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# CIZOJAZYČNÁ PŘÍPRAVA AJ 1

Distanční studijní text

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**SLEZSKÁ  
UNIVERZITA**  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

- Obor:** Jazykověda
- Klíčová slova:** Applying for a job, CV, business, career, customer, job application, service
- Anotace:** Opora CIZOJAZYČNÁ PŘÍPRAVA AJ 1 je určena pro studenty prezenční formy studia a svým rozsahem odpovídá výuce anglického jazyka za první semestr na ekonomických fakultách. Opora je rozvržena do sedmi základních tematických okruhů – Internships abroad, Greetings and Introduction, Customer service, Writing letters and emails, Job interviews – Applying for a job, CVs a obsahuje také anotaci, včetně klíčových slov. Každá lekce je koncipována do několika celků – úvodní text nastiňuje danou problematiku, je doplněn slovní zásobou a dalšími cvičeními, která téma procvičují, případně dále rozšiřují. Každá lekce se věnuje gramatickému jevu, který je důležitý pro úspěšné zvládnutí produktivní komunikace v obchodním prostředí, vše je doplněno cvičeními a závěrečným testem. První část si klade za cíl procvičit a zdokonalit si znalosti v anglickém jazyce v oblasti stáže v zahraničí. Druhá část Meeting people and making conversation se věnuje procvičování vedení jednání ve firemním prostředí. Další části se zabývají péčí o zákazníka, jak nejlépe zajistit spokojenost klienta, a to jak ve formě přímého kontaktu, ale také v písemné formě – dopis, email. Závěrečné kapitoly jsou věnovány přijímacímu řízení – od hledání pracovního místa, žádosti o zaměstnání, až po vedení přijímacího pohovoru, včetně modelových otázek. Celkovým výstupem opory Cizojazyčná příprava AJ 1 je zvládnutí odborného anglického jazyka ve výše zmíněných korporátních situacích, a také posílení komunikativních dovedností v moderním profesním podnikatelském prostředí.

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## Obsah

ÚVODEM.....	7
RYCHLÝ NÁHLED STUDIJNÍ OPORY.....	8
1 GAINING EXPERIENCE – INTERNSHIPS ABROAD.....	9
1.1 Vocabulary .....	9
1.2 Text.....	10
1.3 Lexis.....	13
1.4 Grammar.....	15
1.4.1 Review of tenses 1 .....	15
1.4.2 Grammar-exercises .....	16
1.5 Speaking.....	17
1.6 Test.....	17
1.7 Key.....	19
1.7.1 Lexis-exercises.....	19
1.7.2 Grammar-exercises .....	21
1.7.3 Test.....	22
2 GAINING EXPERIENCE - MEETING PEOPLE AND MAKING CONVERSATION .....	24
2.1 Vocabulary .....	24
2.2 Meetings .....	25
2.3 Lexis.....	28
2.4 Grammar and phrases.....	29
2.4.1 AGREEING, DISAGREEING, GIVING OPINIONS, INTERRUPTING AND SUGGESTING IN ENGLISH .....	29
2.4.2 Grammar exercises.....	30
2.5 Speaking.....	31
2.6 Test.....	31
3 CUSTOMER SATISFACTION – CUSTOMER SERVICE.....	38
3.1 Vocabulary .....	38
3.2 Text.....	39
3.3 Lexis.....	41
3.4 Grammar.....	42
3.4.1 Selected phrasal verbs in English .....	42

3.4.2	Grammar-exercises .....	42
3.5	Speaking.....	43
3.6	Test.....	44
3.7	Key .....	45
3.7.1	Lexis-exercises.....	45
3.7.2	Grammar-exercises .....	46
3.7.3	Test.....	47
4	CUSTOMER SATISFACTION – FORMAL LETTERS IN ENGLISH .....	50
4.1	Vocabulary .....	50
4.2	Writing a business letter .....	51
4.3	Lexis .....	53
4.4	Grammar.....	54
4.4.1	Prepositions in business letters .....	54
4.4.2	Grammar - exercises .....	55
4.5	Speaking.....	56
5	CUSTOMER SATISFACTION - BUSINESS EMAILS .....	63
5.1	Vocabulary .....	63
5.2	How to write a perfect professional email in English .....	64
5.3	Lexis .....	66
5.4	Grammar.....	67
5.4.1	Comparative and superlative forms with adjectives .....	67
5.4.2	Grammar - exercises .....	68
5.5	SPEAKING .....	69
6	JOB INTERVIEWS AND CAREER – JOB APPLICATION .....	75
6.1	Vocabulary .....	75
6.2	Text.....	76
6.3	Lexis .....	78
6.4	Grammar.....	79
6.4.1	Review of tenses 2 .....	79
6.4.2	Grammar-exercises .....	80
6.5	Speaking.....	81
6.6	Test.....	81
6.7	Key.....	83

6.7.1	Lexis-exercises.....	83
6.7.2	Grammar-exercises .....	84
6.7.3	Test.....	85
7	JOB INTERVIEWS AND CAREER - CV.....	88
7.1.1	Slovní zásoba k textu “applying a job” .....	90
7.1.2	Otázky k textu „applying a job“ .....	90
7.1.3	Odpovědi k textu „applying a job“ .....	91
7.2	Lexikon.....	91
7.2.1	Cvičení k lexikonu .....	91
7.2.2	Klíč k lexikonu.....	93
7.3	Grammar.....	95
7.3.1	Grammar exercises.....	95
7.3.2	Klíč ke gramatice .....	97
7.4	TUTORIÁL .....	108
7.5	Test „Applying for a job“ .....	109
7.5.1	Key „Applying for a job“ .....	113
	LITERATURA .....	119
	SHRNUTÍ STUDIJNÍ OPORY .....	120
	PŘEHLED DOSTUPNÝCH IKON.....	121

## ÚVODEM

Tento text představuje studijní oporu jednoho modulu pro prezenční/kombinované studium předmětu Cizojazyčná příprava Anglický jazyk 1 v bakalářském studiu na Obchodně podnikatelské fakultě v Karviné, Slezské univerzity v Opavě.

Předmět je určen pro studenty prezenční/kombinované formy studia a svým rozsahem odpovídá požadavkům kladeným na výuku anglického jazyka v daném semestru.

V rámci této studijní opory se studenti seznámí se 7 tematickými celky, které popisují problematiku zahraniční stáže, péče o zákazníka, včetně korespondence, zaměřuje se na inzeráty, ucházení se o místo a psaní životopisu.

Studijní opora umožňuje studentovi i přes vzdálenost od učitele a spolužáků úspěšně studovat. Je rozdělena do sedmi kapitol, které svým rozsahem odpovídají 13 výukovým blokům jednoho semestru prezenčního studia a je koncipována tak, aby obsahem i rozsahem odpovídala nárokům kladeným na studenta prezenční formy studia.

Prezenční/kombinované vysokoškolské studium anglického jazyka je pro studenta nesmírně obtížné, vyžaduje pravidelné a systematické studium. Dalšími podpůrnými zdroji ke studiu mohou být profesní učebnice angličtiny a také doporučená studijní literatura.

Při samotném studiu opory doporučujeme seznámit se nejprve se značkami, zkratkami a symboly používanými ve studijní opoře. Komplexní seznam naleznete na konci této opory.

Informativní, navigační a orientační symboly Vám pomohou při rychlém nahlédnutí do dané problematiky. Všímejte si i poznámek, eventuálně odkazů na publikace, učebnice apod., kde si podrobněji můžete nastudovat např. příslušné gramatické pasáže.

Při práci s oporou vám přejeme hodně úspěchu.

Autoři

## RYCHLÝ NÁHLED STUDIJNÍ OPORY

Studijní opora Cizojazyčná příprava AJ 1 je rozdělena do sedmi kapitol, které představují základní úvod do problematiky studia obchodní angličtiny. Každá kapitola je rozdělena na lexikální část a část gramatickou. V každé kapitole se objevují shodné prvky – např. úvodní text, slovní zásoba, závěrečný test apod. Ke snadnější orientaci studenta slouží tzv. distanční prvky – Průvodce studiem (obsahuje slovní zásobu k tématům), Otázky, Odpovědi, Samostatný úkol apod. V průběhu lekce si student může zkontrolovat úroveň znalostí pomocí testů, které jsou vkládány dle potřeby, a rovněž každá kapitola je zakončena **souhrnným testem**, který prověří zvládnutí dané problematiky.

Kapitoly 1 a 2 se zabývají tématy **Gaining experience - Internships abroad** a **Meeting people and making conversation** s cílem připravit studenty k úspěšné prezentaci sama sebe, případně firmy a úspěšně vést obchodní jednání.

Kapitoly 3, 4 a 5 jsou věnovány tématu **Customer satisfaction – Customer service** a **Contacting customers**, se zaměřením na úspěšnou komunikaci se zákazníkem, včetně psané formy, s cílem vytvořit pocit spokojenosti u zákazníka a následně si jej udržet.

Kapitoly 6 a 7 zabývající se **Job interviews and career** nastiňují přijímací proces do zaměstnání, od hledání a vyhodnocování inzerátů, psaní žádosti o zaměstnání spolu s motivačním dopisem, životopisu. Vzhledem k tomu, že v současné době jsou přijímací pohovory často vedeny v angličtině, zaměříme se také na nejčastěji používané otázky při pohovorech.



## 1 GAINING EXPERIENCE – INTERNSHIPS ABROAD

### RYCHLÝ NÁHLED KAPITOLY



Kapitola je věnována problematice zahraničních stáží, včetně přípravy na stáž – hledání ubytování, dopravy, vyřizování důležitých dokladů apod. Dozvíte se rovněž, na které záležitosti se musíte zaměřit vzhledem k interkulturním rozdílům – např. stravování. Zaměříte se také na fáze při plánování pobytu v zahraničí. Kapitola je doplněna gramatickými cvičeními, která procvičují danou tematiku.

### CÍLE KAPITOLY



V této kapitole se naučím:

- slovní zásobu vztahující se k zahraniční stáži
- nezbytné kroky pro úspěšné zvládnutí zahraniční stáže
- aplikovat příslušné gramatické časy

### KLÍČOVÁ SLOVA KAPITOLY



career, gain experience, internship, job market, participant, placement

### 1.1 Vocabulary

Approximately	přibližně
Aspiration	usilování, touha
be tailored to	ušitý na míru
Budget	rozpočet, finance
Commute	dojíždět (do práce)
competitive edge	konkurenční výhoda
Complete	ukončit, absolvovat
Doom	konce, zánik, zlý osud
educational background	dosavadní vzdělání
Ensure	ujistit
Experience	zkušenost

<b>Furnished</b>	zařízený (nábytkem)
<b>Gain</b>	získat
<b>gloom</b>	skleslost, beznaděj, smutek
<b>graduate</b>	absolvent
<b>guide through</b>	poradit, pomoci
<b>highly regarded</b>	vysoce uznávaný
<b>homestay</b>	pobyt v domácnosti rodiny v cizí zemi
<b>host</b>	hostitel, pořádající strana
<b>internship</b>	praxe, zácvik (v povolání)
<b>labour market</b>	pracovní trh
<b>links to</b>	kontakty, vazby
<b>needs</b>	potřeby
<b>network</b>	síť
<b>note</b>	(po)všimnout si něco
<b>offer</b>	nabízet
<b>option</b>	možnost, volba
<b>participant</b>	účastník
<b>participate</b>	zúčastnit se
<b>placement</b>	umístění
<b>rent</b>	pronajímat, nájem
<b>request</b>	prosba, přání
<b>seem</b>	jevit se, zdát se
<b>stable</b>	stabilní
<b>support</b>	podporovat
<b>take into account</b>	vzít v úvahu
<b>transfer</b>	přesun
<b>unless</b>	když, pokud ne
<b>vary</b>	lišit se, různit se

## 1.2 Text

### INTERNSHIPS IN AUSTRALIA

#### OVERVIEW

Despite global economic doom and gloom, Australia seems to be one of the only places on earth where things are stable! A strong labour market Down Under means jobs are easier to come by, and as a result it's the perfect destination for graduates and students looking to gain practical experience and professional workplace training.

