



# Obchodní angličtina

Milan Šudoma



## Business English

Vše, co potřebujete  
pro rozvoj písemného  
i ústního projevu

edika.



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**Milan Šudoma**

# **Obchodní angličtina**

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# PŘEDMLUVA

Kniha, kterou právě držíte v ruce, si dává za cíl pomoci Vám proniknout zase o kousek hlouběji do té části anglického jazyka, které se souhrnně říká Business English. Pojem obchodní angličtina se obecně vžil jako synonymum pro ty oblasti jazyka, které se týkají jeho profesního využití. Je těžké definovat, co do obchodní angličtiny patří a co už, nebo ještě, ne. Proto je tato kniha rozdělena do dvanácti kapitol, vždy podle oblasti, které se věnuje. Slovní zásoba a texty uvedené v knize vycházejí z praxe a z reálných materiálů a situací, do kterých se můžete dostat, pokud angličtinu ve svém pracovním životě využíváte nebo se chystáte využívat. Zejména slovní zásoba je volena tak, aby odpovídala současným trendům a skutečné praktické komunikaci. Pokud není uvedeno jinak, jedná se o slovní zásobu spíše mezinárodního = amerického vlivu, což opět vychází z praxe, kde je americký vliv mnohem silnější než vliv britský.

Pro přehlednost je každá kapitola uvedena česky psaným přehledem a určením cíle, tak aby čtenář = student mohl zvážit přínos konkrétní kapitoly a jeho studium se stalo efektivnějším. K lepší přehlednosti slouží také obsah v úvodu kapitoly. Každá kapitola je rovněž doplněna o krátkou gramatickou část, kde se objevují pokročilá témata, která mají spojitost právě s obchodní komunikací. Na konec každé kapitoly jsme umístili volný prostor pro poznámky, kam si můžete přehledně vypsát důležité obraty, výrazy nebo slova pro následující studium a rozvoj. Pod symbolem hvězdičky najdete otázky, které se snaží zjistit úroveň Vašeho porozumění a nasměrovat Vás k dalšímu přemýšlení o daném tématu. Klíč ke cvičením uvedený v zadní části knihy slouží jako vodítko k ověření správnosti vypracování úkolů. Učebnice obsahuje souhrnný abecedně řazený anglicko-český a česko-anglický slovník. Další samostatnou částí knihy je i poslechové CD, které nabízí rozšíření slovní zásoby a umožňuje zlepšit poslechové dovednosti.

Tato kniha nenavazuje na žádnou konkrétní řadu učebnic. Jediné, na čem může stavět, je minimálně středně pokročilá znalost čtenářů, jejich praxe a chuť se zdokonalit v profesní komunikaci v anglickém jazyce. Publikaci lze využít pro samostudium, jako pomůcku pro dlouhodobé i intenzivní kurzy nebo pouze jako doplněk stávajících kurzů. Doufám, že se Vám kniha bude nejenom líbit, ale že Vám také pomůže na cestě k našemu společnému cíli = dokonalejší anglické komunikaci v každodenní praxi.

Samozřejmě bych rád poděkoval všem, kdo se na této knize podíleli, zejména pak za vznik CD ve Studiu 22 a za krásné ilustrace.

Milan Šudoma



# OBSAH

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# Introduction into Business English

# 1

## OBSAH

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## ■ Setting the Goal

V této kapitole se seznámíte s nejpoužívanějšími výrazy a termíny obchodní angličtiny. Získáte tak potřebný základ pro zvládnutí dalších kapitol a především pro běžnou a každodenní pracovní komunikaci. Po pečlivém studiu této kapitoly získáte:

- základní slovní zásobu obchodní angličtiny
- tipy pro zvládnutí situací v obchodní angličtině
- důležité informace o interpunkci v anglické větě

## ■ Business – or general English?

Before we actually start to talk about different areas of business English, let's take a look at the expression itself. It might be quite difficult to exactly define what “business English” is. In fact in many “business English” learners actually want general rather than business English. They know the technical terms already and what they want is greater fluency, to be able to use it socially and so on. Maybe the people just want to be able to put English on their CVs – so that they could move up or find a new better job.

One thing that makes a business class different from a general one is that the students are “studying English because they need it for work – not for an exam”. And so it is the target of this book to give you the relevant and necessary information on grammar and vocabulary that is connected to real work situations.



## ■ Basic expressions and vocabulary

### People

customer	zákazník	chairman	předseda
management	vedení	attendees	účastníci
contractor	dodavatel	adviser	poradce
manager	manažer	appraiser	odhadce
seller/ 's	prodávající	applicant	žadatel
buyer	kupující	employer	zaměstnavatel
supplier	dodavatel	lender	věřitel
distributor	distributor	personnel	personál
director	ředitel	exchangers	směnárník
shareholder	akcionář	arbitrator	rozhodčí soudce
investor	investor	chef	šéfkuchař
employee	zaměstnanec	stockholder	akcionář
allies	spojenec	trader	obchodník
analyst	analytik	loser	poražený, smolař
consumer	spotřebitel	exporter	vývozce
consultant	konzultant	homeowner	vlastník domu
purchaser	nákupčí	prosecutors	žalobce, prokurátor
competitor	konkurent	speculator	spekulant
manufacturer	výrobce	automakers	výrobce aut
carrier	přepravce	booksellers	prodejce knih
participant	účastník	distributors	distributoři
accountant	účetní	creditor	věřitel
banker	bankéř	insurer	pojišťovna
operator	operátor	administrator	správce
vendor	prodejce (i pouliční)	neighbours	soused
agent	zástupce, zprostředkovatel	counsellor	poradce
broker	makléř	maker	výrobce
controller	dohlížitel	performer	představitel
CEO (Chief Executive Officer)	výkonný ředitel	regulator	osoba jmenovaná k řízení určité oblasti
retailer	maloobchodník, koncový prodejce	landlord	domáci, majitel nemovitosti
communicator	zprostředkovatel zpráv/ přenosu		

## Companies & Institutions

<b>company</b>	firma	<b>provider</b>	poskytovatel
<b>industry</b>	průmysl, odvětví	<b>consortium</b>	sdužení
<b>.com</b>	internetový	<b>corporation</b>	společnost, spolek
<b>organisation</b>	organizace	<b>agency</b>	agentura
<b>airline</b>	aerolinie	<b>outlet</b>	prodejna, obchod
<b>EU</b>	Evropská unie	<b>conglomerate</b>	konsorcium podniků
<b>subsidiary</b>	pobočka	<b>institute</b>	ústav, institut
<b>consultancy</b>	konzultace	<b>brokerage</b>	makléřská firma
<b>Plc</b> (public limited company)	druh firemního zřízení – podobné akciové společnosti s volně obchodovatelnými podíly		

