiations.</p> <p>An email giving reasons.</p>	6/2	12/16
УСЬОГО ГОДИН	30/10	60/80

ПЛАН ПРАКТИЧНИХ ЗАНЯТЬ

Практичне заняття з Ділової комунікації англійською мовою є формою навчального процесу, під час якого викладач організовує поглиблене вивчення студентами професійної лексики, етикету ділового спілкування, ведення переговорів, підготовки презентацій, складання ділових листів, створення звітів та інших документів, необхідних для ефективної комунікації в міжнародному бізнес-середовищі. Проведення таких занять базується на заздалегідь підготовлених методичних матеріалах, які включають запитання для перевірки рівня знань студентів та набір завдань різного рівня складності для їх розв'язання на занятті.

ТЕМА 1. CORPORATE CULTURE.

Завдання для самостійної роботи студентів

1. Corporate Culture

Task: Research and prepare a presentation on what corporate culture is. Highlight the key elements that define corporate culture (e.g., values, norms, communication styles) in different types of companies. Use real-life examples from well-known companies to illustrate various types of corporate cultures.

2. Types of Business Communication

Task: Identify and categorize different types of business communication (e.g., verbal, non-verbal, written, formal, informal). Provide examples for each type and discuss how they are used in a business environment.

3. Communication Channels for Business

Task: Create a chart comparing various communication channels for business (e.g., emails, video conferences, face-to-face meetings, instant messaging). Discuss the advantages and disadvantages of each channel for specific business scenarios. Simulate a situation where you must choose the most effective communication channel for a business task.

4. Workplace Culture

Task: Conduct a survey among classmates or colleagues on what they think makes a positive workplace culture. Prepare a report analyzing the results and present your findings. Discuss the impact of workplace culture on employee motivation and performance.

5. Employee Retention

Task: Research best practices for employee retention and create a guidebook with tips for managers on how to keep employees motivated and engaged. Include strategies related to corporate culture, communication, and workplace environment.

6. Building Relationships

Task: Write a script for a role-play scenario where you need to build a strong business relationship with a new client. Focus on effective communication strategies, active listening, and how to handle difficult situations. Perform the role-play in pairs and analyze what went well and what could be improved.

7. Presenting Yourself

Task: Prepare a short self-introduction presentation that you would give during a job interview or a networking event. Highlight your strengths, skills, and what you can offer to a company, while maintaining a professional and engaging tone. Record a video of your presentation for self-evaluation or peer feedback.

8. A Company News Blog

Task: Write a blog post for a hypothetical company's internal news platform. Choose a topic related to corporate culture, recent company achievements, or employee recognition. Focus on clarity, engaging language, and a positive tone to maintain morale and motivation among employees.

Questions for self-check:

What are the key elements that define corporate culture in a business?

How does corporate culture influence employee behavior and company performance?

How can a company change or improve its corporate culture?

What are the main types of business communication? How do they differ?

What are the benefits and drawbacks of formal versus informal communication in a business setting?

How can non-verbal communication impact a business interaction?

What are some effective strategies for clear and concise written communication in business?

What are the most common communication channels used in business, and when is each most effective?

What factors should you consider when choosing a communication channel for a specific business task?

How do digital communication channels like email and instant messaging compare to face-to-face communication in business?

What are the potential risks of miscommunication in digital channels, and how can they be minimized?

What is workplace culture, and why is it important for both employees and employers?

What characteristics make for a positive workplace culture?

How does workplace culture impact employee satisfaction and productivity?

What steps can a company take to improve its workplace culture?

What are the key factors that influence employee retention?

How does corporate culture play a role in retaining employees?

What are some effective strategies to improve employee retention?

What role does communication play in employee satisfaction and retention?

What are the key elements of building strong business relationships?

How can you use communication skills to build trust and rapport with colleagues and clients?

What are common barriers to effective relationship-building in a business context, and how can they be overcome?

How can conflict be managed effectively to maintain positive relationships in the workplace?

What are the essential components of a professional self-presentation?