Our internships will give you just that, and will help you to get your foot in the door by offering the chance to gain practical experience in highly regarded businesses across Australia.

Whatever your field of expertise or training, whether you are a recent graduate or still studying we'll set you set up and ready to gain experience alongside Australian professionals. The internship programme can be tailored to individual needs, taking into account

your educational background and career goals/aspirations. Internships run for 8 to 12 weeks and you'll get a specially developed training plan before you leave. In Australia you'll have a mentor who will guide you through your placement to ensure you get the most from your experience.

#### PLACEMENT BACKGROUND

- Kick start your career with practical work experience in one of our 500 host company partners Australia-wide
- A tailored Internship to meet your training needs and career aspirations
- Staff in the UK and Australia with excellent links to a large network of top businesses throughout Australia
- A mentor in Australia to guide you through the placement to ensure you get what you need from the experience
- A high proportion of our internship participants go on to secure full-time employment within six months of completing their placement – give yourself a competitive edge in the job market

#### WHAT'S INCLUDED?

- A quality internship placement with an Australian company
- Airport transfer on arrival
- Orientation with your personal mentor on arrival
- Visa assistance (visa fee not included)
- A mentor both in the UK and in Australia
- A professional training plan
- Full support throughout your placement
- International Career Readiness Certificate

#### WHAT'S NOT INCLUDED?

- Accommodation and food (we can help with this)
- Flights
- Transport to your workplace

## GAINING EXPERIENCE – INTERNSHIPS ABROAD

- Travel insurance (we can help with this)
- Visas

### MINIMUM AGE

The minimum age on these programmes is 18, the maximum age is 30.

### ACCOMMODATION

Please note that accommodation is not included in the price of the internship as the costs of renting houses or apartments vary according to the city your internship is located.

Many participants on this programme choose to live in a comfortable homestay while you are completing your program in Australia. This is the most cost effective form of accommodation and a great option as you will make Australian friends faster, meet students and travellers from around the world and develop an understanding of the Australian culture. We work with over 5000 families throughout Australia. You will stay with a family close to your place of work. In larger cities this will be a maximum of 1 hour commute, although this is rare.

The homestay accommodation option includes: A fully furnished bedroom inclusive of a study desk, a chair and a lamp. All gas, electricity and water services are supplied at no extra cost. Bed linen, towels, toilet paper and soap are to be supplied by the host family.

The costs for homestay accommodation are as follows: Homestay with meals- 4 weeks: £999 (for those who would like to get settled before finding alternative accommodation).

### MEALS

Meals are not included unless you request to live with a homestay with meals. Typically our participants budget approx. 500 – 1500 AUD\$ per month for other living costs, e.g. food, public transport, entertainment etc.

*Zdroj: RealGap: From £1,299, 8 weeks, Australia. [online]. RealGap, 2013. [cit. 2013-07-04]. Dostupné z: <http://www.realgap.co.uk/internships-in-australia#highlights>*



### OTÁZKY

What are placement requirements?

What is included in the internship program?

What is not included in the internship program?

What is the age requirement?

How is accommodation and food arranged?

## 1.3 Lexis

### 1. Put the following tips for planning your gap year programme in correct order:

a) Will I be safe? 1.

As long as you're sensible, you almost certainly will be. Gap year adventures aren't 100 per cent foolproof, but then neither is a trip to your local cinema or shopping mall. Sometimes things don't go quite to plan, but one of the things that gap year adventures teach people is how to cope in unfamiliar situations. If you're a first time traveller, then our 'Experience' trips will probably be right up your street- they involve a group touring around the country (with a guide) together, and this can definitely make people feel more comfortable.

Real Gap has programmes in over 30 countries - so there really is something for everyone! Why not chase the sun around the globe - leave home for somewhere more tropical and plan your journey to follow your favourite season! You could make a list of all the places that really interest you. Are you sporty, cultural, artistic, a party goer? All of these elements of your personality will help us partner you up with the trip that'd most suit you.

b) Volunteering, working, learning, travelling...? 2.

Planning your adventure is so much fun! There are a ridiculous amount of options available to you- so that's where our guys come in handy. Our Travel Advisors seriously know their stuff- so if you want some advice about where you should go just give them a call!

c) How much will it cost? 3.

The million dollar question! Thankfully, the answer isn't a million dollars! Gap year adventures can be as expensive as you want them to be, and can be done on a budget. We also have the option to

## GAINING EXPERIENCE – INTERNSHIPS ABROAD

work abroad on your travels, so you can rack in the cash whilst you're exploring.

For example, you could take up the working visa in Aus and then move onto South East Asia afterwards where the cost of living is considerably cheaper!

d) Long or short? 4.

It depends whether you want to do it all at once, or one continent/country at a time! We understand that some people have a school or uni schedule to contend with, or if you're working a holiday allowance, and so we can tailor to make your plan of action to suit you.

e) Real Gap's Gap Year Planner 5.

So, you want to plan a gap year?! Great choice chum, you're not going to regret it! Here at Real Gap Experience, we're all about bringing the once in a lifetime experiences and locations to you, so you can see and do what you want during your very own gap year. Don't have a year you can take off? Don't worry, our trips start from a one week duration, and so you can go on your own mini adventure, whenever!

*Zdroj: RealGap: Planning a gap year. [online]. RealGap, 2013. [cit. 2013-07-04]. Dostupné z: <http://www.real-gap.co.uk/gap-travel-advice/planning-gap-year>*

### 2. Translate the following sentences into English:

1. *Mám zájem o praxi v zahraničí.* 1.
2. *Můžete mně poslat podrobnosti emailem?* 2.
3. *Jak dlouho trvá vyřízení všech formalit?* 3.
4. *Musím si zažádat o vízum?* 4.
5. *Koho mám kontaktovat po příjezdu?* 5.
6. *Na jaký účet mám převést peníze?* 6.
7. *Jak velké kapesné si mám vzít s sebou?* 7.

### 3. Match the words with the correct definitions?

- |                       |  |                    |  |
|-----------------------|--|--------------------|--|
| 1. <i>internship</i>  | a) <i>a person who receives or entertains other people as guests</i> | 5. <i>host</i>     | e) <i>a student or trainee who works, sometimes without pay, at a trade or occupation in order to gain work experience</i> |
| 2. <i>participant</i> | b) <i>a vacation or other period abroad spent staying in the</i>     | 6. <i>homestay</i> | f) <i>a person who takes part in something</i>   |

3. gap year	home of a local family c) an experienced and trusted adviser	7. aspiration	g) an estimate of income and expenditure for a set period of time
4. budget	d) a hope or ambition of achieving something	8. mentor	h) a period, typically an academic year, taken by a student as a break between secondary school and higher education

## 1.4 Grammar

### 1.4.1 REVIEW OF TENSES 1

V angličtině jsme se již seznámili se základními pravidly tvoření a použití časů. V následující přehledné tabulce přinášíme nejdůležitější shrnutí pravidel a pouček týkajících se tvoření a použití přítomného času.

Čas	Příklad kladná věta, zápor, otázka	Kdy se používá	Typická časová určení
<b>Přítomný prostý (Present Simple)</b>	He does business a lot. He doesn't do business a lot. Does he do business a lot?	Aktuální fakta. Obecně platná tvrzení. Opakující se události. Události dle rozvrhu. Může vyjadřovat i budoucnost (jízdní řady).	always, often, seldom, sometimes, usually, never, every day/week/month
<b>Přítomný průběhový (Present Progressive)</b>	He is meeting his business partners. He isn't meeting his business partners. Is he meeting his business partners?	Děje právě probíhající ve chvíli, kdy se o nich mluví. Může vyjadřovat i plánovanou budoucnost, trendy a přechodný děj.	just, now, just now, right now, at the moment, Look!, Listen!

Zdroj: Ajslovicka.cz: Anglické časy – přehled. [online]. Anglická slovíčka, 2011 – 2013. Dostupné z: <http://www.ajslovicka.cz/clanky/anglicke-casy-prehled.html>

Nyní následují další příklady k výše uvedeným frázím.

**PŘÍKLAD 1**

I travel a lot in my job. I am a trader.

**PŘÍKLAD 2**

They are not going to the conference.

**PŘÍKLAD 3**

Is she giving a presentation next week?

---

**1.4.2 GRAMMAR-EXERCISES**

**1. Which time expressions are correct:**

1. I have been a businesswoman **for/since** I was 30.
2. We had a great time **for/during** my internship in the UK.
3. I was a marketing manager **since** many years/**for** many years ago.
4. Our company has not heard from them **since/for** two years.

**2. Use the suitable expressions never, ever, already, just, yet in the following :**

1. Peter, where is he? He has ... left. He must be in his car now.
2. Peter? He has ... left. In fact, he left several hours ago.
3. Have you ... been to a gap year programme?
4. Let's Go Abroad, a new gap year agency in London, has ... obtained so many application forms.

**3. Correct the mistakes in the following sentences:**

1. I have living in Basel since last winter. ...
2. We had sell our first company 25 years ago before we started a new one. ...



3. Our new human resources manager has been interviewed some new job applicants since 8 o'clock this morning. ...
4. Our secretary have written 5 letters this afternoon. ...
5. They will comes to meet us at the airport. ...
6. Are they going to sending us their latest proposal for that project soon? ...
7. I were a student with this company many years ago. ...
8. Tom had already leave when we came to his office. ...
9. Sales have gone up by 3% last year. ...
10. We have just send it off. You should expect it in a few hours. ...

### SAMOSTATNÝ ÚKOL



## 1.5 Speaking

Imagine you are planning to take part in a gap year programme offered by the agency you have found. Describe it to your friends and stress the positive aspects of that programme in relation to your professional development.

---

### OTÁZKY



## 1.6 Test

1. **Our boss ... this upset in many years!**

- has not been
- was not being
- was not

2. **Eve was at the golf club yesterday, but she ... Tim.**

- has not seen
- did not see
- did not saw

3. **Fred ... golf and tennis for two years when he was at school in Switzerland.**

- plays
- has played
- played

4. **... reading the report yet?**

- had you finished
- have you finished
- did you finish

5. **Our team thought about your business plan, and I think we ... accept it.**

- accept
- will have accepted
- will accept

6. **Our top managers .... the coming conference in Moscow.**

- will participate in
- participate
- participates

7. **Our new boss Erika has already planned everything. She ... to miss anything in the next meeting.**

- is not
- will not
- is not going

8. **Sales ... by 6% so far this year.**

- went down
- have gone down
- had gone down

9. **The automobile trade fair in Zurich ... every year.**

- was held
- will be hold
- is held

10. **I ... for GE, it is a great company to work for.**

- work
- had worked
- have worked

## ODPOVĚDI



### 1.7 Key

#### 1.7.1 LEXIS-EXERCISES

##### 1. Put the following tips for planning your gap year programme in correct order:

e) Will I be safe? 1.e

As long as you're sensible, you almost certainly will be. Gap year adventures aren't 100 per cent foolproof, but then neither is a trip to your local cinema or shopping mall. Sometimes things don't go quite to plan, but one of the things that gap year adventures teach people is how to cope in unfamiliar situations. If you're a first time traveller, then our 'Experience' trips will probably be right up your street- they involve a group touring around the country (with a guide) together, and this can definitely make people feel more comfortable.

Real Gap has programmes in over 30 countries - so there really is something for everyone! Why not chase the sun around the globe - leave home for somewhere more tropical and plan your journey to follow your favourite season! You could make a list of all the places that really interest you. Are you sporty, cultural, artistic, a party goer? All of these elements of your personality will help us partner you up with the trip that'd most suit you.

f) Volunteering, working, learning, travelling...? 2. d

Planning your adventure is so much fun! There are a ridiculous amount of options available to you- so that's where our guys

come in handy. Our Travel Advisors seriously know their stuff- so if you want some advice about where you should go just give them a call!

g) How much will it cost?