## Money – Finance

<b>investment</b>	investice	<b>remuneration</b>	plat, odměna
<b>payment</b>	platba	<b>cashflow</b>	hotovostní tok
<b>expense</b>	výdaj	<b>payroll</b>	výplatní listina
<b>earnings</b>	výdělek	<b>turnover</b>	obrat
<b>economy</b>	ekonomika	<b>maturity</b>	splatnost
<b>revenue</b>	příjem, tržba, výnos	<b>money</b>	peníze
<b>currency</b>	měna	<b>instalment</b>	splátka
<b>fee</b>	poplatek	<b>rental</b>	nájem
<b>margin</b>	marže	<b>depreciation</b>	snížení ceny, odpis
<b>salary</b>	plat	<b>overdraft</b>	přečerpání účtu
<b>capital</b>	kapitál	<b>receivables</b>	pohledávky
<b>equity</b>	vlastní kapitál	<b>commission</b>	provize
<b>asset</b>	aktiva	<b>expenditure</b>	výdaje, náklady
<b>bonus</b>	bonus, prémie	<b>accrual</b>	přírůstek
<b>income</b>	příjem	<b>rebates</b>	sleva, rabat
<b>overhead</b>	režijní	<b>receipt</b>	stvrzenka, příjmový doklad
<b>VAT</b>	DPH	<b>borrowings</b>	výpůjčka
<b>dividend</b>	dividenda	<b>repayment</b>	splátka, úmor
<b>GDP –</b> <b>Gross Domestic Product</b>	HDP – hrubý domácí produkt		

## States &amp; Qualities

<b>growth</b>	růst	<b>enterprise</b>	podnik
<b>future</b>	budoucnost	<b>knowledge</b>	znalosti
<b>activity</b>	aktivita	<b>stability</b>	stabilita
<b>skill</b>	dovednost	<b>success</b>	úspěch
<b>leadership</b>	vedení	<b>strength</b>	síla
<b>variance</b>	rozdíl	<b>competitiveness</b>	konkurenceschopnost
<b>debt</b>	dluh	<b>downside</b>	nevýhoda
<b>competence</b>	schopnost	<b>ownership</b>	vlastnictví
<b>liability</b>	finanční závazky, pasiva	<b>obligation</b>	závazek
<b>inflation</b>	inflace	<b>efficiency</b>	efektivita
<b>capability</b>	schopnost	<b>expertise</b>	odbornost, kvalifikace
<b>compliance</b>	vyhovění	<b>insolvency</b>	platební neschopnost
<b>loss</b>	ztráta	<b>availability</b>	dostupnost
<b>slowdown</b>	zpomalení	<b>liquidity</b>	likvidita
<b>responsibility</b>	odpovědnost	<b>acceptance</b>	přijetí
<b>excellence</b>	dokonalost	<b>diligence</b>	pracovitost, péle
<b>ability</b>	schopnost	<b>perception</b>	vnímání
<b>security</b>	bezpečnost	<b>flexibility</b>	pružnost, flexibilita
<b>expectation</b>	očekávání	<b>productivity</b>	produktivita
<b>commitment</b>	závazek, povinnost	<b>consensus</b>	shoda
<b>improvement</b>	zlepšení		

## Events

<b>sale</b>	prodej	<b>valuation</b>	ocenění, ohodnocení
<b>performance</b>	výkon	<b>accession</b>	nastoupení
<b>agreement</b>	dohoda	<b>relocation</b>	přesídlení
<b>appraisal</b>	posouzení, rozvaha	<b>retention</b>	zadržování
<b>merger</b>	sloučení, fúze	<b>privatisation</b>	privatizace
<b>bankruptcy</b>	platební neschopnost, bankrot	<b>conference</b>	zasedání, konference
<b>arbitration</b>	rozhodčí řízení	<b>convergence</b>	sblížování
<b>clearance</b>	zúčtování, vyúčtování	<b>completion</b>	dokončení
<b>session</b>	zasedání, schůze	<b>deregulation</b>	uvolnění
<b>confirmation</b>	potvrzení	<b>promotion</b>	povýšení, podpora prodeje
<b>demerger</b>	rozštěpení, rozpad	<b>termination</b>	ukončení
<b>transaction</b>	uzavření obchodu		

# Real-life situation

*His back still a little stiff from the one hour plus flight, Alex Bergusson emerged into Barcelona's airport arrival hall. He was ready. So what was the language of communication through customs, immigration and for all his day-long business sessions during the month-long series of company negotiations? English. In virtually every country's business climate, international communications are conducted in English. If your company's key executives and administrative personnel are not comfortable with and fairly fluent in English, you'll need to select a business English executive training program. Here are major areas you should learn during our month-long course:*

## 1. Writing correct Emails and business letters in English

With more than 115 standard business letter forms and formats choosing the correct one for a particular application can be confusing. You should learn the most commonly used forms for your business and get extensive guided practice in their use. From business cards to invoices, basic contracts, agreements and emails, understanding key elements of business communications in English is an important area. You'll need to review the use of formal and informal expressions; grammar and usage for proper business communications by email or more formal correspondence requires facility in these areas:

## 2. Improvement of speaking fluency

Social conversation and telephone etiquette are paramount to effective business communications. Do you need to talk with clients, customers or personnel from company branch offices abroad in English? Correct and fluent speech and use of idioms and expressions will aid in maintaining good relations with clients and customers outside of your country and in other cultures. It will also aid those who work in company foreign branch offices to better understand each other's speech. Speaking with more fluency will also give a boost to your executives' confidence.

## 3. Correction of pronunciation problems

All too common errors in saying complex numbers, using prepositions and grammar points such as proper use of regular and irregular verbs can be corrected to greatly improve your pronunciation. Can you say, "333,333, 333.333" correctly, with the right intonation, accent and stress so that others can easily understand you? What's the difference between pronouncing "contracted", "needed" and "transferred" or "proved". Sessions practicing phonetics and correction of individual pronunciation problems using personalized instruction will allow rapid improvement if effectively administered.

## 4. Elimination of most outstanding and most common errors

Whether you have problems in grammar use of expressions, prepositions or verbs, you can work individually on your biggest problem areas one-by-one to minimize or eliminate them. Do native English speakers talk "too fast"? Do you have to ask others "to repeat that" frequently? Do you struggle for the "right words" when having a conversation? Do you stammer, stutter or hesitate frequently during conversations? Do you lack confidence in spoken or written communications in English? In speaking, in writing or with poor listening comprehension, guided practice and judicious use of simulations will soon give you noticeable improvement, more confidence and better communicative business English.