What are some common mistakes to avoid when presenting yourself professionally?

How can body language and tone of voice influence how others perceive you during a presentation?

What makes a company news blog an effective tool for internal communication?

What kind of content is most suitable for a company news blog, and why?

How can the tone and style of writing affect the impact of a blog post on company morale?

PRACTICAL TASKS

Work in small groups. Do the tasks from the scenarios.

Scenario 1: Client Relationship Management You need to have a sensitive conversation with a long-term client who is dissatisfied with recent service issues. This conversation requires emotional intelligence and the ability to immediately clarify misunderstandings, as well as build trust. The client values personalized attention and has expressed frustration via email.

Scenario 2: Team Project Update Your team is working on a collaborative project and needs to share progress updates on a regular basis. The updates are mainly factual, and there is a need to ensure that information is archived for later reference. Everyone on the team is busy and often working in different time zones.

Scenario 3: Urgent Information Exchange You are working remotely and need to get quick approval from your manager for a document revision. The manager is in meetings all day but can respond briefly in between. Time is of the essence, and you need to receive a rapid response.

Scenario 4: Data Presentation You are presenting a complex quarterly report to a group of senior executives. The report includes detailed data, analysis, and recommendations for the next quarter. You need to ensure that your findings are fully understood and that you have ample time to explain nuances.

Scenario 5: Cross-Department Collaboration You are leading a cross-departmental brainstorming session to generate new ideas for an upcoming marketing campaign. The goal is to have an open dialogue and spontaneous sharing of creative ideas. The departments are located in different cities and cannot all attend in person.

ТЕМА 2. TRAINING AND DEVELOPMENT.

Завдання для самостійної роботи студентів

1. Training and Development

Task: Research different methods of employee training and development (e.g., on-the-job training, workshops, mentoring, online courses). Prepare a short presentation comparing the effectiveness of at least three methods for different types of industries. Discuss the advantages and disadvantages of each method.

2. Learning on the Job

Task: Conduct a case study on a company that successfully uses on-the-job training. Describe how the training is structured and what skills employees learn. Prepare a report with your findings and discuss how on-the-job training can be adapted to different industries or roles.

3. Facilitating a Meeting

Task: Choose a business-related topic and conduct a simulated meeting with a group of classmates or colleagues. Take on the role of the facilitator, ensuring the meeting stays on track, everyone has a chance to speak, and decisions are made efficiently. Evaluate your performance as a facilitator afterwards.

4. Speaking at a Meeting

Task: Prepare a five-minute presentation on a business-related topic to be delivered in a meeting setting. Focus on clarity, structure, and engaging delivery. Record the presentation for self-assessment or peer feedback, focusing on your use of language and professional tone.

5. Minutes Writing

Task: Attend a mock business meeting and take detailed notes throughout. After the meeting, write formal minutes summarizing the key points discussed, decisions made, and any action items assigned. Share the minutes with your classmates for feedback on

clarity and completeness.

Questions for self-check:

What are the main goals of employee training and development in a business setting?

How can effective training and development programs impact employee performance and satisfaction?

What are the advantages and disadvantages of traditional classroom training compared to online training?

How can companies measure the success of their training and development programs?

What is on-the-job training, and how does it differ from formal education?

What are the benefits of learning on the job for both employees and employers?

What challenges might arise when implementing on-the-job training, and how can they be addressed?

How can human resources balance the needs of the company with the needs of its employees?

What are the essential skills for effective team communication?

How can teams overcome communication barriers in a diverse workplace?

How does team communication affect the overall success of a project?

What are the key responsibilities of a meeting facilitator?

How can a facilitator encourage participation from all attendees during a meeting?

What techniques can be used to manage time effectively during a meeting?

How can a facilitator handle difficult or disruptive participants?

What are the most important elements to consider when preparing to speak at a meeting?

How can you structure your presentation to keep the audience engaged?

What are some common mistakes to avoid when speaking at a business meeting?

How can you effectively respond to questions or feedback during a meeting?

What information should be included in the minutes of a business meeting?

What is the best format for writing minutes, and how should action items be documented?