3. c

The million dollar question! Thankfully, the answer isn't a million dollars! Gap year adventures can be as expensive as you want them to be, and can be done on a budget. We also have the option to work abroad on your travels, so you can rack in the cash whilst you're exploring. For example, you could take up the working visa in Aus and then move onto South East Asia afterwards where the cost of living is considerably cheaper!

h) Long or short?

4. b

It depends whether you want to do it all at once, or one continent/country at a time! We understand that some people have a school or uni schedule to contend with, or if you're working a holiday allowance, and so we can tailor to make your plan of action to suit you.

e) Real Gap's Gap Year Planner

5.a

So, you want to plan a gap year?! Great choice chum, you're not going to regret it! Here at Real Gap Experience, we're all about bringing the once in a lifetime experiences and locations to you, so you can see and do what you want during your very own gap year. Don't have a year you can take off? Don't worry, our trips start from a one week duration, and so you can go on your own mini adventure, whenever!

*Zdroj: RealGap: Planning a gap year. [online]. RealGap, 2013. [cit. 2013-07-04]. Dostupné z: <http://www.real-gap.co.uk/gap-travel-advice/planning-gap-year>*

### **2. Translate the following sentences into English:**

1. *Mám zájem o praxi v zahraničí.*

1. *I am interested in an internship abroad.*

2. *Můžete mně poslat podrobnosti emailem?*

2. *Can you send me the details via email?*

3. *Jak dlouho trvá vyřízení všech formalit?*

3. *How long does it take to process all the formalities?*

4. *Musím si zažádat o vízum?*

4. *Do I need to apply for a visa?*

5. *Koho mám kontaktovat po příjezdu?*

5. *How shall I/do I contact on arrival?*

6. *Na jaký účet mám převést peníze?*

6. *Which account do I transfer money into?*

7. *Jak velké kapesné si mám vzít s sebou?*

7. *How much pocket money should I take with me?*

### 3. Match the words with the correct definitions?

1. <i>internship</i>	e)	5. <i>host</i>	a)
2. <i>participant</i>	f)	6. <i>homestay</i>	b)
3. <i>gap year</i>	h)	7. <i>aspiration</i>	d)
4. <i>budget</i>	g)	8. <i>mentor</i>	c)

---

## 1.7.2 GRAMMAR-EXERCISES

### 1. Which time expressions are correct:

1. I have been a businesswoman **SINCE** I was 30.
2. We had a great time **DURING** my internship in the **UK**.
3. I was a marketing manager **FOR MANY YEARS AGO**.
4. Our company has not heard from them **FOR** two years.

### 2. Use the suitable expressions **never, ever, already, just, yet** in the following :

1. Peter, where is he? He has **JUST** left. He must be in his car now.
2. Peter? He has **ALREADY** left. In fact, he left several hours ago.
3. Have you **EVER** been to a gap year programme?
4. Let's Go Abroad, a new gap year agency in London, has **ALREADY** obtained so many application forms.

### 3. Correct the mistakes in the following sentences:

1. I have **BEEN** living in Basel since last winter.
2. We had **SOLD** our first company 25 years ago before we started a new one.
3. Our new human resources manager has been **INTERVIEWING** some new job applicants since 8 o'clock this morning.
4. Our secretary **HAS** written 5 letters this afternoon.
5. They will **COME** to meet us at the airport.

## GAINING EXPERIENCE – INTERNSHIPS ABROAD

6. Are they going to **SEND** us their latest proposal for that project soon?
  7. I **WAS** a student with this company many years ago.
  8. Tom had already **LEFT** when we came to his office.
  9. Sales **WENT UP** by 3% last year.
  10. We have just **SENT** it off. You should expect it in a few hours.
- 

### 1.7.3 TEST

#### 1. Our boss ... this upset in many years!

- **has not been**
- was not being
- was not

#### 2. Eve was at the golf club yesterday, but she ... Tim.

- has not seen
- **did not see**
- did not saw

#### 3. Fred ... golf and tennis for two years when he was at school in Switzerland.

- plays
- has played
- **played**

#### 4. ... reading the report yet?

- had you finished
- **have you finished**
- did you finish

#### 5. Our team thought about your business plan, and I think we ... accept it.

- accept
- will have accepted
- **will accept**

6. **Our top managers .... the coming conference in Moscow.**

- **will participate in**
- participate
- participates

7. **Our new boss Erika has already planned everything. She ... to miss anything in the next meeting.**

- is not
- will not
- **is not going**

8. **Sales ... by 6% so far this year.**

- went down
- **have gone down**
- had gone down

9. **The automobile trade fair in Zurich ... every year.**

- was held
- will be hold
- **is held**

10. **I ... for GE, it is a great company to work for.**

- **work**
- had worked
- have works

---

## **SHRNUTÍ KAPITOLY**



Kapitola Gaining experience – Internships abroad se zaměřila na jeden ze způsobů získávání zkušeností ve svém oboru v zahraničí v rámci studijní stáže. Naučili jsme se slovní zásobu, která se vztahuje k dané problematice, podívali jsme se na fáze přípravy na vycestování do zahraničí, včetně potřebných dokladů, soustředili jsme se na další zvláštnosti a nezbytnosti, které musí účastník stáže pojmout.

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## 2 GAINING EXPERIENCE - MEETING PEOPLE AND MAKING CONVERSATION



### RYCHLÝ NÁHLED KAPITOLY

Kapitola je věnována úspěšné firemní komunikace se zaměřením na firemní jednání. Představuje základní slovní zásobu tématu Meeting, která je nezbytná pro úspěšné působení v mezinárodní prostředí, včetně frází, které přispějí ke zlepšení firemní kultury při obchodních jednáních.



### CÍLE KAPITOLY

V této kapitole se naučím:

- základní pravidla úspěšného firemního jednání
- slovní zásobu k tématu Meeting
- psát oznámení o jednání
- používat fráze při jednání – např. vyjadřovat souhlas/nesouhlas, sdělování názoru, souhlasu/nesouhlasu apod.



### KLÍČOVÁ SLOVA KAPITOLY

agenda, agree, interrupting, meeting, memo, minutes

### 2.1 Vocabulary

absent	nepřítomný
to accomplish	dosáhnout
to address	oslovit
to adjourn	odložit, přerušit
agenda	program, pořad jednání
AGM (annual general meeting)	valná hromada
to allocate	rozdělit, přidělit
AOB (any other business)	různé
apologies	omluva
to ballot	hlasovat



<b>board of directors</b>	představenstvo
<b>boardroom</b>	zasedací síň správní rady
<b>to brainstorm</b>	hledat nové nápady
<b>casting vote</b>	rozhodující hlas
<b>chairperson/chair</b>	předseda
<b>to clarify</b>	objasnit, vyjasnit
<b>clarification</b>	objasnění, vyjasnění
<b>closing remarks</b>	poznámky na závěr
<b>to collaborate</b>	spolupracovat
<b>to commence</b>	začít
<b>to comment</b>	vyjádřit se
<b>konference</b>	porada, jednání
<b>conference hall</b>	zasedací síň
<b>confidential</b>	důvěrný
<b>consensus</b>	shoda, souhlas
<b>deadline</b>	končný termín
<b>to designate</b>	jmenovat, vybrat, určit
<b>formality</b>	formalita
<b>grievance</b>	stížnost
<b>guest speaker</b>	hostující mluvčí
<b>to implement</b>	zavést, provést
<b>mandatory</b>	povinný
<b>minutes</b>	zápis, oficiální zpráva
<b>to motion</b>	předložit návrh
<b>objectives</b>	cíle
<b>opening remarks</b>	poznámky na začátku
<b>participant</b>	účastník
<b>proxy vote</b>	hlas v zastoupení
<b>punctual</b>	dochvilný
<b>to recommend</b>	doporučit
<b>show of hands</b>	hlasování zdvižením ruky
<b>unanimous</b>	jednohlasný
<b>vote</b>	hlas

## 2.2 Meetings

Many young managers still may find it difficult to encounter different meetings with their staff members. In the following interview, the journalist is talking to a senior manager who has a lot of experience in that field of corporate communication.

**Journalist:** My first question is how do managers call a meeting in businesses or are they called to a meeting?

**Senior manager:** There are a number of ways that you may call or be called to a meeting. Some meetings are announced by e-mail, and others are posted on bulletin boards. If a meeting is announced at the end of another meeting, it is important to issue a reminder. A reminder can also come in the form of an e-mail or notice. Verbal announcements

## GAINING EXPERIENCE - MEETING PEOPLE AND MAKING CONVERSATION

or reminders should always be backed up by documented ones. The date, location, time, length, and purpose of the meeting should be included.

**Journalist:** So, what is then the second step?

**Senior manager:** In order to keep the meeting on task and within the set amount of time, it is important to have an agenda. The agenda should indicate the order of items and an estimated amount of time for each item.

**Journalist:** Managers' job is to delegate different tasks. Is it possible with the meetings?

**Senior manager:** Sure, it is. The person in charge of calling and holding a meeting may decide to allocate certain roles to other staff members. Someone may be called upon to take the minutes, someone may be asked to do roll call, and someone may be asked to speak on a certain subject. This should be done either in person, or in an e-mail.

**Journalist:** Yes, I see. So how should a manager start a meeting?

**Senior manager:** Whether you are holding the meeting or attending the meeting it is polite to make small talk while you wait for the meeting to start. You should discuss things unrelated to the meeting, such as weather, family, or weekend plans. Following that, once everyone has arrived, the chairperson, or whoever is in charge of the meeting should formally welcome everyone to the meeting and thank the attendees for coming.

**Journalist:** How do you check that everyone is in the meeting?

**Senior manager:** If the meeting is a small group, it is probably unnecessary to take attendance out loud. The person who is taking the minutes will know everyone personally and can indicate who is present and who is absent. In a larger meeting, it may be necessary to send around an attendance sheet or call out names.

**Journalist:** How do all participants know what is going to be discussed?

**Senior manager:** Some people who hold meetings prefer to pass around copies of the agenda, and others will post a large copy on a wall, or use an overhead projector. No matter which format is used, attendees should be able to follow the agenda as the meeting progresses. Before beginning the first main item on the agenda, the speaker should provide a brief verbal outline the objectives.

**Journalist:** Who should take the minutes?

**Senior manager:** Anyone, including you, may be assigned to take the minutes at a meeting. Often someone who is not participating in the meeting will be called upon to be the minute-taker.

**Journalist:** Does the slogan "Time is money" hold true in the meeting?

**Senior manager:** One of the most difficult things about holding an effective meeting is staying within the time limits. A good agenda will outline how long each item should take. A good chairperson will do his or her best to stay within the limits. 4 Meetings

**Journalist:** When do managers need to turn to voting?

**Senior manager:** When issues cannot be resolved or decisions cannot be easily made, they are often put to a vote. Most votes occur during meetings. Votes can be open, where people raise their hands in favour or in opposition of the issue. In an open vote, the results are evident immediately. Other votes, such as who should be elected to take on a certain role, are private or closed. During private votes, attendees fill out ballots and place them in a box to be counted. The results may not be counted until after the meeting.

**Journalist:** And finally, the meeting is about to end, how do you close the meeting?

**Senior manager:** There are different reasons why a meeting comes to an end. Time may run out, or all of the items in the agenda may be checked off. Some meetings will end earlier than expected and others will run late. The odd time, a meeting may be cut short due to an unexpected problem or circumstance.

**Journalist:** What else should be mentioned at the end of the meeting?

**Senior manager:** The end of the meeting is also the time to thank anyone who has not been thanked at the beginning of the meeting, or anyone who deserves a second thank you. Congratulations or Good-luck can also be offered here to someone who has experienced something new, such as receiving a promotion, getting married, or having a baby. In the closing remarks, the chairperson, or participants may want to discuss the date and time for the next meeting, when the minutes will be available, or when a decision should be made by. This is also the time to give contact information, such as how to send a question by e-mail or who to call regarding a certain issue.