## 5. Improve your vocabulary quickly and easily

Vocabulary or lexis consists of words, phrases and expressions – the very building blocks of language. The more lexis you know the better and more precisely you'll be able to communicate proposals, ideas or plans to customers and clients. There are a number of easy, simple ways you can increase your vocabulary quickly and effectively for maximum improvement in the shortest possible time. Areas that will substantially aid in building your functional vocabulary as quickly as possible include:

- Knowledge of affixes (prefixes and suffixes)

- Identification and use the 12 verb tenses of English
- Knowing how to change the parts of speech of a word
- Understanding words with multiple meanings
- Using true and false cognate vocabulary correctly

## 6. Give concise business presentations that promote your company

If you need to talk to clients and customers about company products or services, make introductions, describe company policy or procedures, then it's essential that your business English language program provide you with guided, individualized practice in these areas. Learn to make effective comparisons, ask questions and gather information of all types from customers and clients to improve marketing, sales and customer relations. In a good program you will learn to easily and confidently:

- Introduce yourself and your company
- Describe your company's products or services
- Ask for and gather key information from prospective clients
- Discuss costs, prices, delivery times and dates
- Ask and Answer basic question about your company, its products and services

## 7. Learn and practice with experienced, certified, professional native speakers

A business English language program is only as good as the professionals behind it. Experienced, skilled native speakers are indispensable. They should be certified in helping English language learners develop the most from their practice activities in speaking with confidence, developing listening comprehension skills, writing business correspondence and comprehension of business English documents of all types. A generous variety of practice activities and exercise types should be made available to suit the needs, interests and abilities of your executives and staff.

A business English executive training program that addresses these major areas will allow your executives, administrative or other key personnel to quickly develop fluency and confidence in their English language skills. Careful review of proposed program aspects will help to ensure that the expectations of your company and personnel will be met to their satisfaction. Better business English communications can be a real boon to growing your client base, expanding potential customer contacts and engaging in effective international business communications.

## Questions

### 1. What is the executive training program focused on?

- Improving your reading skills
- Executive and administration workers' fluency in English
- Language of communication through customs and immigration office.

### 2. Good relations with clients can be maintained through ...

- correct pronunciation
- correct use of grammatical structures
- Correct and fluent speech

### 3. Stammer and stutter are things you should

- be proud of
- avoid in fluent English communication
- boost to your executives' confidence

### 4. The very building blocks of language consist of

- sentences, words and phrases
- idioms and phrasal verbs
- Vocabulary

### 5. Experienced, skilled native speakers are indispensable. =

- native English speakers are disposable
- native English speakers are essential as trainers in a business English language program
- native English speakers are superlative

## ■ A bit of grammar

In the first grammar part of this book we will take a look at the basic rules of using a period, comma, colon, semicolon, question mark and exclamation point. The general term for this is punctuation. Let's see the main terms in examples.

### Full stop

We use a full stop to end a complete sentence. A sentence is a group of words containing a subject and verb. In American English full stop is called a 'period'.

- *Suzy has got a dog.*
- *We are leasing English.*

### Comma

As there are a number of uses of commas in English, we will mention the most important ones. Commas are used to:

#### Separate a list of items.

- *I like reading, listening to music, taking long walks, and visiting with my friends.*
- *I have bought some bread, rolls, magazines, milk and butter.*

#### Separate phrases (clauses).

- *In order to receive your goods, you will need pay the invoice.*
- *Although he wanted to come, he wasn't able to attend the course.*

#### Introduce a direct quote.

- *The boy said, "My father is often away during the week on business trips."*
- *His doctor replied, "If you don't stop smoking, you run the risk of a heart attack."*

#### Separate appositives (a noun, or noun phrase) or non-defining relative clauses.

- *Bill Gates, the richest man in the world, comes from Seattle.*
- *My only sister, who is a fantastic tennis player, is in great shape.*

### Question Mark

The question mark is used at the end of a question.

- *Where do you live?*
- *How long have they been studying?*

## Exclamation Mark

The exclamation mark is used at the end of a sentence to indicate great surprise. It is also used for emphasis when making a point. Make sure you do not use it too often.

- *That presentation was fantastic!*
- *I can't believe we are going to sign the contract!*

## Semicolon

To separate groups of words that are themselves separated by commas.

- *I took a holiday and played golf, which I love; read a lot, which I needed to do; and slept late; which I hadn't done for quite a while.*
- *They plan to study German, for their travels; chemistry, for their work; and literature, for their own enjoyment.*

## Colon

A colon can be used for two purposes:

### To provide additional details and explanation.

- *He had many reasons for joining the club: to get in shape, to make new friends, to lose some weight, and to get out of the house.*
- *She gave notice for the following reasons: bad pay, horrible hours, poor relations with colleagues, and her boss.*

### To introduce a direct quote (a comma can also be used in this situation).

- *He announced to his friends: "I'm getting married!"*
- *She cried out: "I never want to see you again!"*

## Exercise 1

**Put in semicolons, colons, dashes, quotation marks, Italics (use an underline), and parentheses where ever they are needed in the following sentences.**

1. The men in question Harold Keene, Jim Peterson, and Gerald Greene deserve awards.
2. Several countries participated in the airlift Italy, Belgium, France, and Luxembourg.
3. Only one course was open to us surrender, said the ex-major, and we did.
4. Judge Carswell later to be nominated for the Supreme Court had ruled against civil rights.
5. In last week's New Yorker, one of my favorite magazines, I enjoyed reading Leland's article How Not to Go Camping.
6. Yes, Jim said, I'll be home by ten.

7. There was only one thing to do study till dawn.
8. Montaigne wrote the following A wise man never loses anything, if he has himself.
9. The following are the primary colors red, blue, and yellow.
10. Arriving on the 8 10 plane were Liz Brooks, my old roommate her husband and Tim, their son.
11. When the teacher commented that her spelling was poor, Lynn replied All the members of my family are poor spellers. Why not me?
12. He used the phrase you know so often that I finally said No, I don't know.
13. The automobile dealer handled three makes of cars Volkswagens, Porsches, and Mercedes Benz.
14. Though Phil said he would arrive on the 9 19 flight, he came instead on the 10 36 flight.
15. Whoever thought said Helen that Jack would be elected class president?
16. In baseball a show boat is a man who shows off.
17. The minister quoted Isaiah 5 21 in last Sunday's sermon.
18. There was a very interesting article entitled The New Rage for Folk Singing in last Sunday's New York Times newspaper.
19. Whoever is elected secretary of the club Ashley, or Chandra, or Aisha must be prepared to do a great deal of work, said Jumita, the previous secretary.
20. Darwin's On the Origin of Species 1859 caused a great controversy when it appeared.



## ■ Getting better

Check if you know all the following words – you will need them a lot.

advantage	department	interest	promotion
advertisement	description	inventory	purchase
advice	difference	invoice	reduction
agenda	disadvantage	knowledge	refund
apology	distribution	limit	reminder
authorization	employee	loss	repairs
bill	employer	margin	report
brand	enquiry	market	responsibility
budget	environment	message	result
change	equipment	mistake	retailer
commission	estimate	objective	rise
comparison	experience	offer	risk
competition	explanation	opinion	salary
competitor	facilities	option	sales
confirmation	factory	order	schedule
costs	fall	output	share
creditor	feedback	payment	signature
customer	goal	penalty	stock
deadline	goods	permission	success
debt	growth	possibility	suggestion
debtor	guarantee	preparation	supply
decision	improvement	price	support
decrease	increase	product	target
deficit	industry	production	transport
delivery	instructions	profit	turnover

If you are ready, we can start to go through the units where different business areas are discussed more in detail.

## ■ Vocabulary Checklist

Choose ten most important words of this unit, put them down and use them in a sample sentence.

