



РОССИЙСКИЙ ГОСУДАРСТВЕННЫЙ
ГУМАНИТАРНЫЙ УНИВЕРСИТЕТ

В. И. Уваров

АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ЭКОНОМИСТОВ ENGLISH FOR BUSINESS

УЧЕБНИК И ПРАКТИКУМ ДЛЯ СПО

Рекомендовано Учебно–методическим отделом среднего профессионального образования в качестве учебника для студентов образовательных учреждений среднего профессионального образования

**Книга доступна в электронной библиотечной системе
biblio-online.ru**

Москва ■ Юрайт ■ 2016

УДК 811.111(075.32)

ББК 81.2Англ-я723

У18

Автор:

Уваров Валерий Игоревич — старший преподаватель кафедры английского языка Российского государственного гуманитарного университета.

Рецензенты:

Воронцова И. И. — кандидат филологических наук, доцент кафедры английского языка Российского государственного гуманитарного университета;

Пушкина Г. Г. — доцент кафедры «Иностранные языки – 1» Финансового университета при Правительстве Российской Федерации.

Аудиозапись:

Кракович В. Б. (Ph. D.), **Костина И. О.** (кандидат исторических наук) — доценты кафедры английского языка Российского государственного гуманитарного университета.

Уваров, В. И.

У18

Английский язык для экономистов. English for Business : учебник и практикум для СПО / В. И. Уваров. – М. : Издательство Юрайт, 2016. – 356 с. – Серия : Профессиональное образование.

ISBN 978-5-9916-5765-5

Учебник и практикум «Английский язык для экономистов. English for Business» содержит подробный учебный курс, охватывающий основные темы, необходимые в бизнес-английском. Пособие рассчитано на уровень владения языком В1–С1 по Общеввропейской системе оценки (Intermediate и выше). Учебник помогает выработать и усовершенствовать навыки по различным видам работы с профессиональной информацией на английском языке. Оригинальная система упражнений к аутентичным текстам предусматривает как аудиторную, так и внеаудиторную работу с материалами учебника, способствует развитию творческого и аналитического мышления и формированию собственной позиции в сфере делового общения.

Учебник предназначен для студентов образовательных учреждений среднего профессионального образования экономических направлений и специальностей, а также для широкого круга лиц, изучающих бизнес-английский и желающих чувствовать уверенность и достигнуть успеха в мире бизнеса.

УДК 811.111(075.32)

ББК 81.2Англ-я723

Contents

Предисловие	4
Unit 1. Economics Overview	7
Unit 2. Being an Economist. Job Interview	17
Unit 3. Macro- and Microeconomics. The Sectors of the Economy	26
Unit 4. Money	35
Unit 5. Financial Institutions	43
Unit 6. Banks and Loans	53
Unit 7. Financial Statements	64
Unit 8. Types of Business Entities	73
Unit 9. Organisational Structure and Recruitment	83
Unit 10. Management Styles. Motivation	95
Unit 11. Making Presentations	105
Unit 12. Negotiations	119
Unit 13. Business Ethics. Competition	129
Unit 14. Mergers, Acquisitions and Joint Ventures	141
Unit 15. Business and Law	153
Unit 16. Startups	161
Unit 17. Taxation	170
Unit 18. E-commerce	179
Unit 19. Marketing. Promotion and Advertising	189
Unit 20. International Trade	200
Unit 21. Business Cycles. Crisis	213
Appendices	223
Grammar Reference	224
List of Irregular Verbs.....	255
Useful Advice and Phrases for Making Successful Presentations	259
Useful Phrases for Business Communication	262
Interviewer's Checklist: The 50 Questions Every Applicant Should Be Ready to Answer.....	268
Some Useful Business Idioms	270
Numbers and Trends	279
Writing File	283
Audio Scripts	290
Keys	308
Bibliography	355
Интернет-ресурсы	356

Предисловие

В наше время умение говорить, читать и писать на английском языке уже перешло из разряда преимуществ в разряд необходимых условий успешной деятельности практически в любой сфере жизни общества. Знание же делового английского по-прежнему дает его обладателю существенные преимущества во всех сферах деловой активности, начиная с подачи заявления о трудоустройстве в иностранную компанию и заканчивая успешно проведенными переговорами и заключением многомиллионного контракта с крупными иностранными партнерами.