**Journalist:** Thank you very much for your time!

**Zdroj:** *Business English: Preparing for a Meeting. [online]. EnglishClub, 1997, 2013 [cit. 2013-01-21]. Dostupné z: <http://www.englishclub.com/businessenglish/meetings-preparations.htm>*

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## OTÁZKY



What is the typical structure of the corporate meeting?

What does the senior manager mean by the agenda?

Who looks after the minutes?

What are some of the good qualities of the chairperson?

What happens at the end of the meeting?

---

## 2.3 Lexis

1. Complete the email and use the following expressions below:

*competitors, duties, meeting, attend, expecting, make arrangements, purpose*

To: jana.k@hotmail.com

cc: dana@hotmail.com; tomas@hotmail.com; nela@hotmail.com

From: peter@hotmail.com

Subject: Meeting

*Hi Everyone,*

*We will be having a ... next Monday from 1:00 PM-3:00 PM in Room 7. All supervisors are expected to ... . The ... of the meeting is to discuss the upcoming trade fair. As you probably have heard, this could be one of our busiest trade fairs to date. There are already five hundred... coming to the trade fair from all European countries and even from North America. We are also ... some Asian representatives too. Please... to have other staff members cover your ... during the meeting.*

*Thank you,*

*Peter*

2. Translate the following sentences into English:

1. Dovolte, abych zahájil dnešní poradu...	
2. Prvním bodem jednání bude...pak bude následovat...	
3. Nyní budeme hlasovat...kdo je pro, proti, kdo se zdržel hlasování?	
4. Má někdo další návrhy?	
5. Zápis z porady vám pošlu emailem...	

3. Match the words with the correct definitions?

1. absent	a) the person who leads or
2. confidential	b) not present
3. board of directors	c) in complete agreement
4. adjourn	d) due date for completion

5. consensus	e) close a meeting presides at a meeting
6. chairperson	f) private
7. deadline	g) group of elected members of an organization/company who meet to make decisions
8. unanimous	h) general agreement

#### 4. Translate the following statements into Czech:

1. On the agenda today...	6. Sorry to hold the meeting up.
2. Okay everybody, thanks for coming.	7. I just wanted to see what kind of feedback you've got.
3. Just a couple of things on the agenda.	8. Anybody got anything else they want to raise before we wrap up?
4. If we could go through them in order...	9. I really strongly disagree.
5. Right then... let's get down to business.	10. Any other business.

## 2.4 Grammar and phrases

### 2.4.1 AGREEING, DISAGREEING, GIVING OPINIONS, INTERRUPTING AND SUGGESTING IN ENGLISH

Během porad lze v angličtině volit z celé řady jednotlivých sloves, spojení či jiných výrazů pro přesné vyjádření:

a) názorů: *In my opinion..., in my view..., if you want to know my opinion..., the way I see it..., I feel..., I think..., I believe..., I suppose..., I assume..., I guess..., it seems, appears to me that... .*

b) souhlasu: *I agree..., I can go along with that..., I think we are in agreement on that..., I share your view....*

c) nesouhlasu: *I do not think it is a good idea..., I cannot go along with you there..., I am afraid I cannot agree with you..., I am sorry but I do not agree at all..., I absolutely disagree..., I think you are wrong... .*

d) přerušení: *May I interrupt you for a moment?..., I am sorry to interrupt you..., break in, but..., May I come in at this point?..., Excuse me, may I ask a question?..., I do not want to interrupt, but..., I would like to add something here if I may..., If I might just add something here....*

d) návrhů: *I would like to make a proposal..., I would like to make a suggestion..., I suggest..., I propose..., I would like to put forward a different proposal..., Would not it be a good idea that we..., Let us first have a look at..., Why do not we...?*

Nyní následují další příklady.

### **PŘÍKLAD 1**

I believe we can sign the contract today.

### **PŘÍKLAD 2**

I am afraid; I do not go along with your quotation.

### **PŘÍKLAD 3**

Let us put forward another proposal, which you might find quite acceptable.

---



## **SAMOSTATNÝ ÚKOL**

### **2.4.2 GRAMMAR EXERCISES**

#### **1. Complete the suitable prepositions:**

1. I agree ... their price.
2. ... my opinion, you are wrong.
3. Derek, do not break ... , I need to finish my thought!
4. Could we have a vote ... it?
5. Today I would like to go ... the main points quickly, we are running out time.

#### **2. Use the suitable word in English:**

1. May I (vyrušit) ..... for a while?
2. Could we (přejít k dalšímu bodu jednání).....?
3. Our team has to absolutely (nesouhlasit) ..... with your proposal!
4. How is going to keep the (zápis z jednání) ..... today?
5. Now, let us have a (hlasovat) ..... on the new project!
6. Who is in (pro) ..... and who is (proti) ..... please raise your hands!

7. (Zdržel se někdo hlasování) ..... ?
8. Today we are meeting to (hledat nové nápady).....
9. Please treat this information (tajně) .....
10. We have come (jednohlasně) ..... to the conclusion that we would buy another 10% in their business.

### 3. Complete the minutes with the suitable word:

**a) confirmed, b) commence, c) opinion, d) significance, e) vote, f) unanimous, g) objected, h) opted for, i) chairman**

Minutes of the meeting held at the Head Office of MacKenzie, on Jan.1

1. The ... opened the meeting, 2. ... the minutes of the last meeting and stressed the 3. ... of coming to a decision, then he asked Mrs. Susan to 4. ... the discussion by giving the others his .... on the new project. Fortunately, everyone 5. ... a quick decision, so all participants did not have to 6. ... on accepting the procedure in terms of implementing the new project. No one 7. ... and shortly afterwards the 8. ... decision was taken.

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## SAMOSTATNÝ ÚKOL



### 2.5 Speaking

1. In pairs conduct a meeting, in which you will discuss different issues. Try to argue for and against. Give your opinion as well.

---

## OTÁZKY



### 2.6 Test

1. Bruce, the chairperson, ran out of time and he was forced to ... the conference.
  - accomplish
  - adjourn
  - confirm

**2. Thomas will ... as soon as all of the board members take a seat.**

- commence
- brainstorm
- move

**3. The meeting will ... two hours.**

- take place
- take
- break

**4. In a meeting it is possible to ... that a counterpart is telling the truth by observing his/her body language.**

- infect
- detect
- effect

**5. Susan, if you have a ... please wait until Sophie has finished speaking.**

- comment
- implement
- detent

**6. Our top managers we'll be discussing this year's profits at the ...**

- AOB
- AGM
- AMM

**7. In her ... the chairwoman thanked everyone for doing such a good job this week.**

- agenda
- motion
- closing remarks

**8. Before we ... I want to remind everyone to sign the attendance form on the way out.**

- cooperate
- collaborate
- wrap up

**9. I was away on business in Turkey last month, so ... was assigned.**



- proxy-vote
- participant
- ballot

**10. The board members of AVEX Company couldn't come to a ... so they had to hold a vote last week.**

- motion
- completion
- consensus

---

## ODPOVĚDI



### LEXIS – EXERCISES

To: jana.k@hotmail.com

cc: dana@hotmail.com; tomas@hotmail.com; nela@hotmail.com

From: peter@hotmail.com

Subject: Meeting

*Hi Everyone,*

*We will be having a **meeting** next Monday from 1:00 PM-3:00 PM in Room 7. All supervisors are expected to **attend**. The **purpose** of the meeting is to discuss the upcoming trade fair. As you probably have heard, this could be one of our busiest trade fairs to date. There are already five hundred **competitors** coming to the trade fair from all European countries and even from North America. We are also **expecting** some Asian representatives too. Please **make arrangements** to have other staff members cover your **duties** during the meeting.*

*Thank you,*

*Peter*

### 2. Translate the following sentences into English:

1. Dovolte, abych zahájil dnešní poradu...	Let me commence / start / begin / open our today's meeting...
2. Prvním bodem jednání bude...pak bude následovat...	The first item on the agenda will be... then will follow...
3. Nyní budeme hlasovat...kdo je pro, proti, kdo se zdržel hl asování?	Now, we are going to have a vote... who is in favour, who is against, any abstentions?

4. Má někdo další návrhy?	Has anyone / does anyone have further proposals / suggestions?
5. Zápis z porady vám pošlu emailem...	I will send you the minutes by email...

**3. Match the words with the correct definitions?**

1. absent	b)
2. confidential	f)
3. board of directors	g)
4. adjourn	e)
5. consensus	h)
6. chairperson	a)
7. deadline	d)
8. unanimous	c)

**4. Translate the following statements into Czech:**

1. Na dnešním programu jednání je...	6. Omluvám se, že zdržuji poradu.
2. Díky všem, že jste dorazili.	7. Chtěl jsem vidět, jakou máte zpětnou vazbu.
3. Několik věcí na program jednání.	8. Má ještě někdo něco, než budeme končit?
4. Kdybychom si je mohli projít po řadě...	9. Opravdu musím velice nesouhlasit.
5. Tedy dobrá... pojďme na věc.	10. Různé.

**GRAMMAR – EXERCISES**

**1. Complete the suitable prepositions:**

- I agree **with** their price.
- In** my opinion, you are wrong.
- Derek, do not break **in**, I need to finish my thought!
- Could we have a vote **on** it?
- Today I would like to go **over** the main points quickly, we are running out time.

**2. Use the suitable word in English:**

- May I **interrupt** for a while?
- Could we **move to the next item on the agenda**?
- Our team has to absolutely **disagree** with your proposal!
- How is going to keep **the minutes** today?
- Now, let us have a **vote** on the new project!

6. Who is in **favour** and who is **against** please raise your hands!
7. **Any abstentions?**
8. Today we are meeting to **brainstorm**.
9. Please treat this information **confidentially**.
10. We have come **unanimously** to the conclusion that we would buy another 10% in their business.

### 3. Complete the minutes with the suitable word:

a) **confirmed**, b) **commence**, c) **opinion**, d) **significance**, e) **vote**, f) **unanimous**, g) **objected**, h) **opted for**, i) **chairman**

Minutes of the meeting held at the Head Office of MacKenzie, on Jan.1 1. The i) **chairman** opened the meeting, 2. a) **confirmed** the minutes of the last meeting and stressed the 3. d) **significance** of coming to a decision, then he asked Mrs. Susan to 4. b) **commence** the discussion by giving the others his c) **opinion** on the new project. Fortunately, everyone 5. h) **opted for** a quick decision, so all participants did not have to 6. e) **vote** on accepting the procedure in terms of implementing the new project. No one 7. g) **objected** and shortly afterwards the 8. f) **unanimous** decision was taken.

## TEST

1. **Bruce, the chairperson, ran out of time and he was forced to ... the conference.**
  - accomplish
  - **adjourn**
  - confirm
2. **Thomas will ... as soon as all of the board members take a seat.**
  - **commence**
  - brainstorm
  - move
3. **The meeting will ... two hours.**
  - **take place**
  - take
  - break
4. **In a meeting it is possible to ... that a counterpart is telling the truth by observing his/her body language.**

## GAINING EXPERIENCE - MEETING PEOPLE AND MAKING CONVERSATION

- infect
- **detect**
- effect

5. **Susan, if you have a ... please wait until Sophie has finished speaking.**

- **comment**
- implement
- detent

6. **Our top managers we'll be discussing this year's profits at the ...**

- AOB
- **AGM**
- AMM

7. **In her ... the chairwoman thanked everyone for doing such a good job this week.**

- agenda
- motion
- **closing remarks**

8. **Before we ... I want to remind everyone to sign the attendance form on the way out.**

- cooperate
- collaborate
- **wrap up**

9. **I was away on business in Turkey last month, so ... was assigned.**

- **proxy-vote**
- participant
- ballot

10. **The board members of AVEX Company couldn't come to a ... so they had to hold a vote last week.**

- motion
  - completion
  - **consensus**
-

## **SHRNUTÍ KAPITOLY**



V kapitole Gaining experience – Meeting people and making conversation jsme se zaměřili na oblast firemní kultury, která souvisí s komunikací. Naučili jsme se, jak vést obchodní jednání firmy podle pravidel, včetně ustálených frází, které se běžně používají při podobných jednáních.