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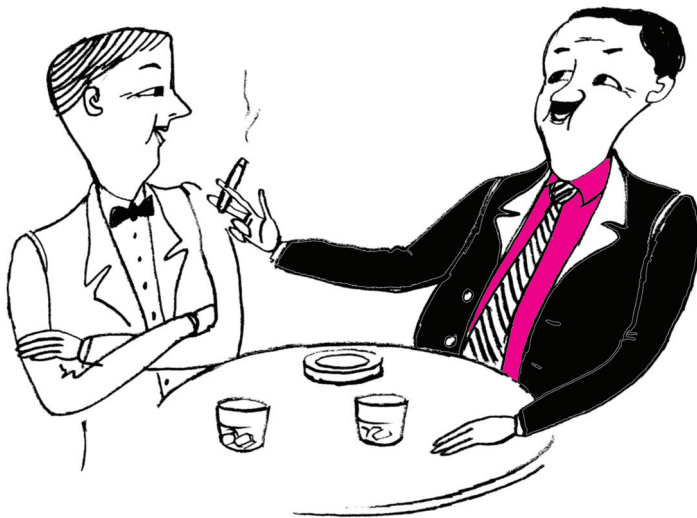
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*You know Bill gets the Salesman of the Month award almost every month  
– well, this month I got it. He sold it to me just for €500.*



# Business Correspondence

# 2

## OBSAH

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## ■ Setting the Goal

V této kapitole se podíváme na základní a zásadní část obchodní komunikace – korespondenci. “Correspondence” je komunikace, obvykle psaná, mezi dvěma nebo více lidmi. Proto pokud píšete dopis nebo email, mějte na paměti, že jej bude někdo číst. Důležité je jasné a přesné sdělení.

Na konci této lekce byste měli umět:

- používat odpovídající slovní prostředky (formální nebo neformální)
- napsat a správně rozvrhnout obchodní dopis
- číst, porozumět a použít specifické fráze a výrazy v psané komunikaci

## ■ Basic Expressions and Vocabulary

### Nouns & expressions

before the date we agreed upon	před datem, na kterém jsme se domluvili
body of the letter	hlavní část dopisu
circular letter	oběžník
claim – letter of complaint	dopis se stížnostmi
complimentary close	zdvořilostní ukončení
covering letter	průvodní dopis
due to oversight	z důvodu přehlédnutí/ opomenutí
enclosure – attachment	příloha
further to our letter – following our letter	v návaznosti na náš dopis
greeting	pozdrav
the aim of this letter	cíl tohoto dopisu
the following items	následující položky
the goods are available in our warehouse	zboží je skladem
the goods are not similar to sample	zboží se neshoduje se vzorkem
the goods arrived in good conditions	zboží dorazilo v dobrém stavu
the matter in reference	záležitost, na kterou bylo odkázáno
to our mutual benefit	v našem společném zájmu
to the kind attention of	k vaší pozornosti
up to an amount of	až do množství
hereby	tímto
in case of need	v případě potřeby
in compliance with – accordingly	v souladu s/ podle
in our favour	v náš prospěch
in partial payment	v částečných platbách
in the absence of	po dobu nepřítomnosti někoho
letter heading – heading	záhlaví/ nadpis
on advanced payment	v předčasných payment
with no obligation – without commitment	bez povinnosti
with reference to – in reference to	vzhledem na něco
with the utmost care	s nejvyšší starostlivostí
with two weeks' notice	s oznámením dva týdny napřed
within the end of the month	do konce měsíce
always at your service	vždy k vašim službám
as agreed	jak dohodnuto
as far as I'm concerned	co se mě týče
as far as the payment is concerned	co se týče platby
as follows	následovně
as per invoice	přesně podle faktury

as per to the conditions  
as per your request  
as requested  
as soon as possible  
at your convenience  
at your earliest convenience  
at your expense  
awaiting your reply  
on arrival of the goods  
on behalf of  
payable in advance  
please allow us  
please send us  
please send us your instructions  
prices are increasing  
on delivery  
on receipt of the order  
on short notice  
on written request  
order to be confirmed  
our best attention  
our offer is still open

přesně podle podmínek  
přesně podle vašeho požadavku  
jak požadováno  
nejdříve jak to bude možné  
pro vaši potřebu  
hned jak vám to bude vyhovovat  
na vaše náklady  
čekáme na vaši odpověď  
při doručení zboží  
jménem  
splatné předem  
prosím, dovolte nám  
prosím, zašlete nám  
prosím, zašlete nám vaše instrukce  
ceny stoupají  
při doručení  
potvrzení objednávky  
narychlo  
na písemný požadavek  
objednávka musí být potvrzena  
naše nejlepší pozornost  
naše nabídka je stále otevřena

## Verbs

to be late  
to be overrun with orders  
to be prepared to – to be willing to  
to come to a decision  
to come to an agreement – to reach an agreement  
to cope with the competition  
to correspond to the sample  
to correspond with  
to fix an appointment  
to have the pleasure to  
to stop negotiations  
to submit a sample  
to suit the quality – to meet the quality  
to take into consideration  
to apologize for  
to have the power to  
to look forward to

přijít/ přijet pozdě  
být zavalen objednávkami  
být připraven na – být ochotný  
dospět ke závěru  
dospět ke shodě  
vypořádat se s konkurencí  
shodovat se vzorkem  
shodovat se s  
dohodnout schůzku  
být poctěn  
zastavit vyjednávání/ jednání  
předložit vzorek  
vyhovět kvalitě/ dosáhnout dostatečné kvality  
vzít na zřetel  
omluvit se za  
mít moc udělat něco  
těšit se na něco

to make the goods available	zpřístupnit zboží
to meet a demand	splnit očekávání
to notify in advance about	předem obeznámit/ informovat o něčem
to act on behalf of	konat jménem
to agree with	souhlasit s
to be able to	být schopen něčeho
to be authorised to	být oprávněn dělat něco
to be characterised by	být charakterizován něčím
to be confident in	mít v něčem sebedůvěru
to be delighted to	být potěšen něčím
to be held responsible for	být zodpovědný za něco
to be in arrears with payments	mít zpoždění s platbami
to be in difficulty	být v potížích
to be interested in	mít zájem o něco
to pay the maximum attention to the matter	věnovat problému/ věci maximální pozornost
to reach the destination	dosáhnout cíl/ dorazit do cíle
to refer to	zmínit se o něčem
to return a letter to the sender	vrátit dopis odesílateli
to sell at the best	prodávat za nejlepších podmínek
to send under separate cover	posílat v samostatném balíku/ obálce



*Hmmm, she wrote I would find the attachment on the bottom, or did she say AT?*

## ■ Business writing is different

Writing for a business audience is usually quite different from other kinds of audience. Writing that is too formal can alienate readers, and an attempt to be overly **casual** may come across as **insincere** or unprofessional. In business writing, as in all writing, you must know your audience. Business writing strives to be **crisp** and **succinct** rather than **evocative** or creative; it stresses **specificity** and **accuracy**. This distinction does not make business writing superior or inferior to other styles. Rather, it reflects the unique purpose and considerations involved when writing in a business context.