Учебник и практикум «Английский язык для экономистов. English for Business» не претендует на исчерпывающий курс программы MBA, но может стать прекрасным стартом в освоении вершин делового международного общения. Учебник охватывает самые основные темы и вопросы, необходимые для получения базовых знаний не только в бизнес-английском, но и в самой экономической науке в целом.

С точки зрения развития навыков владения английским языком оригинальный тематический материал учебника и сопутствующие ему задания построены таким образом, чтобы эффективно тренировать и развивать все четыре навыка — чтение, письмо, аудирование, говорение — в едином логичном творческом русле.

В результате освоения материала данного пособия обучаемые должны:

знать

- основные законы применения английского языка для профессиональной деятельности;
- современные социокультурные реалии англоязычного пространства, в том числе относящиеся к сфере профессиональных интересов;
- основной теоретический материал экономической направленности, изложенный в данном учебном пособии;

уметь

- понимать тексты по специальности различного уровня сложности;
- находить необходимые для профильной деятельности источники информации и извлекать из них необходимые сведения;
- вести диалог, переписку, переговоры на английском языке, в том числе в рамках профессионального общения и в соответствии с уровнем поставленных задач;
- работать с материалами средств массовой информации на английском языке, составлять обзоры прессы по заданным темам, находить, собирать и первично обобщать фактический материал, делая обоснованные выводы;
- воспринимать на слух лекции и монологические высказывания, информационные радио- и телесообщения, следить за аргументацией;

— создавать письменное высказывание, выражать и аргументировать собственную позицию в рамках международных стандартов, предъявляемых к письменной документации;

— выполнять письменные и устные переводы материалов профессиональной направленности;

владеть

— техниками установления профессиональных контактов и развития общения, в том числе на английском языке;

— навыками работы с аудиторией, в том числе зарубежной, с использованием английского языка.

Учебник и практикум «Английский язык для экономистов. English for Business» состоит из взаимосвязанных функциональных модулей (всего 21 модуль), каждый из которых имеет четкую структуру и логику изложения.

Каждый модуль включает следующие разделы:

1. Starting up. Введение в тематику модуля. Цитаты заметных деятелей общественной жизни разных времен относительно темы модуля. Презентационный материал в форме, позволяющей активизировать речевую деятельность обучающихся в опоре на уже имеющиеся у них знания и опыт.

2. Key Vocabulary. Представление и отработка ключевого словаря по теме модуля.

3. Reading. Чтение текстов, содержащих преимущественно теоретическую информацию по теме модуля. Предтекстовые и послетекстовые упражнения, позволяющие максимально эффективно организовать работу с текстовым материалом.

4. Comprehension Check. Ряд упражнений, основанных на содержании прочитанных текстов.

5. Listening. Короткие аудиозаписи, связанные с темой модуля и сопровождаемые заданиями различного формата для контроля понимания и усвоения услышанного материала.

6. Grammar. Ряд упражнений для повторения и закрепления основных грамматических тем. Перед выполнением заданий обучающимся предлагается ознакомиться с теоретическим материалом по данной теме в Приложениях в разделе «Grammar Reference».

7. Vocabulary Development. Корпус упражнений на усвоение дополнительного лексического материала. В состав упражнений включены дополнительные тексты, значительно расширяющие словарный запас по теме модуля, а также содержащие практические советы и рекомендации по вопросам ведения бизнеса.

8. Skills Focus. Разнообразные формы закрепления речевых умений в ситуациях, имитирующих реальную практику бизнеса. Работа в парах и мини-группах.

9. Writing. Творческие письменные задания в формате различной бизнес-отчетности и документации. Тексты для полного и/или реферативного перевода.