---

### 3 CUSTOMER SATISFACTION – CUSTOMER SERVICE



#### RYCHLÝ NÁHLED KAPITOLY

Kapitola se věnuje principům péče o zákazníka s cílem uspokojit jeho očekávání, případně jej předčit a tím si jej získat a následně udržet.



#### CÍLE KAPITOLY

V kapitole se naučím:

- slovní zásobu k tématu Customer service
- základní principy péče o zákazníka
- zopakují gramatiku – např. frázová slovesa



#### KLÍČOVÁ SLOVA KAPITOLY

customer, customer service, principle, satisfaction, success

### 3.1 Vocabulary

be tailored to	být ušitý na míru
cause	způsobit, příčina
circumstance	okolnost
conceivable	myslitelný, případný
condition	podmínka
defeat	porážka, prohra
deliver	doručit, poskytovat
discover	objevit, zjít
effort	snaha
encourage	povzbudit, pobídnout
ensure	zajistit
experience	zažít, prožít
failure	neúspěch, nezdár
flawless	bezzvadný, bezchybný
from scratch	od začátku
grasp	pochopit, porozumět

<b>implement</b>	provést
<b>jaw</b>	sanice, čelist
<b>manner</b>	způsob
<b>measure</b>	měřit
<b>mission</b>	poselství
<b>paramount</b>	nejdůležitější
<b>perceive</b>	vnímat
<b>perception</b>	vnímání
<b>primary</b>	základní
<b>principle</b>	zásada
<b>probability</b>	pravděpodobnost
<b>provide</b>	poskytovat
<b>recovery</b>	zotavení, zlepšení
<b>result in</b>	mít za následek
<b>reward</b>	odměnit, odměna
<b>satisfaction</b>	spokojenost
<b>seamless</b>	jednolitý, souvislý
<b>seek</b>	hledat
<b>serve</b>	sloužit
<b>service</b>	služba
<b>strive</b>	snažit se
<b>successful</b>	úspěšný
<b>support</b>	podporovat
<b>trump</b>	přebít trumpfem
<b>victory</b>	vítězství
<b>wealth</b>	bohatství

## 3.2 Text

### PRINCIPLES FOR COMPLETE CUSTOMER SERVICE

Ken Wallace, M. Div., CSL has been in the organizational development field since 1973. He is a seasoned consultant, speaker and executive coach with extensive business experience in multiple industries who provides practical organizational direction and support for business leaders. Tel:(800)235-5690 Claim your Leadership Self-Evaluation Checklist and your 5-Day Mini-Course on how to get off your mark and into the life of your dreams, "Get It Done By Tomorrow!" by visiting the Better Than Your Best website. <http://better-than-yourbest.com>.

#### HERE ARE THE 15 PRINCIPLES FOR COMPLETE CUSTOMER SERVICE:

1. The primary cause of success for any organization is service to its customers.
2. Everyone in the organization provides service for its customers, even if they never see those customers or know their names.

## CUSTOMER SATISFACTION – CUSTOMER SERVICE

3. Perception is reality in the minds of every customer when it comes to experiencing service satisfaction.
4. Every customer is different in some way from every other customer; discovering and understanding these differences results in a high probability of delivering service in a manner that is perceived to be satisfying to each customer; service to each customer that is tailored to individual needs is the primary objective of any successful organization.
5. Serve every customer as you would serve the person you most love.
6. Every successful organization strives to ensure that its internal systems are designed and implemented to deliver flawless and seamless service to every customer under all conceivable conditions and circumstances.
7. Service to customers is based not just on systems, processes and procedures but also on personal effort and creativity of those who serve. Encourage, support and reward personal initiative in exhibiting creative ways to serve others both inside and outside the organization.
8. Successful organizations serve well those who serve customers – internal customers (employees) are served as well as external (paying) customers; creatively taking care of those who take care of customers is a priority.
9. Solicit feedback from customers at all times and then listen, especially when it hurts.
10. Seek always to do it right the first time; if this is not done, then do it very right the second time. Service recovery after initial service failure is paramount to grasping victory from the jaws of defeat.
11. Continuously measure how well customer service is translating into customer satisfaction. Statistics tell stories – are these stories what you want told to your customers?
12. Policies trump processes and procedures. All processes and procedures should be designed and implemented in the service of the organization's stated reason for existence – its mission to serve its customers.
13. Use the Kaizen philosophy: set goals to improve everyday in every way.
14. Employ Lagniappe: delight customers by providing more than they expect.
15. Always be willing to start from scratch in thinking about how to better serve customers. Effective customer service policies, processes and systems can be viewed as wealthproducing assets. Not every asset, however,



can be efficiently used to turn a profit. Using the right assets in the right way produces wealth.

*Zdroj: CSM: 15 Principles for Complete Customer Service. [online]. Copyright Customer Service Manager.com, 2010. [cit. 2013-07-04]. Dostupné z: <http://www.customerservicemanager.com/15-principles-for-complete-customer-service.htm>*

## OTÁZKY



What is the key to success of a company in relation to customers?

What are internal systems in companies for?

What is the role of feedback in the context of customers' service?

What is the role of Kaizen philosophy?

What is Lagniappe good for?

### 3.3 Lexis

#### 1. Match the words with their explanations:

- |                 |  |    |
|-----------------|--|----|
| 1. asset        | a) a small gift given to a customer by a merchant at the time of a purchase  | 1. |
| 2. perception   | b) a large amount of money or valuable possessions that someone has  | 2. |
| 3. satisfaction | c) a pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do | 3. |
| 4. wealth       | d) a belief or opinion, often held by many people and based on how things seem   | 4. |
| 5. Lagniappe    | e) a useful or valuable quality, skill, or person  | 5. |

#### 2. Translate the following sentences into English:

1. uspokojit přání zákazníka
2. podporovat, odměňovat a motivovat zaměstnance

3. zavést interní systémy
4. získávat zpětnou vazbu od zákazníků
5. poskytovat profesionální služby zákazníkům

**3. Build different words in English:**

Verb	Noun
1.satisfy	....
2....	service
3.implement	...
4....	encouragement
5.measure	...
6....	perception

---

### 3.4 Grammar

#### 3.4.1 SELECTED PHRASAL VERBS IN ENGLISH

Úvod a prezentace frázových sloves je uvedena v kapitole 4.

##### **PŘÍKLAD 1**

The sales went down by 3%.

##### **PŘÍKLAD 2**

Our marketing team caught up with the latest trends.

##### **PŘÍKLAD 3**

Luckily we pulled it off.

---

#### 3.4.2 GRAMMAR-EXERCISES

**4. Complete the suitable prepositions:**

1. The burglars broke ... last night into our headquarters.

2. Currently we are selling ... many discounted goods.
3. Who is going to buy ... the stocks of the whole company soon?
4. My best workers Adam and Eve never let me ...
5. Ok, we should make it ... after all this quarrel.
6. The company is gone bankrupt, we need to sell it ...
7. John was a few minutes in the company and then he made ...
8. The machine is in a terrible condition, it keeps breaking ...

**5. Try to write at least three phrasal verbs for the following verbs and translate them into Czech:**

1. break ...
2. make ...
3. let ...
4. sell ...
5. buy ...

**6. Match the phrasal verbs with their explanations in English:**

- |             |  |    |
|-------------|--|----|
| 1. break up | a) take over ownership of; of corporations and companies         | 1. |
| 2. make off | b) get rid of all one's merchandise                              | 2. |
| 3. buy up   | c) allow to enter  | 3. |
| 4. let in   | d) come to an end  | 4. |
| 5. sell up  | e) run away; usually includes taking something or somebody along | 5. |

### 3.5 Speaking

Summarise in pairs the main ideas for providing the best customer service.

---



## OTÁZKY

### 3.6 Test

1. **The new computer broke ... again last week.**

- off
- up
- down

2. **The burglars broke ... and stole the latest financial documents.**

- in
- up
- down

3. **The biggest oil tycoon in South America is buying ... all competitors' stocks.**

- down
- up
- in

4. **The new boss did not want to let us ... and said he was too busy.**

- in
- off
- down

5. **The most reliable staff workers are those who never let you ...**

- in
- down
- off

6. **After some time the negotiating teams decided to make it ... after a protracted argument.**

- up
- off
- away

7. **At the end of the summer many shops start to sell ... their seasonal goods.**

- down
- up
- out

8. **Some Eastern-European companies buy ... some potential investors.**

- up
- off
- in

9. **Some IT companies have gone bankrupt, so the management needs to sell them ... at a lower price.**

- off
- out
- up

10. **The CEO and his wife broke ... after twenty years.**

- down
- up
- in

---

## ODPOVĚDI



### 3.7 Key

#### 3.7.1 LEXIS-EXERCISES

1. **Match the words with their explanations:**

- |                 |  |      |
|-----------------|--|------|
| 1. asset        | a) a small gift given to a customer by a merchant at the time of a purchase  | 1.e) |
| 2. perception   | b) a large amount of money or valuable possessions that someone has  | 2.d) |
| 3. satisfaction | c) a pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do | 3.c) |

## CUSTOMER SATISFACTION – CUSTOMER SERVICE

- |              |  |       |
|--------------|--|-------|
| 4. wealth    | d) a belief or opinion, often held by many people and based on how things seem | 4. b) |
| 5. lagniappe | e) a useful or valuable quality, skill, or person                              | 5.a)  |

### 2. Translate the following sentences into English:

- |  |   |
|--|---|
| 1. uspokojit přání zákazníka                     | to satisfy a customer's wish                |
| 2. podporovat, odměňovat a motivovat zaměstnance | to encourage, reward and motivate employees |
| 3. zavést interní systémy                        | to establish internal systems               |
| 4. získávat zpětnou vazbu od zákazníků           | to get/solicit feedback from customers      |
| 5. poskytovat profesionální služby zákazníkům    | to provide professional customer service    |

### 3. Build different words in English:

Verb	Noun
1. satisfy	<b>satisfaction</b>
2. <b>serve</b>	service
3. implement	<b>implementation</b>
4. <b>encourage</b>	encouragement
5. measure	<b>measurement</b>
6. <b>perceive</b>	perception

---

## 3.7.2 GRAMMAR-EXERCISES

### 1. Complete the suitable prepositions:

1. The burglars broke **in** last night into our headquarters.
2. Currently we are selling **off** many discounted goods.
3. Who is going to buy **up** the stocks of the whole company soon?
4. My best workers Adam and Eve never let me **down**
5. Ok, we should make it **up** after all this quarrel.
6. The company is gone bankrupt, we need to sell it **up**
7. John was a few minutes in the company and then he made **off**
8. The machine is in a terrible condition, it keeps breaking **down**

**2. Try to write at least three phrasal verbs for the following verbs and translate them into Czech:**

1. break up (rezejít se, rozbít, ukončit), break down (porouchat se selhat, zhrouti se), break off (ulomit)...
2. make off (utéci, ujet), make up (tvořit, vymyslet, vynahradit), make out (pochopit)...
3. let down (zklamat, nechat na holičkách), let off (zbavit, uvolnit, odpálit), let in (pustit dovnitř)...
4. sell up (rozprodat), sell off (rozprodat), sell out (vyprodat)...
5. buy up (vykoupit, skoupit), buy off (podplatit, uplatit), buy in (zásobit se, skupovat)...