When you write a business document, you must assume that your audience has limited time in which to read it and is likely to **skim**. Your readers have an interest in what you say insofar as it affects their working world. They want to know the “**bottom line**”: the point you are making about a situation or problem and how they should respond.

Typically, there are differences in style from paper to email. Business emails are a little less formal than a paper letter or even an attached Word document sent via email, fewer font changes and that sort of thing. Most of the differences are practical. Business email carries its own date, so putting in a date is not as necessary unless the email has an attachment, the attachment should have all the same info as a paper letter because they can be printed separately. Emails also say who they are from, so you might not need to ‘sign’ the email, however in the first contact it is **advisable** to do so.

### Exercise 1

**Ten words have been highlighted in the text. Match these words with their proper definition.**

1. Marked by clarity, conciseness, and briskness -----
2. Characterized by clear, precise expression in few words -----
3. Tending or having the power to evoke -----
4. the quality or state of being specific -----
5. the condition or quality of being true, correct, or exact -----
6. to read or glance through (a book) quickly -----
7. The main or essential point -----
8. Suited for everyday wear or use; informal -----
9. Not honest in the expression of actual feeling -----
10. Worthy of being recommended or suggested -----



- Does it matter what kind of audience you are writing for? Why? How?
- What tends to be more informal, a letter or an email? Why?
- Should you use a lot of synonyms and complex sentences in a business email? Why?



## ■ Style and Grammar – Pronouns and active versus passive voice

Personal pronouns (like *I*, *we*, and *you*) are important in letters and memos. In such documents, it is perfectly appropriate to refer to yourself as *I* and to the reader as *you*. Be careful, however, when you use the pronoun *we* in a business letter that is written on company stationery, since it commits your company to what you have written. When stating your opinion, use *I*; when presenting company policy, use *we*.

Strive to achieve a style that is so clear that your messages cannot be misunderstood. One way to achieve a clear style is to minimize your use of the passive voice. Although the passive voice is sometimes necessary, often it not only makes your writing dull but also can be ambiguous or overly impersonal. Here's an example of the same point stated in passive voice and in the active voice:

**PASSIVE:** *The net benefits of the merger were grossly overestimated.*  
(Who did the overestimating?)

**ACTIVE:** *The new management grossly overestimated the net benefits of the merger.*

### Exercise 2

**Observe the following active voice sentence.**

“Everyday, more and more schools are replacing the Overhead Projector with the data show.”

**Which of the following passive voice sentences gives the same idea?**

The Overhead Projector is being replaced by the data show at more and more schools everyday.  
Everyday the data show is being replaced with the Overhead Projector by more and more schools.

### Exercise 3

**Rewrite the following sentences in the active voice.**

Later in the day, the employees were informed of their loss of benefits by the boss herself.

-----

The major points of the lesson were quickly learned by the class, but they were also quickly forgotten by them.

-----

For several years, Tom was raised by his elderly grandmother.

-----

Tall buildings and mountain roads were avoided by William because he had such a fear of heights.

-----

## ■ Useful phrases

You already know how some important words. However, English correspondence is full of fixed phrases. Writing, just like speaking, is communication. If your job involves a lot of contact with business partners abroad, letters and emails are the tool to effective communication. Below you will find some useful phrases that could appear at the beginning or the end of your letters or emails.

### Opening lines

With reference to your letter of 10 March, I ...

I am writing to enquire about ...

After having seen your advertisement in ... , I would like ...

After having received your address from ... , I ...

I received your address from ... and would like ...

We/ I recently wrote to you about ...

Thank you for your letter of 18 June.

Thank you for your letter regarding ...

Thank you for your letter/ email about ...

In reply to your letter of 18 June, ...

### Closing lines

If you require any further information, feel free to contact me.

I look forward to your reply.

I look forward to hearing from you.

I look forward to seeing you.

Please advise as necessary.

We look forward to a successful working relationship in the future.

Should you need any further information, please do not hesitate to contact me.

Once again, I apologise for any inconvenience.

We hope that we may continue to rely on your valued custom.

I would appreciate your immediate attention to this matter.

### When 'Yours faithfully' and when 'Yours sincerely' in a business letter?

#### When the recipient's name is unknown to you:

Dear Sir ... Yours faithfully

Dear Madam ... Yours faithfully

Dear Sir or Madam ... Yours faithfully

**When you know the recipient's name:**

Dear Mr Hanson ... Yours sincerely

Dear Mrs Hanson ... Yours sincerely

Dear Miss Hanson ... Yours sincerely

Dear Ms Hanson ... Yours sincerely

**When addressing a good friend or colleague:**

Dear Jack ... Best wishes/ Best regards

**Addressing whole departments:**

Dear Sirs ... Yours faithfully

## Real-life situation

3456 Tea Avenue  
Georgetown, New York 89903  
March 10, 2007

Mr. Robert Sim, Personnel Manager  
Buldocheck Inc.  
587 Rose Road

Dear Mr Seppret:

Please accept this letter as an expression of interest in the position of Areas Sales Manager.

I have enclosed a copy of my CV for your review. I am familiar with the requirements for success in the Sales profession and believe I possess the right combination of marketing and management skills.

My current position coordinating two local area sales teams has provided the opportunity to work in a high-pressure, team environment, where it is essential to be able to work closely with my colleagues in order to meet sales deadlines.

Thank you for your time and consideration. I would welcome the opportunity to personally discuss my potential contributions to your company with you. Please telephone me at after 2:00 p.m. to suggest a time that we may meet. I look forward to your reply.

Sincerely,  
John Smith  
Enclosure

*Ken's Cheese House  
34 Chatley Avenue  
Seattle, WA 98765  
Tel:  
Fax:  
Email: kenny@cheese.com*

*Novemeber 28, 2007*

*Fred Flintstone  
Sales Manager  
Cheese Specialists Inc.  
456 Rubble Road  
Rockville, IL*

*Dear Mr Flintstone:*

*With reference to our telephone conversation today, I am writing to confirm your order for:  
120 x Cheddar Deluxe Ref. No. 856*

*The order will be shipped within three days via UPS and should arrive at your store in about  
10 days.*

*Please contact us again if we can help in any way.*

*Yours sincerely,*

*Kenneth Simon  
Director of Ken's Cheese House*

The basics of good business letter writing are easy to learn. Phrases that are usually found in any standard business letter are used as a kind of frame and introduction to the content of business letters. If you use these standard phrases, you can give a professional tone to your English business letters.

## **Writing Business Letters**

A good business letter is brief, straightforward, and polite. If possible, it should be limited to one single-spaced typewritten page. Because it is so brief, a business letter is often judged on small, but important, things: format, grammar, punctuation, openings and closings. A business letter is not the place to try out fancy fonts or experimental writing styles.

### **There are two main styles of business letters:**

**Full block style:** Align *all* elements on the left margin.

**Modified block style:** Down the middle of the page, align the return address, date, closing, signature, and typed name; align other elements on the left page margin.