10. Supplementary Reading. Список источников для дополнительного самостоятельного ознакомления.

В разделе Appendices (Приложения) предлагаются:

- Теоретический материал по основным грамматическим темам для повторения и закрепления.
- Примеры вопросов из интервью для кандидатов на ключевые позиции в бизнесе.
- Основные правила чтения и написания чисел и простейших арифметических уравнений; набор лексики для описания экономических изменений и тенденций.
- Рекомендации и примеры фраз для успешных презентаций.
- Полезные фразы и клише, относящиеся к различным ситуациям делового общения.
- Список полезных идиом для делового общения.
- Тексты аудиозаписей, которые можно использовать как для контроля понимания услышанного материала, так и в качестве дополнительных источников бизнес-лексики и примеров реального или смоделированного делового общения.
- Примеры основных форм деловой переписки и документации.
- Ключи для проверки самостоятельно выполненных заданий.

Корпус упражнений для каждого модуля предполагает:

- Чтение и анализ аутентичных текстов и выполнение соответствующих заданий.
- Структурирование письменной речи в деловой документации.
- Выполнение заданий на закрепление лексического компонента модуля.
- Выполнение заданий на повторение и закрепление основных грамматических тем.
- Выполнение практических заданий, моделирующих реальные ситуации бизнеса (представление информации, описание тенденций, участие в конференциях, деловых встречах и т.д.).
- Выполнение творческого задания, аккумулирующего информационные знания и приобретенные речевые умения и навыки. Возможны формы кратких презентаций, участие в дискуссиях и переговорах. Приоритетная роль отводится изучению конкретных деловых ситуаций (Case-study), где обучающиеся могут проявить свои творческие способности и предложить альтернативные решения рассматриваемых проблем.

Учебник и практикум «Английский язык для экономистов. English for Business» идеально подходит как для аудиторной, так и для самостоятельной работы. Он адресован широкому кругу лиц — как профессионалам, желающим повысить уровень владения бизнес-английским, так и людям, только начинающим свое восхождение по ступеням карьерной лестницы в сфере экономики, менеджмента, международных отношений и других смежных направлений. Для оптимального усвоения материала рекомендуется уровень владения английским языком от Intermediate и выше (уровни B1–C1 по Общеввропейской системе оценки уровня владения иностранным языком).

Unit 1

ECONOMICS OVERVIEW

“Economics is the science which studies human behaviour as a relationship between ends and scarce means which have alternative uses.”

Lionel Charles Robbins, 1898-1984,
British economist

“A study of economics usually reveals that the best time to buy anything is last year.”

Marty Allen, born in 1922,
American stand-up comedian and actor

1. Starting up

- 1) What do you already know about economics? In pairs or small groups, discuss your ideas and summarize them within 5-7 sentences.
- 2) Here are some other quotations about economics. Which of them do you agree or disagree with? Work with the group mates and discuss your ideas.

“I learned that economics was not an exact science and that the most erudite men would analyse the economic ills of the world and derive a totally different conclusion.”

Edith Clara Summerskill (1901-1980), medical practitioner and politician

“In economics, hope and faith coexist with great scientific pretension and also a deep desire for respectability.”

“In economics, it is a far, far wiser thing to be right than to be consistent.”

“In economics, the majority is always wrong.”

John Kenneth Galbraith (1908-2006), Canadian-American economist

“Economics has never been a science — and it is even less now than a few years ago.”

Paul A. Samuelson (1915-2009), American economist

“Economics is a subject that does not greatly respect one’s wishes.”

Nikita Khrushchev (1894-1971), First Secretary of the Communist Party of the Soviet Union from 1953 to 1964

2. Key Vocabulary

- 1) scarce
- 2) supply

- 3) demand
- 4) luxury

- 5) entrepreneur
- 6) numerous

- | | | |
|-----------------|--------------------------|----------------|
| 7) to possess | 10) economic environment | 13) failure |
| 8) machinery | 11) to assume | 14) efficiency |
| 9) prerequisite | 12) success | 15) intangible |

1) Consult a dictionary and write out the transcription and Russian equivalents of these words. Then practice reading them.