**3. Match the phrasal verbs with their explanations in English:**

- |             |  |      |
|-------------|--|------|
| 1. break up | a) take over ownership of; of corporations and companies         | 1.d) |
| 2. make off | b) get rid of all one's merchandise                              | 2.e) |
| 3. buy up   | c) allow to enter  | 3.a) |
| 4. let in   | d) come to an end  | 4.c) |
| 5. sell up  | e) run away; usually includes taking something or somebody along | 5.b) |
- 

### 3.7.3 TEST

**1. The new computer broke ... again last week.**

- off
- up
- **down**

**2. The burglars broke ... and stole the latest financial documents.**

- **in**
- up
- down

3. **The biggest oil tycoon in South America is buying ... all competitors' stocks.**

- down
- **up**
- in

4. **The new boss did not want to let us ... and said he was too busy.**

- **in**
- off
- down

5. **The most reliable staff workers are those who never let you ...**

- in
- **down**
- off

6. **After some time the negotiating teams decided to make it ... after a protracted argument.**

- **up**
- off
- away

7. **At the end of the summer many shops start to sell ... their seasonal goods.**

- down
- up
- **out**

8. **Some Eastern-European companies buy ... some potential investors.**

- up
- **off**
- in

9. **Some IT companies have gone bankrupt, so the management needs to sell them ... at a lower price.**

- **off**
- out
- up



10. The CEO and his wife broke ... after twenty years.

- down
  - **up**
  - in
- 

**SHRNUTÍ KAPITOLY**



Kapitola se věnovala principům péče o zákazníka s cílem uspokojit jeho očekávání, případně jej předčít a tím si jej získat a následně udržet. Dále jsme procvičili slovní zásobu k tématu Customer service, základní principy péče o zákazníka a zopakovali jsme si gramatiku - frázová slovesa.

---

## 4 CUSTOMER SATISFACTION – FORMAL LETTERS IN ENGLISH



### RYCHLÝ NÁHLED KAPITOLY

Kapitola se věnuje firemní korespondenci a jejím pravidlům, která jsou důležitá pro úspěšnou firemní komunikaci v mezinárodní prostředí a jsou prezentována na psaní obchodních dopisů. Naučíme se, jak správně strukturovat obchodní dopis, jaká se používají oslovení, jak oddělovat jednotlivé části dopisu, jak jej správně ukončit apod.



### CÍLE KAPITOLY

V kapitole se naučím:

- slovní zásobu k tématu Formal letters
- pravidla psaní obchodních dopisů



### KLÍČOVÁ SLOVA KAPITOLY

attachment, enclosure, formal letter, recipient, salutation

### 4.1 Vocabulary

<b>attachment</b>	příloha
<b>block format</b>	zarovnání do bloku
<b>body</b>	hlavní část
<b>bullets</b>	odrážky
<b>certified mail</b>	potvrzená, doporučená pošta
<b>coherent</b>	souvislý, jasný, srozumitelný
<b>concise</b>	stručný
<b>confidential</b>	důvěrný
<b>diplomacy</b>	diplomacie
<b>diplomatic</b>	diplomatický
<b>direct mail</b>	reklamní pošta
<b>double space</b>	dvojitě řádkování
<b>enclosure</b>	příloha
<b>formal</b>	formální

<b>format</b>	formát, struktura, uspořádání
<b>heading</b>	záhlaví
<b>indent</b>	odsazení
<b>informal</b>	neformální
<b>inside address</b>	informace o příjemci
<b>justified margins</b>	zarovnané okraje
<b>letterhead</b>	hlavička
<b>logo</b>	logo, emblém
<b>margin</b>	okraj
<b>memorandum, memo</b>	písemné interní sdělení
<b>modified block format</b>	upravené zarovnání do bloku
<b>on arrival notification, e.g. confidential</b>	označení charakteru dopisu, np. důvěrně apod.
<b>postage</b>	poštovné
<b>proofread</b>	korektura, udělat kontrolu
<b>punctuation</b>	interpunkce
<b>reader-friendly</b>	srozumitelný pro čtenáře
<b>recipient</b>	příjemce
<b>right ragged</b>	nezarovnaný okraj textu vpravo
<b>salutation</b>	oslovení
<b>sensitive information</b>	citlivá informace
<b>semi-block format</b>	formát s odsazenými odstavci, nezarovnaný vlevo
<b>Sincerely</b>	s úctou
<b>single spaced</b>	jednoduché řádkování
<b>Spacing</b>	řádkování
<b>Tone</b>	charakter, ton
<b>transitions , e.g. furthermore...</b>	přechodový prvek v textu dopise, np. dále...

## 4.2 Writing a business letter

The term "business letter" makes people nervous. Many people with English as a second language worry that their writing is not advanced enough for business writing. This is not the case. An effective letter in business uses short, simple sentences and straight-forward vocabulary. The easier a letter is to read, the better. You will need to use smooth transitions so that your sentences do not appear too choppy.

### Salutation

First and foremost, make sure that you spell the recipient's name correctly. You should also confirm the gender and proper title. Use Ms. for women and Mr. for men. Use Mrs. if you are 100% sure that a woman is married. Under less formal circumstances, or after a long period of correspondence it may be acceptable to address a person by his or her first name. When you don't know the name of a person and cannot find this information out you may write, "To Whom It May Concern". It is standard to use a comma (colon in North America) after the salutation. It is also possible to use no punctuation mark at all.

## CUSTOMER SATISFACTION – FORMAL LETTERS IN ENGLISH

Here are some common ways to address the recipient: Dear Mr Powell, Dear Ms Mackenzie, Dear Frederick Hanson:, Dear Editor-in-Chief:, Dear Valued Customer, Dear Sir or Madam:, Dear Madam, Dear Sir, Dear Sirs, Gentlemen:, etc.

### First paragraph

In most types of business letter it is common to use a friendly greeting in the first sentence of the letter. Here are some examples: I hope you are enjoying a fine summer., Thank you for your kind letter of January 5th., I came across an ad for your company in The Star today., It was a pleasure meeting you at the conference this month., I appreciate your patience in waiting for a response., etc. After your short opening, state the main point of your letter in one or two sentences: I'm writing to enquire about..., I'm interested in the job opening posted on your company website., We'd like to invite you to a members only luncheon on April 5th., etc.

### Second and third paragraphs

Use a few short paragraphs to go into greater detail about your main point. If one paragraph is all you need, don't write an extra paragraph just to make your letter look longer. If you are including sensitive material, such as rejecting an offer or informing an employee of a layoff period, embed this sentence in the second paragraph rather than opening with it. Here are some common ways to express unpleasant facts: We regret to inform you..., It is with great sadness that we..., After careful consideration we have decided..., etc.

### Final paragraph

Your last paragraph should include requests, reminders, and notes on enclosures. If necessary, your contact information should also be in this paragraph. Here are some common phrases used when closing a business letter: I look forward to..., Please respond at your earliest convenience., I should also remind you that the next board meeting is on February 5th., For further details... If you require more information..., Thank you for taking this into consideration., I appreciate any feedback you may have., Enclosed you will find..., Feel free to contact me by phone or email.

### Closing

Here are some common ways to close a letter. Use a comma between the closing and your handwritten name (or typed in an email). If you do not use a comma or colon in your salutation, leave out the comma after the closing phrase: Yours truly, Yours sincerely, Sincerely, Sincerely yours, Thank you, Best wishes, All the best, Best of luck, Warm regards, etc.

### Writing Tips

Use a conversational tone. Ask direct questions. Double-check gender and spelling of names. Use active voice whenever possible. Use polite modals (would in favour of will). Always refer to yourself as "I". Don't use "we" unless it is clear exactly who the pronoun refers to. Rewrite any sentence or request that sounds vague. Don't forget to include the date. Day-Month-Year is conventional in many countries; however, to avoid confusion, write out the month instead of using numbers (e.g. July 5th, 2007)

*Zdroj: EnglishClub: Learn English: Business English: Business Letters. [online]. 1997, 2013 [cit. 2013-01-29]. Dostupné z: <http://www.englishclub.com/business-english/business-letterswrite.htm>*

## OTÁZKY



What is a business letter according to the article?

What are the main parts of a business letter in English?

What are some writing tips for a proper business letter in English?

How do you start and close a business letter in English?

What information should be included in the main body of a business letter in English?

## 4.3 Lexis

### 1. Match the words with the suitable definitions:

1. attachment	a) the content of the letter; between the salutation and signature	1)
2. direct mail	b) a word or phrase that indicates what the text below will be about	2)
3. heading	c) greeting in a letter	3)
4. proofread	d) the set up or organization of a document	4)
5. salutation	e) marketing letters addressed to a large audience	5)
6. format	f) read through a finished document to check for mistakes	6)
7. body	g) extra document or image that is added to an email	7)

**2. Add the opposites to the following adjectives:**

1. ponderous	a) public 1.	1)
2. formal	b) undiplomatic	2)
3. coherent	c) reader-friendly	3)
4. confidential	d) prolix	4)
5. diplomatic	e) informal	5)
6. concise	f) incoherent	6)

**3. Which word is different?**

1. salutation	opening	greeting	closing
2. sender	addressee	receiver	recipient
3. paragraph	body	section	part
4. insincerely	sincerely yours	truthfully	sincerely

**4. Translate the following expressions into Czech:**

1. Dear Madam	6. Please respond at your earliest convenience.
2. I appreciate your patience in waiting for a response.	7. For further details...
3. I'm writing to enquire about...	8. Enclosed you will find...
4. We regret to inform you...	9. I look forward to...
5. After careful consideration we have decided...	10. Sincerely yours

## 4.4 Grammar

### 4.4.1 PREPOSITIONS IN BUSINESS LETTERS

V obchodní korespondenci je nutné dodržovat gramatickou správnost v oblasti předložek. V další části si zopakujeme ty nejdůležitější předložky.

- předložky v obecném použití,
- předložky spojené napevno se slovesem,
- předložky spojené napevno s podstatným jménem,
- předložky spojené napevno s přídavným jménem.

Nyní následují jednotlivé příklady ke zmíněným pravidlům.

### **PŘÍKLAD 1**

I went to a business trip to Amsterdam a week ago

### **PŘÍKLAD 2**

We have not paid for the goods yet.

### **PŘÍKLAD 3**

The acknowledgment of the order.

### **PŘÍKLAD 4**

His company was quick in responding to our complaint.

---

### **SAMOSTATNÝ ÚKOL**



#### **4.4.2 GRAMMAR - EXERCISES**

##### **1. Try do guess the correct prepositions and fill them in:**

**Farnham Green, Warnside, Upminster, UB23. Tel: 091 8976. Fax: 091 9008. E-mail: manhot@xx.itl www.man.itx**

15 January 2013

The Sales Manager,

Melody Modes Ltd.,

Carrham, Upminster UE12.

Your Ref: KPS/C3, Our Ref: Con/13/1

Dear Sir,

Thank you for your letter ... 12 January regarding our conference facilities for your sales convention in July this year.

I have pleasure ... enclosing our current conference brochure and tariff. You will note that we offer a variety ... venues inside the hotel itself, ... groups of between 20 and 150 people, ... a choice of catering facilities and with or without accommodation. This year we are also able to arrange functions in marquees in the hotel grounds, ... a more limited range ... catering, but again with or ... hotel accommodation.

We have two lecture rooms, with audiovisual equipment - overhead projectors and video and DVD facilities - which might be ... interest ... you. There are also product display facilities ... the hotel.

If you require all or some ... your delegates to be accommodated ... the hotel, I recommend early booking, as July is one ... our peak months. We offer 4-star accommodation, every room ... ensuite facilities, minibar, television, personal safe, trouser press. We have two restaurants, four bars, a fully equipped gymnasium, and an indoor/outdoor swimming pool.

I look forward ... hearing from you further, and I shall be happy to supply any additional information you might require; you will be very welcome ... visit the hotel to see ... yourself the facilities we offer.

Yours faithfully,

Hector Manning

General Manager

Enc.