PRACTICAL TASKS

Work in small groups. Do the tasks from the scenarios.

Scenario 1. You are a manager at a mid-sized tech company. The company is planning to introduce a new software system for project management. Your task is to design a training program for the staff to learn the new system effectively. Consider a range of training methods to accommodate employees with different learning styles and technical skills.

Scenario 2. You have just been hired as an intern at a marketing agency. Instead of formal training, you are expected to learn on the job. Your supervisor assigns you to assist with a marketing campaign. You need to learn how to use new digital marketing tools, create engaging content, and manage client feedback, all while working on real projects with tight deadlines.

Scenario 3. You are the head of HR at a rapidly growing startup. You need to develop a comprehensive HR strategy to attract, retain, and develop talent. Your strategy should include onboarding procedures, training programs, performance assessments, and career development plans. The goal is to create a positive work environment while meeting the company's growth targets.

Scenario 4. You are a project leader tasked with leading a multicultural team on a high-stakes project. Team members are located in different time zones, and there are cultural differences in communication styles. Your goal is to establish effective communication strategies, ensure collaboration, and address any conflicts that may arise due to misunderstandings or miscommunication.

Scenario 5. You are asked to facilitate a quarterly strategy meeting with department heads from various areas of the company. Some attendees are outspoken, while others are more reserved. The agenda includes reviewing the past quarter's performance, discussing goals for the next quarter, and brainstorming solutions to recent challenges. You need to keep the meeting on track, encourage participation, and make sure decisions are clearly documented.

ТЕМА 3. FINANCE.

Завдання для самостійної роботи студентів

1. Recessions and Depressions

Task 1: Write a brief essay (200-300 words) explaining the difference between a recession and a depression. Include examples of historical events for each.

Task 2: Research and create a timeline of major global recessions in the 20th and 21st centuries. Include key causes, affected regions, and recovery periods.

2. Catching up with Rivals

Task 1: Choose a company that successfully caught up with or overtook a major rival (e.g., Samsung vs. Apple, Nike vs. Adidas). Write a report (300-500 words) detailing the strategies they used.

Task 2: Role-play activity: two teams represent rival companies. Each team creates a marketing strategy to overtake the other in the market. Present and debate the effectiveness of the strategies.

3. Managing Bad News

Task 1: Prepare a mock press release for a company announcing a difficult decision (e.g., layoffs, factory closure, product recall). Focus on using positive and empathetic language.

4. Making Telephone Calls

Task 1: Practice a telephone role-play in pairs. One student is a customer calling to ask about a product, and the other is a company representative providing information.

Task 2: Create a telephone call script for a follow-up call with a client regarding an overdue payment. Include opening, the purpose of the call, handling objections, and closing.

5. Annual Report Summary

Task 1: Analyze the annual report of a well-known company. Write a summary (200-300 words) highlighting the company's financial performance, including revenue,

profits, and any notable achievements or setbacks.

Task 2: Compare the annual reports of two competing companies. Create a comparison chart that shows differences in revenue, expenses, net profit, and key strategic goals.

Questions for self-check:

What are the key economic indicators that signal the beginning of a recession?

How does a depression differ from a recession in terms of duration and severity?

What strategies can governments use to stimulate an economy during a recession?

What are some typical impacts of recessions on employment and consumer spending?

What are some effective strategies for a company to catch up with its main competitors?

What role does innovation play in helping a company surpass its rivals?

Why is it important for companies to monitor the actions of their competitors continuously?

What techniques can be used to soften the impact of negative news?

How can companies prepare for potential crises in advance to better manage bad news?

What are some best practices for starting a business telephone call professionally?

How should a speaker handle a difficult or upset caller on a business call?

What are common phrases to use when you need to clarify information over the phone?

How can you ensure that a business call ends on a positive note?

Why is it important to confirm the details discussed during a telephone call?

What are the key sections typically found in a company's annual report?

How can you identify a company's strengths and weaknesses by analyzing its annual report?

Why is it important for companies to present financial data clearly and accurately in their annual reports?