## **Below are the elements of a standard business letter and their functions:**

### **Return Address:**

Your address (or the address of the company you represent). If you are using pre-printed stationary, there is no need to retype the information.

### **Date:**

Leave two blank lines after the return address. Always spell out the month and include the day, a comma, and the year.

### **Inside Address:**

Leave two blank lines after the date. Then type the address of the person or company to whom you are writing.

### **Salutation:**

Type *Dear*, followed by the person's name. End the line with a colon. If you don't know the name of the person, use a title instead (i.e., *Dear Editor*, *Dear Madam*).

### **Body:**

Align your message on the left margin. Skip a line before starting a new paragraph, but do not indent the paragraph's first line. Make sure that each paragraph is clear and concise.

### **Closing:**

Leave two lines of space after your last body paragraph, then use a conventional closing, followed by a comma (i.e., *Sincerely*, *Sincerely Yours*, *Respectfully*).

### **Signature:**

Your signature should appear below your closing. Unless you have established a personal relationship with the person you are writing, use both your first and last name.

### **Name and Position:**

Four lines after the closing, type your full name. Do not include a title (*Mr.* or *Mrs.*). If you are writing on behalf of an organization, type your title on the next line.

### **Abbreviations at the end of a letter:**

If you send a copy of a letter to someone other than the person addressed, use *cc:* and the person's name. Use *Enc.* or *Enclosure* if you enclose something with the letter. If someone else types it, put the writer's initials in capitals, then a slash and the typist's initials in lowercase: *MT/ fjr*. Just one abbreviation should appear on a line.

## ■ Common Phrases for Business Letters

### Request for information

I am writing to inquire about ...  
I am writing in reference to ...  
I read/ heard ... and would like to know ...  
Could you please send me ...  
at the address below/above  
Thank you for your assistance.  
I look forward to hearing from you.

### Response to request

Thank you for your interest/inquiry  
Enclosed is the information you requested.  
You can learn more about this at ...  
If you have further questions,  
If you require assistance, please contact:  
If I can be of more help, please feel free to contact me at ...

### Requests

Could you please send me your most recent brochure?  
Could you fax me the results of the market survey?  
I would like to order ten copies of the book, *Touchy Situations*.  
I would be very grateful if you could send me this information.  
Please return the enclosed envelope with your payment.

### Goodwill

Thank you for your hospitality.  
I enjoyed having lunch with you last week while I was in New York.  
Congratulations on your promotion to General Manager.  
I want(ed) to congratulate you on your new position.  
I was happy to hear that contract negotiations went well.

### Introduction of Product/ Service.

I am writing to tell you about ...  
(Our new product) is coming out next month.  
This product/ service is designed to (help you) ...

### Reference

I am writing in regard to ...  
I am writing in reference to ...

Please refer to the enclosed invoice/ brochure.  
I hope you have had a chance to look over the materials we sent.

### Confirmation

I am writing to confirm ...  
I would like to confirm what we discussed last Friday.  
I would just like to confirm the main points we discussed ...

### Notification

I am writing to let you know that ...  
Please be aware/ informed that ...  
I would like to inform you of a recent policy change. I am happy to inform you that ...  
Your request for funding has been approved.

### Offering Assistance

We would be happy to ...  
If we can be of assistance, please don't hesitate to ask.

### Collection

According to our records ...  
Our records show that ...  
Your monthly instalment is past due.  
Please send payment as soon as possible.

## ■ Effective Emails

Email has become a popular means of both internal and external communication in business. The main reasons are:

- it's faster than writing and sending a letter
- it's cheaper than a phone call

However, there are some similarities and differences between email messages and business letters. What is same is that grammar and punctuation should be good enough so that the writing is understandable and professional.

**The following tips will help you keep your email messages effective and clear:**

### 1. Subjects

Give the message a subject/ title. Email messages without a subject may not be opened because of a fear of viruses and especially note that it is very easy to forget to type this important information.

## 2. Subject contents

Keep the subject short and clear but avoid such headings as: 'Good News', 'Hello', 'Message from Mary'. These headings are common in messages containing viruses. Short but specific headings are needed, e.g. Order No. 2348X  
Delayed Shipment  
Laboratory Equipment Order

## 3. Greetings

Start the message with a greeting so as to help create a friendly but business-like tone. The choice of using the other name versus the surname will depend on who you are writing to. If you have communicated with the receiver previously and he/ she is at a similar level to you, then the use of the other name would be appropriate. If the receiver is more senior to you, or if you are in doubt, it would be safer (particularly in the first communication) to use the person's surname/ family name together with a title, e.g. Dear Mr Smithson, Dear Ms Stringer.

It is also becoming quite common to write the greeting without a comma, e.g. Dear Miss Lawson  
e.g. Dear KK

## 4. Purpose

Start with a clear indication of what the message is about in the first paragraph. Give full details in the following paragraph(s). Make sure that the final paragraph indicates what should happen next. e.g. I will send a messenger to your office on Tuesday morning to collect the faulty goods.  
e.g. Please let me have your order by the beginning of the month.

## 5. Action

Any action that you want the reader to do should be clearly described, using politeness phrases. Subordinates should use expressions such as 'Could you...' or 'I would be grateful if...'. Superior staff should also use polite phrases, for example, 'Please...'

## 6. Attachments

Make sure you refer, in the main message, to any attachments you are adding and of course make extra sure that you remember to include the attachment(s). As attachments can transmit viruses, try not to use them, unless you are sending complicated documents. Copy-and-paste text-only contents into the body of the email. If you use an attachment, make sure the file name describes the content, and is not too general; e.g. 'message.doc' is bad, but 'QA Report 2008.doc' is good.

## 7. Endings

End the message in a polite way. Common endings are: Yours sincerely, Best regards, Best wishes, Regards,  
If you did not put a comma after the greeting at the beginning of the message, then do not put a comma after the ending either, e.g. Best wishes  
e.g. Regards



## 8. Names

Include your name at the end of the message. It is most annoying to receive an email which does not include the name of the sender. The problem is that often the email address of the sender does not indicate exactly who it is from, e.g. 0385915d@kouchon.fr

Please follow these guidelines with all email messages that you send.

Kind regards

Jennifer Ranford

Human Resources Manager

**From: Hiroshi Tanaka**  
**TO: bjsmith@afs.com**  
**cc: Joe Klein**  
**Subject: RE: Z56 Samples for JVS**

No problem.

----Original Message----

FROM: Bill Smith [mailto:bjsmith@afs.com]  
SENT: February 6, 2004 5:15 p.m.  
TO: hiroshi\_tanaka@afs.co.jp  
cc: Joe Klein  
SUBJECT: Z56 Samples for JVS

Hiroshi,

After talking with you on the phone yesterday, I talked with Joe. There's a slight change of plans. Can you include four samples in the shipment instead of the two that we discussed?

Let me know if there's a problem.