*Zdroj: Cambridgecollege: BUSINESS ENGLISH & LETTER WRITING. [online]. [cit.2013-01-29]. Dostupné z: <http://www.cambridgecollege.co.uk/coursesattachments/blwmod1.pdf>*



## SAMOSTATNÝ ÚKOL

### 4.5 Speaking

1. Repeat with your partner the main rules for writing a business letter in English.
- 



## OTÁZKY

### TEST

1. Business letters should be ... and ... to read.



- simple ... easy
- oversimple ... easy
- complex ... ponderous

**2. In business letters it is advisable to use ... voice.**

- imperative
- passive
- active

**3. The first paragraph of a business letter should be comprised entirely of ...**

- a friendly greeting and stating a main point in your letter
- "small talk"
- personal affairs

**4. The first and second paragraph...**

- go into greater detail about your main point
- conclude your general aspect of your main point
- shorten your main point

**5. The last paragraph should include ... .**

- plans, wishes, and goodbyes
- requests, reminders, and notes on enclosures
- intention, notices, and notifications

**6. In a business letter, it is advisable to refer to yourself as to ...**

- "They"
- "We"
- "I"

**7. A(n) ... letter in business uses short, simple sentences and straightforward vocabulary.**

- competent
- effective
- impotent

**8. In business correspondence it is advisable to use Mrs. if you are 100% sure that a woman is ... .**

- married
- single

- divorced

**9. Generally in business letters ... are used.**

- Ms. for girls and Mr. for boys
- Ms. for women and Mr. for men
- Mrs. for all women and Mr. for men

**10. It is advisable to use ... modals in a business letter.**

- polite
- direct
- indirect



**ODPOVĚDI**

**KEY**

**LEXIS – EXERCISES**

**1. Match the words with the suitable definitions:**

1. attachment	a) the content of the letter; between the salutation and signature	1)g
2. direct mail	b) a word or phrase that indicates what the text below will be about	2)e
3. heading	c) greeting in a letter	3)b
4. proofread	d) the set up or organization of a document	4)f
5. salutation	e) marketing letters addressed to a large audience	5)c
6. format	f) read through a finished document to check for mistakes	6)d
7. body	g) extra document or image that is added to an email	7)a

**2. Add the opposites to the following adjectives:**

1. ponderous	a) public 1.	1)c
2. formal	b) undiplomatic	2)e
3. coherent	c) reader-friendly	3)f

4. confidential	d) prolix	4)a
5. diplomatic	e) informal	5)b
6. concise	f) incoherent	6)d

### 3. Which word is different?

1. salutation	opening	greeting	<b>closing</b>
2. <b>sender</b>	addressee	receiver	recipient
3. paragraph	<b>body</b>	section	part
4. <b>insincerely</b>	sincerely yours	truthfully	sincerely

### 4. Translate the following expressions into Czech:

1. Vážená paní	6. Prosím dejte nám vědět co možná nejdříve.
2. Vážím si Vaši trpělivosti ohledně odpovědi.	7. Pro další podrobnosti...
3. Píšu, abych se poptal na ...	8. V příloze najdete...
4. Litujeme, ale musíme Vám sdělit...	9. Těším se na...
5. Po pečlivé zvážení jsem se rozhodli...	10. S úctou

## GRAMMAR – EXERCISES

### 1. Try to guess the correct prepositions and fill them in:

Farnham Green, Warnside, Upminster, UB23. Tel: 091 8976. Fax: 091 9008. E-mail: manhot@xx.itl www.man.itx

15 January 2013

The Sales Manager,

Melody Modes Ltd.,

Carrham, Upminster UE12.

Your Ref: KPS/C3, Our Ref: Con/13/1

Dear Sir,

Thank you for your letter **of** 12 January regarding our conference facilities for your sales convention in July this year.

I have pleasure **in** enclosing our current conference brochure and tariff. You will note that we offer a variety **of** venues inside the hotel itself, **for** groups of between 20 and 150 people, **with** a choice of catering facilities and with or without accommodation. This year we are also able to arrange functions in marquees in the hotel grounds, **with** a more limited range **of** catering, but again with or **without** hotel accommodation.

## CUSTOMER SATISFACTION – FORMAL LETTERS IN ENGLISH

We have two lecture rooms, with audiovisual equipment - overhead projectors and video and DVD facilities - which might be of interest to you. There are also product display facilities **within** the hotel.

If you require all or some **of** your delegates to be accommodated **in** the hotel, I recommend early booking, as July is one **of** our peak months. We offer 4-star accommodation, every room **with** en suite facilities, minibar, television, personal safe, trouser press. We have two restaurants, four bars, a fully equipped gymnasium, and an indoor/outdoor swimming pool.

I look forward **to** hearing from you further, and I shall be happy to supply any additional information you might require; you will be very welcome **to** visit the hotel to see **for** yourself the facilities we offer.

Yours faithfully,

Hector Manning

General Manager

Enc.

### TEST

#### 1. Business letters should be ... and ... to read.

- **simple ... easy**
- oversimple ... easy
- complex ... ponderous

#### 2. In business letters it is advisable to use ... voice.

- imperative
- passive
- **active**

#### 3. The first paragraph of a business letter should be comprised entirely of ...

- **a friendly greeting and stating a main point in your letter**
- "small talk"
- personal affairs

#### 4. The first and second paragraph...

- **go into greater detail about your main point**
- conclude your general aspect of your main point

- shorten your main point

**5. The last paragraph should include ... .**

- plans, wishes, and goodbyes
- **requests, reminders, and notes on enclosures**
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**6. In a business letter, it is advisable to refer to yourself as to ...**

- “They”
- “We”
- “I”

**7. A(n) ... letter in business uses short, simple sentences and straightforward vocabulary.**

- competent
- **effective**
- impotent

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- **married**
- single
- divorced

**9. Generally in business letters ... are used.**

- Ms. for girls and Mr. for boys
- **Ms. for women and Mr. for men**
- Mrs. for all women and Mr. for men

**10. It is advisable to use ... modals in a business letter.**

- **polite**
- direct
- indirect



## **SHRNUTÍ KAPITOLY**

V kapitole Customer satisfaction – business letters jsme se zabývali korespondencí v podobě obchodních dopisů. Zaměřili jsme se na pravidla, která se dodržují při jejich tvorbě – oslovení, zakončení, osnova, zkratky apod.

---

## 5 CUSTOMER SATISFACTION - BUSINESS EMAILS

### RYCHLÝ NÁHLED KAPITOLY



Kapitola se věnuje firemní korespondenci a jejím pravidlům, která jsou důležitá pro úspěšnou firemní komunikaci v mezinárodní prostředí a jsou prezentována na psaní obchodních emailů. Naučíme se, jakou slovní zásobu aplikovat při v současné době nejproduktivnější formě komunikace. Zaměříme se také na používání zkratk, které jsou jeden z prvků nezbytných pro úspěšné zvládnutí této formy firemní komunikace.

### CÍLE KAPITOLY



V kapitole se naučím:

- slovní zásobu k tématu Business emails
- pravidla psaní obchodních emailů
- zkratky používané v mailové korespondenci

### KLÍČOVÁ SLOVA KAPITOLY



attachment, copy, email, junk mail, recipient, reply, sender

### 5.1 Vocabulary

@ (at)	@ zavináč
afford	dovolit si
appear	objevit se
appropriate	vhodný
attach	připojit přílohu
avoid	vyhnout se něčemu
bcc	skrytá kopie
casual	přirozený, neformální
cc	kopie
check	zkontrolovat
clear	srozumitelný
copy	kopírovat
courteous	zdvořilý

<b>delete</b>	smazat
<b>dot</b>	tečka
<b>download</b>	stáhnout
<b>efficient</b>	účinný, schopný
<b>forgive</b>	odpustit, prominout
<b>formality</b>	formálnost
<b>forward</b>	přeposlat
<b>impolite</b>	nezdvořilý
<b>include</b>	zahrnovat
<b>initiate</b>	zahájit
<b>inquiry</b>	dotaz, otázka
<b>line</b>	řádek
<b>polite</b>	zdvořilý
<b>punctuation</b>	interpunkce
<b>purpose</b>	účel, cíl
<b>put sb. at ease</b>	uklidnit koho
<b>receive</b>	přijmout
<b>recipient</b>	příjemce
<b>reply</b>	odpovědět
<b>reply to all</b>	odpovědet všem
<b>run on</b>	zdlouhavý
<b>send</b>	odeslat
<b>send and receive</b>	odeslat a přijmout
<b>sender</b>	odesílatel
<b>sentence</b>	věta
<b>spelling</b>	pravopis
<b>step</b>	krok

## 5.2 How to write a perfect professional email in English

Although emails are often seen as less formal than printed business letters, in the business world you cannot afford to let your language appear to be informal. Email may be faster and more efficient, but your client or business partner will not easily forgive correspondence that is too casual. Not to fear! Read on to discover simple secrets that will add a high level of professionalism to your English emails.

Begin with a greeting

It's important to always open your email with a greeting, such as "Dear Lillian,". Depending on the formality of your relationship, you may want to use their family name as opposed to their given name, i.e. "Dear Mrs. Price,". If the relationship is more casual, you can simply say, "Hi Kelly,". If you're contacting a company, not an individual, you may write "To Whom It May Concern:"

Thank the recipient



If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, "Thank you for contacting ABC Company." If someone has replied to one of your emails, be sure to say, "Thank you for your prompt reply." or "Thanks for getting back to me." If you can find any way to thank the reader, then do. It will put him or her at ease, and it will make you appear more courteous.

#### State your purpose

If, however, you are initiating the email communication, it may be impossible to include a line of thanks. Instead, begin by stating your purpose. For example, "I am writing to enquire about ..." or "I am writing in reference to ..." It's important to make your purpose clear early on in the email, and then move into the main text of your email. Remember to pay careful attention to grammar, spelling and punctuation, and to avoid run-on sentences by keeping your sentences short and clear.

#### Closing remarks

Before you end your email, it's polite to thank your reader one more time as well as add some courteous closing remarks. You might start with "Thank you for your patience and cooperation." or "Thank you for your consideration." and then follow up with, "If you have any questions or concerns, don't hesitate to let me know." and "I look forward to hearing from you."

#### End with a closing

The last step is to include an appropriate closing with your name. "Best regards," "Sincerely," and "Thank you," are all professional. It's a good idea to avoid closings such as "Best wishes," or "Cheers," as these are best used in casual, personal emails. Finally, before you hit the send button, review and spell check your email one more time to make sure it's truly perfect!

*Zdroj: Englishtown: Community. [online]. [cit. 2013-01-30]. Dostupné z: <http://www.englishtown.com/community/Channels/article.aspx?articleName=184-email>*

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## OTÁZKY



What is the main difference between a business email and a business letter?

How do you begin a business email when addressing it to a company and a friend?

What are some common expressions to be used for thanking the recipient?

How to state your purpose in a business email?

## CUSTOMER SATISFACTION - BUSINESS EMAILS

What are some common closing remarks in a business email and how do you end it?

---

### 5.3 Lexis

#### 1. Match the words with their definitions:

1. reply to all	a) get rid of an email you do not want	1
2. reply	b) send a copy to someone else	2
3. delete	c) send an answer to the person who	3
4. cc	d) send a blind copy to	4
5. bcc sent an email	e) send an email you have received to sent an email, and everyone who	5
6. forward .	f) send an answer to the person who received a copy of it	6.
7. attach	g) send a document, e.g. a picture, with an email	7.

#### 2. Complete missing expressions in the following email:

a) Looking forward, b) Please let me know, c) Thanks for, d) Please find attached, e) forward

Petra,

1. ... your email asking for budget breakdown for our current marketing campaign. 2. ... an Excel with detailed figures for this. 3. ... if you cannot read the attachment. I am copying Michael and Susan in on this. Please 4. ... it to the rest of the marketing team if you feel that is a good idea.

5. ... to your reaction.

Best wishes,

Brian

#### 3. Explain the most common abbreviations in emails:

1. HTH	a) not my problem	1.
2. FYI	b) as far as I know	2.
3. FW	c) to be forwarded	3.
4. NMP	d) for your information	4.
5. TBF	e) hope this helps	5.
6. AFAIK	f) forwarded message	6.