PRACTICAL TASKS

Work in small groups. Do the tasks from the scenarios.

Scenario 1: Imagine you are an economist advising a government agency. A neighboring country is facing a deep depression, and there are fears it could affect your own economy. What proactive measures would you suggest to mitigate the potential impact?

Scenario 2: Your company's latest product has a defect that affects 10% of customers. You are in charge of creating a press release to announce a product recall. How would you communicate this news while maintaining the company's reputation?

Scenario 3: You are a customer service representative for a financial services company. A client calls with a complaint about unexpected charges on their account. How would you handle the call, ensuring the client feels heard and respected?

Scenario 4: You are a project manager needing to follow up with a supplier who missed a critical deadline. You need to clarify the reason for the delay and negotiate a new timeline over the phone. How would you structure this conversation?

Scenario 5: Your company is preparing its annual report, and you have been asked to write a section about the challenges faced during the last fiscal year, such as market fluctuations or supply chain disruptions. How would you frame these challenges in a way that is honest yet positive?

ТЕМА 4. DIGITAL BUSINESS.

Завдання для самостійної роботи студентів

1. Digital Disruptors

Task 1: Research a digital disruptor in a specific industry (e.g., Netflix in media, Uber in transportation, Airbnb in hospitality). Prepare a 5-minute presentation explaining why the company is considered a disruptor and the impact it had on the industry.

Task 2: Write a 300-word report on how a traditional business has responded to digital disruption. Focus on the strategies they used to adapt and whether they were successful.

2. Talking Technology

Task 1: Choose a recent technological trend (e.g., blockchain, AI, cloud computing) and write a short article (200-300 words) explaining it to a non-technical audience. Focus on how it can benefit businesses.

Task 2: Create a glossary of 10-15 key digital business terms and provide simple definitions for each. Use them in sentences to show understanding.

3. Negotiating Strategies

Task 1: In pairs, simulate a negotiation between a software provider and a potential client. One student plays the provider who wants to sell a product at a set price, while the other is the client aiming to get a discount. Focus on language for persuading, bargaining, and reaching an agreement.

Task 2: Write a reflection (150-200 words) on a real-life negotiation you have experienced, whether personal or professional. Highlight what strategies worked well and what could have been improved.

4. Short Business Proposal

Task 1: Imagine you are a startup founder pitching your digital business idea to investors. Prepare a 3-minute elevator pitch focusing on what makes your idea unique and why it's a good investment. Practice the pitch in pairs and provide feedback to each other.

Questions for self-check:

What is a digital disruptor, and how does it differ from a traditional business model?

Why are some industries more susceptible to digital disruption than others?

How can a traditional company adapt to digital disruption to remain competitive?

What are some common characteristics of companies that are considered digital disruptors?

What strategies can you use to explain technical concepts to a non-technical audience?

How can technological advancements impact a company's communication strategies?

What are some key technological trends currently influencing digital businesses?

How can the implementation of new technology help a company achieve its goals?

Why is it important to stay updated with the latest technology trends in business?

What are some effective negotiation strategies that can be applied in digital business environments?

How can cultural differences impact negotiation styles and outcomes in a global digital business context?

What role does preparation play in a successful negotiation, especially in a tech-driven industry?

How can you handle a situation where the other party in a negotiation refuses to compromise?

Why is it important to build rapport and establish trust during negotiations?

What are the key components of a short business proposal?

How can you make a business proposal persuasive and compelling to potential investors or clients?

Why is it important to clearly define the problem when writing a business proposal?

How can you ensure that your proposed solution is both practical and cost-effective?

What are some common mistakes to avoid when preparing a business proposal?

PRACTICAL TASKS

Work in small groups. Do the tasks from the scenarios.

Scenario 1: You are the marketing manager of a traditional bookstore chain facing a major decline in sales due to digital disruptors like Amazon. Your task is to propose a digital strategy that could help the bookstore compete, such as an online platform, a mobile app, or an e-book service.