2) Use the words from the Key Vocabulary to fill in the gaps in the following sentences:

a) To be a successful _____ you need to know how to start your own business, get profits, hold negotiations, etc.

b) A simple example of _____ is when your company is doing well and making profits.

c) Services are called _____ because you can get them but not touch.

d) Each new _____ shouldn't stop you on your way to success, on the contrary – it will give you valuable experience.

e) Every applicant should not only look smart but also _____ the necessary skills and knowledge.

f) We have a limited amount of resources which means that they are _____.

g) Can we say that _____ represents the circumstances in which businesses and individuals interact?

h) There is a strong and obvious connection between _____ and _____ for a particular product or service.

i) _____ goods are not very popular among this social group because they cost too much.

j) There are _____ examples of start-ups which failed within the first year.

3) Make 3-5 sentences of your own with the words (groups of words) from the Key Vocabulary.

3. Reading

Read the following text and write its detailed plan. Compare and discuss your plan with a partner.

Economics

Part 1

Economics is often described as a body of knowledge or study that discusses how a society tries to solve the human problems of unlimited wants and scarce

resources. As economics deals with human behaviour, it is classified as a social science. Dealing with human problems, it can't be an exact science. That's why we may find different views and descriptions of economics. In this article, we will give an overview of the elements that constitute the study of economics: wants, needs, scarcity, resources, goods and services, economic choice, and the laws of supply and demand.

Every person makes numerous economic decisions every day of his or her life. This occurs when we decide whether to cook a meal at home or go to a restaurant, to purchase some new jewelry or put the money in the bank, to rent a house or purchase it, etc.

Wants, Needs and Scarcity

One of the main problems our society faces is that people have unlimited wants while resources are scarce.

A resource is said to be scarce when there is not enough of it to satisfy human wants. At the same time, human wants are endless. Because of unlimited wants and limited resources to satisfy those wants the problem of scarcity appears and demands adequate economic decisions.

Resources

Economic resources, often called factors of production, are divided into four major categories. They are land, labour (human resources), capital, and entrepreneurship.

Land does not only mean the ground that might be. It also includes the resources that come from the land. For example, trees that grow on the land are used to produce paper, furniture and many other products. That's why trees are also a part of land.

Labour (human resources) means the human effort that is used to produce goods and services. It includes physical labour, such as planting and growing trees, building a factory or repairing a vehicle. In addition to physical labour, there is mental labour, which includes such activities as planning the best ways to grow trees and choosing which trees to plant.

Capital is input that is often viewed in two ways. Capital might be viewed as human capital – the knowledge, skills, etc. allow people to produce. The other type of capital is physical, which includes buildings, machinery, tools, and other items that are used to produce goods and services.

Entrepreneurial abilities (often thought of as the fourth factor of production) are needed to improve what we have, to achieve success in business, and to create new goods and services. An entrepreneur is the one who brings together

all the resources of land, labour, and capital that are needed to produce a better product or service.

Many people associate entrepreneurship with creating or owning a new business. But an entrepreneur may also create a new market for something that already exists or push the use of a natural resource to new limits in order to maximise efficiency and minimise consumption.

Goods and Services

An entrepreneur needs land, labour, and capital to produce goods and services that will ultimately be used to satisfy our wants.

Goods are tangible, which means that they can be seen or touched. The production of goods requires the use of limited resources to satisfy wants.

Services are provided in numerous ways and are an intangible activity. The service is not something that we can pick up and take home to use. The possible examples of services can be teaching, nursing, haircutting, etc.

It is important to understand the idea that goods and services are also scarce because they utilise resources (materials, equipment, and workforce) that are limited. Scarcity results when the demand for a good or service is greater than its supply. Remember that society has unlimited wants but scarce resources. That's why it is scarcity that causes consumers to make economic choices. If individuals can't have everything they want, they must decide which of the goods and services are most important and which they can do without.

4. Comprehension Check

1) Use the contents of the text and answer the following questions:

- a) Why is economics classified as a social science?
- b) Which resource can be called scarce?
- c) What are the four major categories of resources?
- d) What are the two categories of labour?
- e) What are the two types of capital?
- f) Which goods are called tangible?
- g) When does scarcity happen?