Thanks,

Bill

## ■ Business email writing tips

### DO

- write an informative subject line
- put the key point of your message up front
- be brief

- make it easy for the reader to reply yes or no or give a short answer (instead of “let me know what you think” write “Is Tuesday or Wednesday at 3PM best for you?”)
- make it easy to read, combine Upper & lower case, use white space and legible font
- personalize by using conversational tone(contractions, pronouns)
- end well with an appropriate next step
- proofread
- wait a moment before pressing 'send'
- make yourself look good online because your email can be forwarded to anyone or everyone else in the company or anywhere

## DON'T

- don't send an email you wouldn't want anyone else to read, it's too easy to forward
- don't leave subject line blank
- don't use all capital letters
- don't forward a message without a brief comment why you're forwarding it
- don't overrun emails with smiley faces or other emoticons.
- don't let emotions or offensive language detract from your message
- don't send without checking for mistakes

2

## ■ A bit of grammar

### Conditional Sentences / If-Clauses Type I, II und III

Conditional Sentences are also known as Conditional Clauses or If Clauses. They are used to express that the action in the main clause (without if) can only take place if a certain condition (in the clause with if) is fulfilled. There are three types of Conditional Sentences.

#### Conditional Sentence Type 1

It is possible and also very likely that the condition will be fulfilled.

**Form: if + Simple Present, will-Future**

- *If I find her address, I'll send her an invitation.*

#### Conditional Sentence Type 2

It is possible but very unlikely, that the condition will be fulfilled.

**Form: if + Simple Past, Conditional I (= would + Infinitive)**

- *If I found her address, I would send her an invitation.*

### Conditional Sentence Type 3

It is impossible that the condition will be fulfilled because it refers to the past.

**Form: if + Past Perfect, Conditional II (= would + have + Past Participle)**

- *If I had found her address, I would have sent her an invitation.*

## ■ Getting better

### Exercise 4

**Choose the best response for each one**

1. Could you please \_\_\_\_\_ that email that you got from Frank.  
*forward me | forward to me | forward it to me*
2. When you send your report to Tom, make sure to \_\_\_\_\_ me as well.  
*forward | copy (or cc – pron. “seesee”) | send*
3. Somehow your email ended up in my \_\_\_\_\_ folder.  
*trash mail | bad mail | junk mail*
4. You must have \_\_\_\_\_ my message by mistake.  
*deleted | delete | destroyed*
5. Sending someone a “hidden” copy of an email is known as:  
*cheating | cc-ing someone | bcc-ing someone*
6. To send something by mistake = To send something \_\_\_\_\_ .  
*by chance | by accident | by error*
7. You should always use appropriate, businesslike language in all \_\_\_\_\_ communications.  
*electronic | electric | electrode*
8. I thanked him for his \_\_\_\_\_ (= answer).  
*replication | reply | replay*
9. Many big companies have a system which \_\_\_\_\_ (= keeps track of/checks) their employees’ email.  
*monitor | monitors | looks*
10. I didn’t get that \_\_\_\_\_ (= file that is attached to a message).  
*attack | copy | attachment*

## Exercise 5

1. If I \_\_\_\_\_ you, I would apologize to her right away. (to be)  
*was | were | have been*
2. If I run into her, I \_\_\_\_\_ her that you're looking for her. (to tell)  
*would tell | tell | will tell*
3. If you \_\_\_\_\_ that again, I will call the police. (to do)  
*to do | do | will do*
4. He would never have asked her out on a date if she \_\_\_\_\_ him first. (to kiss)  
*hadn't kissed | didn't kiss | will not kiss*
5. If you were her, what \_\_\_\_\_? (to do)  
*would you do | did you do | do you do*
6. If she hadn't gone to England, she \_\_\_\_\_ Orlando Bloom. (to meet)  
*would not meet | did not meet | would not have met*
7. If it doesn't start snowing, we \_\_\_\_\_ this evening. (to go skiing)  
*won't go skiing | wouldn't go skiing | don't go skiing*
8. If you had saved some money earlier, you \_\_\_\_\_ broke right now. (to be)  
*would not have been | will not be | are not*
9. If I \_\_\_\_\_ at the airport so late, I would not have missed my flight. (to arrive)  
*didn't arrive | hadn't arrived | would not arrive*
10. If you buy one t-shirt, you \_\_\_\_\_ the second one free.  
*will have gotten | would get | get*

## ■ Check Out

### Exercise 6

Dear Sir-As someone who has travelled throughout Asia 1) \_\_\_\_\_ business 2) \_\_\_\_\_ holiday I would like 3) \_\_\_\_\_ give my opinion 4) \_\_\_\_\_ its environmental impact. Having visited Indonesia, Thailand 5) \_\_\_\_\_ Malaysia I understand that tourism can bring money 6) \_\_\_\_\_ developing countries. However, this money often goes into 7) \_\_\_\_\_ pockets of foreign investors, 8) \_\_\_\_\_ only rarely benefits local people. Multinational hotel chains also have little regard for 9) \_\_\_\_\_ surrounding wildlife when they build new resorts. This can cause many problems. In view of these facts we, as tourists, can directly affect these countries 10) \_\_\_\_\_ 11) \_\_\_\_\_ positive way if we 12) \_\_\_\_\_ thoughtful. When we visit these countries we can visit restaurants, bars 13) \_\_\_\_\_ even hotels that

14) \_\_\_\_\_ owned 15) \_\_\_\_\_ local people. In addition, we can refuse 16) \_\_\_\_\_ give luxury resorts our patronage 17) \_\_\_\_\_ therefore prevent them from becoming even larger. Most importantly we should check that any tours or excursions we take have minimal effect 18) \_\_\_\_\_ 19) \_\_\_\_\_ natural surroundings. Finally, we can even attempt 20) \_\_\_\_\_ change 21) \_\_\_\_\_ behaviour of other tourists 22) \_\_\_\_\_ sharing our opinions. If we follow these simple steps we can be sure that our pleasure is not causing any harm 23) \_\_\_\_\_ people or places that we visit.

## ■ Phrasal Verbs to Remember

calm down	relax _____
cheer up	become happy _____
get in	enter _____
get off	leave _____

## ■ Vocabulary Checklist

Find the correct English translation for the following expressions:

- .....  
 cíl tohoto dopisu  
 .....  
 následující položky  
 .....  
 zboží je skladem  
 .....  
 splnit očekávání  
 .....  
 jsem potěšen  
 .....  
 zodpovědná osoba je  
 .....

## ■ Vocabulary Checklist

Choose ten most important words of this unit, put them down and use them in a sample sentence.