Scenario 2: You work for a travel agency that has been heavily impacted by digital travel platforms (like Airbnb and Booking.com). Your CEO wants you to explore ways to attract more customers using digital tools. What ideas would you propose to bring back customers?

Scenario 3: Your company wants to implement a new AI-based chatbot for customer service, but some employees are worried that it might reduce job security. Write a speech that you would give to the staff to explain the technology and address their concerns.

Scenario 4: You are leading a negotiation with a client from another culture, and there are clear differences in communication style and expectations. Consider how you would adapt your negotiation strategy to accommodate cultural differences and reach a positive outcome.

Scenario 5: You have been asked to create a short business proposal to introduce a new mobile app for internal communication within your company. Highlight how this app could improve efficiency and communication between departments.

ТЕМА 5. DIGITAL BUSINESS.

Завдання для самостійної роботи студентів

1. Managing Time

Task 1: Track how you spend your time over the course of three days, and create a time management chart categorizing your activities (work, study, leisure, etc.). Write a reflection (200-300 words) about how effectively you managed your time and what changes you would make.

Task 2: In small groups, discuss the importance of setting priorities in business. Each group member should share their top three time-management strategies and create a combined "Top 5 Time Management Tips for Business Professionals" list.

2. Smart Work

Task 1: Write a brief report (300-400 words) comparing the concepts of “working hard” versus “working smart.” Provide examples of how working smart can lead to better productivity and efficiency.

Task 2: Watch a short video or read an article about a successful business leader who emphasizes smart work over hard work. Summarize the main points and discuss how their approach could be applied to your future career.

3. Dealing with Urgency

Task 1: Write a short guide (200-300 words) on how to manage urgent situations at work without sacrificing quality. Include tips on staying calm, managing stress, and setting clear priorities.

4. An Email Giving Reasons

Task 1: Imagine you have to decline an invitation to a networking event due to scheduling conflicts. Write a polite email explaining your reasons and suggesting an alternative way to stay in touch.

Questions for self-check:

What are some effective methods for prioritizing tasks in a business context?

How can time management tools (e.g., calendars, task lists, scheduling apps) help improve productivity?

What are some common time management mistakes that professionals should avoid?

How can setting clear goals contribute to better time management?

What is the difference between “working hard” and “working smart”?

How can automation and digital tools contribute to working smarter in a business environment?

How can setting clear boundaries between work and personal life lead to smarter work habits?

What strategies can you use to remain calm and focused during urgent situations?

How can you determine which tasks are truly urgent versus important but not urgent?

What are some ways to manage stress when facing tight deadlines?

Why is it important to listen actively during negotiations, and how can it help achieve a better outcome?

What role does preparation play in successful negotiations, especially in challenging contexts?

How can you manage your emotions during a tense negotiation to stay professional and focused?

What are the key elements of a professionally written email that explains reasons for a decision or delay?

Why is it important to provide clear and specific reasons when explaining a change in plans or a decision?

How can you propose alternatives or solutions when giving reasons for not being able to meet a request?

What language and tone should you use to maintain professionalism and clarity in an email giving reasons?

PRACTICAL TASKS

Work in small groups. Do the tasks from the scenarios.

Scenario 1: You have a full schedule this week, but your supervisor asks you to take on an additional assignment. Decide how you will manage your existing workload and find time for the new task without sacrificing quality.

Scenario 2: You realize that you spend a lot of time in unnecessary meetings that affect your productivity. Write an email to your supervisor proposing ways to reduce meeting time and streamline communication.

Scenario 3: Your client requests last-minute changes to a proposal just hours before the presentation. Develop a plan to manage this urgent request, delegate tasks to your team, and ensure the changes are made without compromising quality.

Scenario 4: A client has requested a delivery date that is earlier than what you can accommodate. Write a polite email explaining why you cannot meet their deadline, provide three reasons, and propose a realistic new date.

Scenario 3: You have been asked to make an unexpected business trip, but you have other urgent tasks that you cannot leave unattended. Write an email to your supervisor explaining your situation, giving reasons for not being able to make the trip, and offering a potential solution.

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