2) According to the text, are these sentences true or false? If they are false, explain why.

- a) Economics is an exact science.
- b) Only economists are involved in making economic decisions.
- c) Economic wants and needs mean the same.
- d) As an economic resource, land means only ground.
- e) Human capital is about the number of workers.

3) Find the words in the text that mean the following:

- a) the accomplishment of an aim or purpose
- b) to make or become better
- c) personal ornaments, such as necklaces, rings, or bracelets, that are typically made from or contain precious metal
- d) a thing used for transporting people or goods
- e) insufficient for the demand
- f) the necessary items for a particular purpose
- g) a person who sets up a business or businesses, taking on financial risks in the hope of profit
- h) the quality of being able to do a task successfully, without wasting time or energy
- i) a large building where machines are used to make large quantities of goods

5. Listening

1) Listen to the first recording and say what basic questions economics asks.

2) Listen to the second recording about the spheres where economists work and fill in the following table.

Sphere	Economists' tasks
1.	
2.	
3.	

3) Listen to the third recording about positive and normative economics. What is each of them about? What questions does each of them answer?

6. Grammar

Types of Questions

Consult the Grammar Reference section in the Appendices and complete the following tasks.

1) Ask all possible questions to the given sentence. Follow the suggested order: all Special Questions + General, any Alternative and Disjunctive. Add the answers to the questions.

Yesterday at about 6 p.m. they were having dinner with their clients in an Italian restaurant (11 questions).

2) Think of your own sentence and let your partner or group mates ask as many questions as possible on its basis.

7. Vocabulary Development

1) Here is the second part of the article about economics.

Economics

Part 2

Economic Choice

Opportunity Cost. We have to make economic decisions because of limited resources. Alternatives must be considered. People make such decisions based on expecting greater a) _____ from one alternative than another. Such choice involves an opportunity cost which is the benefit that could be received from the alternative that is not selected.

An opportunity cost can't always be measured, because it might be satisfaction that is lost. At other times, however, it can be measured. Here are examples of each. 1) _____. In the second example, 2) _____. In both examples, opportunity cost is directly related to what was given up.

Circumstances also play a role in opportunity cost. Sometimes people are forced into a decision because of circumstances and the results may not always be optimal. For example, 3) _____. The opportunity cost is the value of what was given up in order to be able to purchase a new home.

b) _____ is the primary element in deciding what to produce and how to go about the production process. It means producing with the least amount of expense, c) _____, and waste, but not without cost. If you take something away from a person to satisfy another person, one will be less happy and the other will be happier. If a way can be found to make one person happier without making the other person less happy, this would be efficient.

An example of economic efficiency might be the following. 4) _____. Economic efficiency has occurred in this situation. If the car owner had not loaned the car to the friend, there would have been waste because the friend would have had to buy or rent a car. It is wasteful to fail to take advantage of opportunities in which there is no loss of satisfaction to either party.

Production efficiency is a situation in which it is not possible to produce any more units of a good without giving up the opportunity to produce another good unless a change occurs in available productive resources. 5) _____.

In the above example, it was suggested that different or additional resources might be used to increase production. This is necessary only after efficiency has been achieved. Additional resources would have to come from land,

d) _____, capital, or entrepreneurship. It is most common that capital will be used most often to increase production.

Task 1. Read the text and fill in the gaps (marked with LETTERS) with the words from the table below.

potential recipients	improvements in technology	improve and expand
effort	labour	benefits
acquire	efficiency	division

Task 2. Some of the statements in the text are supported by examples. Fill in the gaps (marked with FIGURES) in the article with the examples which are listed below.

a) If a farmer is growing wheat to be sold for the production of bread, there is a point at which adding additional fertiliser to the soil would do no good. The way to increase the wheat production is to find different resources to make the crop better, such as irrigating the land to provide more moisture.

b) ...a studying student is asked to help someone clean a garage. If the person offers to pay the student \$50 to clean the garage and the student chooses to study, the opportunity cost is \$50.