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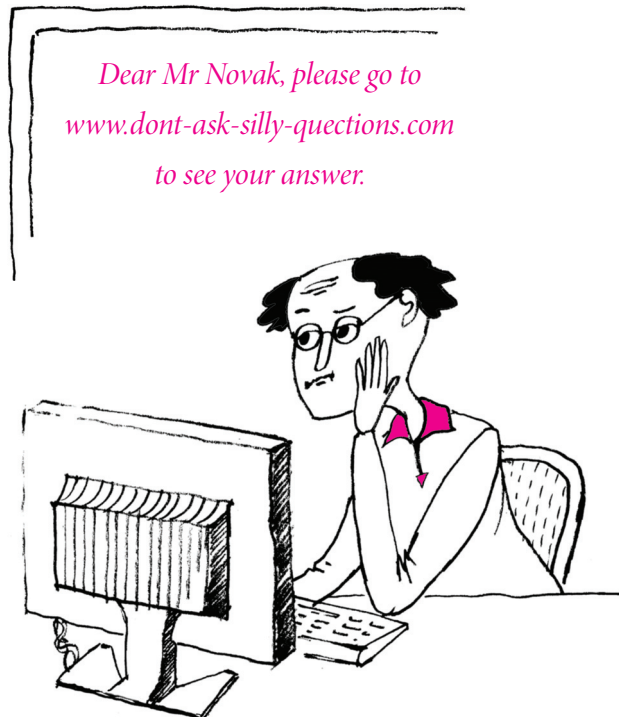
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# Getting a Job and Human Resources

# 3

## OBSAH

Setting the Goal .....	
Basic expressions and vocabulary .....	
Real-life situation .....	
Exercise: .....	
CV/ Resume .....	
Exercise: .....	
Business Talk .....	
Job Interview .....	
A bit of grammar – několik poznámek ke gramatice .....	
Phrasal Verbs to Remember .....	
Exercise: .....	
Vocabulary Checklist .....	
Exercise: .....	

## ■ Setting the Goal

Třetí kapitola se zabývá prací a lidskými zdroji. Podíváme se blíže na oblast personalistiky a věci s ní související. Na konci této lekce budete schopni:

- napsat CV v odpovídajícím stylu a formátu
- napsat průvodní dopis tak, aby přesvědčil vašeho potenciálního zaměstnavatele o vašich kvalitách a dovednostech
- připravit se na přijímací pohovor a možné otázky



## ■ Basic expressions and vocabulary

### Nouns & expressions

<b>absentee</b>	nepřítomný, absentér
<b>absenteeism rate</b>	míra nepřítomnosti
<b>applicant – candidate</b>	žadatel/ uchazeč o práci
<b>application form</b>	žádost
<b>apprenticeship</b>	zaučení
<b>assessment of applicants</b>	hodnocení uchazečů
<b>basic salary</b>	základní plat
<b>to be dismissed – to be fired</b>	být propuštěn
<b>to be laid off</b>	být propuštěn
<b>business hours – office hours</b>	úřední doba
<b>compensation for permanent disability</b>	náhrada za trvalé následky
<b>concealed work – moonlighting</b>	melouchaření
<b>contractual situation</b>	smluvní vztah
<b>cost of living allowance</b>	příspěvek na živobytí
<b>credentials</b>	akademické vzdělání
<b>day shift</b>	denní směna
<b>disability pension</b>	invalidní důchod
<b>overtime pay</b>	přesčas
<b>overtime work</b>	práce přesčas
<b>part-time job</b>	práce na částečný úvazek
<b>payroll – payroll ledger</b>	výplatní listina
<b>payslip</b>	výplatní páska
<b>permanent job – steady job</b>	stálé zaměstnání
<b>permanent staff</b>	stálý personál
<b>personnel – staff</b>	zaměstnanci
<b>personnel department</b>	personální oddělení
<b>professional qualifications</b>	pracovní kvalifikace
<b>professional training</b>	profesní trénink
<b>public holiday (GB) – national holiday (US)</b>	státní svátek
<b>purchasing manager</b>	vedoucí nákupu
<b>redundancy payment</b>	odstupné při propuštění pro nadbytečnost
<b>dismissal</b>	propuštění
<b>dismissal without notice</b>	okamžitá výpověď
<b>early retirement</b>	dřívější odchod do důchodu
<b>employment card – working papers</b>	pracovní dokumenty
<b>employment contract – labour contract</b>	pracovní smlouva

**employment for a trial period**  
**exit permit**  
**gross wages and salaries**  
**independent unions**  
**salaried workers – employees**  
**salary range – wage band**  
**severance pay – dismissal pay**  
**sick leave**  
**social costs**  
**social security**  
**sole director**  
**staff costs – personnel costs**  
**temporary staff**  
**trade-union (GB) – labor union (US)**  
**internal regulations**  
**labour market**  
**labour force – manpower**  
**labour mobility**  
**learning by doing – learning by practice**  
**letter of appointment**  
**occupation – employment**  
**on the job training**  
**outsourcing**  
**training period**  
**unemployment benefits**  
**under contract**  
**vacancy – vacant position**  
**wage bargaining – pay negotiations**  
**wage ceiling**  
**wage freeze**  
**wage-packet (GB) – pay envelope (US)**  
**worker – blue-collar worker**  
**workload**

zaměstnání na zkušební dobu  
výjezdní povolení  
hrubá mzda a plat  
nezávislé odbory  
zaměstnanci  
rozpětí platu  
odchodné/ odstupné  
nemocenská  
sociální výdaje  
sociální zabezpečení  
ředitel  
náklady na zaměstnance  
dočasní zaměstnanci  
odbory  
vnitřní směrnice  
trh práce/ pracovní trh  
pracovní síla  
pracovní mobilita  
učení praxí  
jmenovací dopis  
zaměstnání  
školení v zaměstnání  
využívání subdodavatelských vztahů  
zkušební doba  
dávký v nezaměstnanosti  
smluvně zavázaný  
volná pozice  
vyjednávání o platu  
platový strop  
zmrazení mezd  
sáček s výplatou  
pracující/ dělník  
pracovní zatížení/ zátěž

## Verbs

to apply for a job	ucházet se o práci
to appoint a person	jmenovat osobu
to ask for a rise	požádat o zvýšení
to be on probation – to be on trial	být ve zkušební době
to be out of work	být bez práce
to dismiss – to fire	propustit
to retire	jít do důchodu
to fill a vacancy	zaplnit volnou pozici
to freelance	pracovat na volné noze
to hold a position	držet pozici
to select candidates	vybrat kandidáta
to take measures	podniknout opatření
to train	trénovat
to work overtime	pracovat přesčas

## Real-life situation

If you are looking for a job, then it is very important that you understand how to offer yourself in the best way to an employer.

### *Cost Manager (Ref. No.: CF8879)*

*Our client, a well known international construction consulting company, is currently looking for an experienced Cost Manager to work on exclusive projects in Brno.*

#### **JOB DESCRIPTION, INFORMATION ABOUT THE POSITION**

- Cost research, **enquiries** to suppliers of products and materials
- **Compile** and report results on potential cost savings in comparison with currently specified products and materials.
- **Procurement** of Retail Fit Out contracts
- Prepare bid documentation, tender analysis and negotiation
- Prepare cost **estimates** for design proposals which are likely to result in variations to the construction contract
- **Measurement** and evaluation of variations and **cost proposals** submitted by the general contractor

#### **ADDITIONAL REQUIREMENTS FOR THE CANDIDATE**

- University / technical college qualification.

Toto je pouze náhled elektronické knihy. Zakoupení její plné verze je možné v elektronickém obchodě společnosti eReading.