c) Someone owns a car and their friend doesn't own a car but can drive. The friend needs transportation regularly for a week. It happens to be a time when the car owner will be away on a business trip and therefore doesn't need the car. It makes no sense for the friend to buy a car for such a short period of time, so the owner loans the friend the car for that week.

d) If the farmer wants to increase wheat production in the future, something will have to be given up now in order to increase the resources available for future production.

e) ...if someone is planning to relocate to a new city to start a new job and wants to sell a house before the move in order to be able to purchase a new house in the new location, the person may sell the house for less than the market price in order to complete the process.

f) A student is studying hard for a final examination in a difficult course because a good exam score is critical to achieve the desired grade. Friends invite the student out for the evening. The alternatives are to study or to go out. Being wise, the student selects studying instead of going out. It is difficult to measure the opportunity cost of having fun with friends.

Capital is productive input that is increased by people. This is known as investment. Investment involves giving up what might presently be consumed in favour of producing something to consume in the future. 6)_____.

Increasing human capital is critical to increasing production. This means that the knowledge and skills of humans must be increased. This can happen because of e)_____ and new ways of satisfying wants. This involves the entrepreneurial factor that was described previously – the human element that figures out ways to f)_____ the resources that already exist.

Product Distribution. The economic system must decide how to divide the products that are produced among the g)_____. Sometimes products can be divided equally among recipients, but usually this is not so. It must then be determined how the h)_____ will take place. In a capitalistic economic system, distribution is often determined by wealth. If two people have the same wants, the person who can most afford something will be able to i)_____ acquire it.

2) **Here is the third part of the article about economics. Read the text and summarize its contents to describe the chart that goes after the text.**

Economics

Part 3

The Laws of Supply and Demand

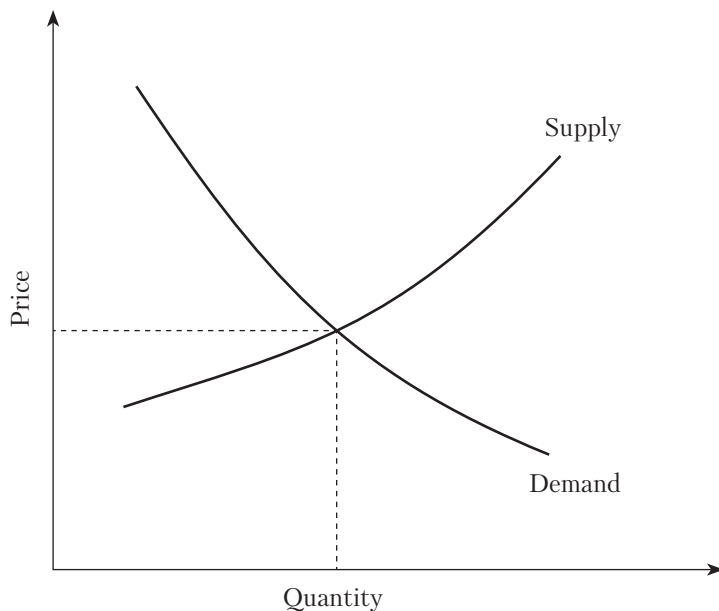
Our decisions about production and supply depend on the demand for goods and services. Why might fur coats cost less in summer? This is because people normally do not wear fur coats when it's warm. But as soon as the cold weather comes, the prices of fur coats begin to rise rapidly.

The **law of demand** states that during a specific period of time the quantity of a product that is demanded is inversely related to its price, as long as other things remain constant. The higher the price, the lower the demand. And vice versa.

When prices are too high, the demand for a product or service may get lower if consumers find a suitable substitute. For example, if we see an item with a designer label which costs a lot, we may prefer to find and purchase a similar item that does not have a designer label and costs less.

The **law of supply** states that the greater the demand is, the more products or services will be supplied; the lower the demand is, the less produce will be supplied. The amount that will be supplied depends on capacity and willingness to supply the product at a specific price.

How does a producer know how much to produce and what price to charge for the goods and services? The demand for and supply of goods and services can be plotted on graphs. The curves of supply and demand meet in the point that is called the **equilibrium price**. In this point everything that is produced (supplied) will be demanded. If the price is below equilibrium, there is a shortage, and if it is above equilibrium, there is a surplus.



8. Skills Focus

Work alone or together with one of your group mates. Your task is to role-play a 5-minute lecture on the topic: “Economics overview”. Use the material of the section “Useful Advice and Phrases for Making Successful Presentations”.

Notes:

- 1) If you work in a group, share the tasks among all the members.
- 2) Make use of the vocabulary and the information of the Unit.
- 3) Also use all other possible sources of information (Internet, newspapers, magazines, text books, etc.).
- 4) Prepare some visual demonstration, for example, a PowerPoint presentation.
- 5) Support the material of the lecture with your own examples.
- 6) Try to make the lecture not only informative, but also interesting to the audience.
- 7) Think of some questions to ask the audience in the end to check their understanding of the issue.
- 8) Deliver the lecture.

9. Writing

- 1) Write a summary covering the information of the Unit, using 100-150 words. Make use of the active vocabulary.
- 2) Render into English the following passage. In the end write one more paragraph of your own to express your ideas and/or make a conclusion.

Что такое экономика?

Экономика занимается вопросами производства, распределения, обмена и потребления товаров и услуг. Как наука, экономика изучает варианты наиболее эффективного использования имеющихся ограниченных ресурсов с учетом неограниченных потребностей.

В основе экономики — производство товаров и услуг, которые являются предметом торговли, обмена и потребления. Само производство требует инвестиций в виде капитала и других материальных и нематериальных ресурсов.

Распределение предполагает предоставление ограниченных ресурсов различным экономическим субъектам. При этом учитываются экономические возможности как производителя, так и потребителя.

Обмен — это сложная система продвижения продукции от производителя до потребителя, включающая транспортировку, кредитование, страхование, рекламу, оптовую и розничную торговлю и т.д.

Потребление — это использование товаров и услуг для удовлетворения собственных потребностей.

Так как ресурсы производства являются ограниченными, а человеческие потребности фактически безграничны, необходимо рационально использовать и распределять имеющиеся ресурсы. Эти и другие задачи определяют приоритетные направления экономической науки и практики.

10. Supplementary Reading

1) Anthony M. Criniti IV. (2014) *The Most Important Lessons in Economics and Finance: A Comprehensive Collection of Time-Tested Principles of Wealth Management*. Criniti Publishing.

2) Lawrence H. White. (2012) *The Clash of Economic Ideas*. Cambridge University Press.

3) Gregory N. Mankiw. (2014) *Principles of Economics*, 7th ed. Cengage Learning.

4) Stephen Mankiw, Kevin H. O'Rourke. (2010) *The Cambridge Economic History of Modern Europe*, 2-Volume Set. Cambridge University Press.

Unit 2

BEING AN ECONOMIST. JOB INTERVIEW

“Greedy then as the economist must be for facts, he must not be content with mere facts. Boundless as must be his gratitude to the great thinkers of the historic school, he must be suspicious of any direct light that the past is said to throw on the problems of the present.”

Alfred Marshall, 1842-1924,
English economist

1. Starting up

- 1) **Work in pairs or small groups and discuss the following questions:**
 - a) When did you first begin to study Economics?
 - b) What was your first impression of the discipline?
 - c) Did you decide at that moment, that you would connect your future with Economics?
 - d) What kept you interested in the subject until you entered the university / college?
 - e) After graduation, do you plan to work in the economic sphere or will Economics be just a helper to you in some other areas?
- 2) **What makes a good economist to your mind? What about the best one? Make a list of the most important qualities that can help become a real specialist and achieve much in the world of Economics. Compare your ideas with the group mates.**

2. Key Vocabulary

- | | |
|----------------------|----------------------------|
| 1) assumptions | 9) unintended consequences |
| 2) degree | 10) useful |
| 3) requirement | 11) to fail |
| 4) to major | 12) valuable |
| 5) to appeal | 13) promotion |
| 6) variety | 14) impact |
| 7) to apply | 15) literate |
| 8) to make decisions | 16) society |