## 5.4 Grammar

### 5.4.1 COMPARATIVE AND SUPERLATIVE FORMS WITH ADJECTIVES

Přídavná jména mají v angličtině tři stupně: základní tvar, druhý stupeň a třetí stupeň. Druhý stupeň se tvoří pomocí +er (faster, quicker, nicer), třetí stupeň pomocí the + est (the fastest, the quickest, the nicest). Dlouhá přídavná jména se stupňují pomocí opisů, a to slovy MORE (more interesting, more beautiful, more intelligent) a MOST (the most interesting, the most beautiful, the most intelligent). V angličtině se vyskytuje několik výjimek:

- **good, better, best**
- **bad, worse, worst**
- **far, farther, farthest**
- **far, further, furthest**
- **many, more, most**
- **much, more, most**
- **little, less, least**
- **few, fewer, fewest**

V druhém stupni při porovnávání vlastností předmětů používá angličtina slůvko **THAN**.

V případě, že srovnáváme stejné vlastnosti předmětů, používá angličtina spojení **AS ... AS**.

K dalším menším změnám dochází například v těchto příkladech:

long (dlouhý)	longer (delší)	longest (nejdelší)
big (velký)	bigger (větší)	biggest (největší)
nice (hezký)	nicer (hezcí)	nicest (nejhezcí)
large (velký)	larger (větší)	largest (největší)
clever (chytrý)	cleverer (chytřejší)	cleverest (nejchytřejší)
funny (legrační)	funnier (legračnější)	funniest (nejlegračnější)
dry (suchý)	drier (sušší)	driest (nejsušší)
thin (hubený)	thinner (hubenější)	thinnest (nejhubenější)

Nyní následují další příklady k uvedeným pravidlům výše.

#### **PŘÍKLAD 1**

Your last offer is **better than** the first one.

**PŘÍKLAD 2**

This is one of **the worst** situations that can happen in our company.

**PŘÍKLAD 3**

The language in his email is **less complicated** than hers.



**SAMOSTATNÝ ÚKOL**

**5.4.2 GRAMMAR - EXERCISES**

**1. Use the correct forms of the adjectives:**

1. boring ...
2. smart...
3. old-fashioned ...
4. brave...
5. limited...

**2. Complete the suitable comparative and superlative forms of the adjectives:**

1. Our department is (big) ... than yours.
2. Computers are (expensive) ... than telephones.
3. Emails are the (cheap) ... way of modern communication.
4. Dealing with foreign clients may be (difficult) ... than with the ones you know well.
5. This is the (quick) ... method of payment.
6. The (easy) ... thing to do is to forward that message as soon as possible.

**3. Say which of the tips you are supposed to use and which ones you are not in business emails:**

In business emails you are supposed to:	DO!	DO NOT!
1. check your spelling and grammar		
2. use slang or swear words		
3. include a greeting and a sign off		
4. type in upper case		
5. use smileys and emoticons		

6. copy every email to the whole office		
7. include proper punctuation		
8. write an angry email		
9. include a subject line		
10. always use humour in emails		

---

## 5.5 SPEAKING

1. Repeat the main rules for writing a business email in English.

---

### OTÁZKY



#### TEST

1. Could you please ... that email you received from the boss.

- forward me
- forward to me
- forward it to me

2. I am so sorry but I have not obtained your ... in your last email.

- copy
- enclosure
- attachment

3. Contemporary enterprises have a system, which ... their employees' email.

- mentors
- monitors
- advises

4. At the beginning of your email message, it is common to thank for the counterpart's ...

- replication
- replay
- reply

**5. Businesspeople pay always attention to their businesslike language in all ... communications.**

- electronics
- electric
- electronic

**6. Paul was upset yesterday and sent our quotation ... to another company.**

- by-chance
- by-accident
- by error

**7. In email correspondence when you send someone a "hidden" copy of an email it is known as:**

- deceiving
- cc-ing someone
- bcc-ing someone

**8. Our secretary may have ... your last email by mistake.**

- deleted
- delete
- destroyed

**9. We are so sorry but your email ended up in my ... folder.**

- trash mail
- bad mail
- junk mail

**10. When you send your business report to Susan, make sure to... the boss as well.**

- forward
- copy
- send



**ODPOVĚDI**

## LEXIS

### 1. Match the words with their definitions:

1. reply to all	a) get rid of an email you do not want	1.f)
2. reply	b) send a copy to someone else	2.c)
3. delete	c) send an answer to the person who	3.a)
4. cc	d) send a blind copy to	4.b)
5. bcc sent an email	e) send an email you have received to sent an email, and everyone who	5.d)
6. forward .	f) send an answer to the person who received a copy of it	6.e)
7. attach	g) send a document, e.g. a picture, with an email	7.g)

### 2. Complete missing expressions in the following email:

a) Looking forward, b) Please let me know, c) Thanks for, d) Please find attached, e) forward

Petra,

1. **C** your email asking for budget breakdown for our current marketing campaign. 2. **D** an Excel with detailed figures for this. 3. **B** if you cannot read the attachment. I am copying Michael and Susan in on this. Please 4. **E** it to the rest of the marketing team if you feel that is a good idea.

5. **A** to your reaction.

Bests wishes,

Brian

### 3. Explain the most common abbreviations in emails:

1. HTH	a) not my problem	1. e)
2. FYI	b) as far as I know	2. d)
3. FW	c) to be forwarded	3. f)
4. NMP	d) for your information	4. a)
5. TBF	e) hope this helps	5. c)
6. AFAIK	f) forwarded message	6. b)

## GRAMMAR-EXERCISES

### 1. Use the correct forms of the adjectives:

1. boring ...more, the most boring

## CUSTOMER SATISFACTION - BUSINESS EMAILS

2. smart...**smarter, the smartest**
3. old-fashioned ...**more old-fashioned, the most old-fashioned**
4. brave...**braver, the bravest**
5. limited...**more limited, the most limited**

### 2. Complete the suitable comparative and superlative forms of the adjectives:

1. Our department is **bigger** ... than yours.
2. Computers are **more expensive** ... than telephones.
3. Emails are the **cheapest** ... way of modern communication.
4. Dealing with foreign clients may be **more difficult** ... than with the ones you know well.
5. This is the **quickest** ... method of payment.
6. The **easiest** ... thing to do is to forward that message as soon as possible.

### 3. Say which of the tips you are supposed to use and which ones you are not in business emails:

In business emails you are supposed to:	DO!	DO NOT!
1. check your spelling and grammar	DO	
2. use slang or swear words		DO NOT
3. include a greeting and a sign off	DO	
4. type in upper case		DO NOT
5. use smileys and emoticons		DO NOT
6. copy every email to the whole office		DO NOT
7. include proper punctuation	DO	
8. write an angry email		DO NOT
9. include a subject line	DO	
10. always use humour in emails		DO NOT

## TEST

### 1. Could you please ... that email you received from the boss.

- forward me
- forward to me
- forward it to me

### 2. I am so sorry but I have not obtained your ... in your last email.



- copy
- enclosure
- **attachment**

**3. Contemporary enterprises have a system, which ... their employees' email.**

- mentors
- **monitors**
- advises

**4. At the beginning of your email message, it is common to thank for the counterpart's ...**

- replication
- replay
- **reply**

**5. Businesspeople pay always attention to their businesslike language in all ... communications.**

- electronics
- electric
- **electronic**

**6. Paul was upset yesterday and sent our quotation ... to another company.**

- by-chance
- **by-accident**
- by error

**7. In email correspondence when you send someone a "hidden" copy of an email it is known as:**

- deceiving
- cc-ing someone
- **bcc-ing someone**

**8. Our secretary may have ... your last email by mistake.**

- **deleted**
- delete
- destroyed

**9. We are so sorry but your email ended up in my ... folder.**

- trash mail

## CUSTOMER SATISFACTION - BUSINESS EMAILS

- bad mail
- **junk mail**

10. When you send your business report to Susan, make sure to... the boss as well.

- forward
  - copy
  - **send**
- 



### **SHRNUTÍ KAPITOLY**

V kapitole Customer satisfaction – business emails jsou shrnuta pravidla pro správné psaní obchodních mailů, které jsou momentálně významným prostředkem firemní komunikace. Zaměřili jsme se na slovní zásobu a jevy, které je nezbytné ovládat pro úspěšné zvládnutí tohoto způsobu komunikace.

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## 6 JOB INTERVIEWS AND CAREER – JOB APPLICATION

### RYCHLÝ NÁHLED KAPITOLY



Tato kapitola se bude zabývat problematikou pracovních inzerátů, zvládnutí odpovědi na pracovní inzerát, a také zvládnutí standartních situací a nejpotřebnější slovní zásoby z oblasti pracovního pohovoru, včetně vzorových otázek. Zaměříme se na techniky a tipy pro úspěšné zvládnutí pracovního pohovoru jak verbálního, tak neverbálního charakteru.

### CÍLE KAPITOLY



Po nastudování kapitoly budu umět:

- Úspěšně přečíst a reagovat na inzerát v anglickém jazyce,
- Zvládnout potřebnou slovní zásobu a fráze z oblasti pracovního pohovoru,
- Techniky a tipy, které přispějí k úspěšnému zvládnutí pracovního pohovoru,
- Nastuduji základní otázky používané při pracovních pohovorech.

### KLÍČOVÁ SLOVA KAPITOLY



application, applicant, apply for a job, gesture, strength, weakness

### 6.1 Vocabulary

agree	souhlasit
agreement	dohoda, souhlas
appear	zdát se, jevit
approach	přístup
attentive	pozorný
breathe	dýchat
calm	klidný
confident	sebejistý, sebevědomý
cross one's arms	křížit paže
defensiveness	bránění, obrana
demonstrate	ukázat, demonstrovat

disappear	zmizet
emphasize	zdůraznit
engaged	zapojený, angažovaný, zaujatý
eye contact	oční kontakt
firm	pevný, jistý
gently	pozvolně, mírně, lehce
gesticulate	gestikulovat
grin	šklebit se
handshake	podání ruky
impression	dojem
intense	silný, prudký, ostrý
joker	vtipálek
limp-wristed	slabý, chabý
nervous	nervózní
nod	kývnout
overdo	přehnat
pitch	výška, poloha (hlasu)
posture	držení těla
prevent	vyhnout se, zamezit, zabránit
properly	vhodně, patřičně
provoke	zlobit, dráždit, provokovat
rapport	vztah
relaxed	uvolněný
rush	spěchat, hnát se
sprain	vyvrtnout, vymknout
stare	zírat, civět
strength	silná stránka
subtly	jemně, nepatrně
unnerving	nervující, deptající, zdrcující
upright	vzpřímeně, rovně
weakness	slabá stránka
wrist	zápěstí

## 6.2 Text

### TEN ESSENTIAL INTERVIEW TACTICS

1. Don't sit down until invited, and when you do, sit with an upright posture. This helps you to appear attentive and engaged in the conversation. It also helps you breathe properly too.
2. Smile, most of the time. Don't grin like the Joker; smile naturally! Smiling suggests that you're relaxed, confident, and that you want to be there!

3. Return a firm handshake – but not too firm. Spraining the interviewer’s wrist is a bad start. A firm handshake shows strength of character. A limp-wristed handshake will leave a bad impression.
4. Relax... or appear to be relaxed. Breathe like you normally do. Easier said than done, when you’re nervous.
5. Try to remember to not sit with your arms crossed – this will suggest defensiveness and it could change the approach your interviewer takes towards you. It’s surprising how easy it is to forget, and cross your arms in an unnerving situation.
6. Gently gesticulate (move your hands to emphasize your words) as this helps interviewers remember what you say.
7. Keep up eye contact with interviewers but don’t stare! Some people find this a bit intense and can provoke a nervous response.
8. Speak clearly, and don’t rush your sentences. This will prevent your voice from raising its pitch and you appearing nervous.
9. Mirror your interviewer’s posture subtly as it demonstrates agreement. It’s a tactic that can help develop rapport.
10. Nod your head regularly to show agreement – gently though. Don’t overdo the nodding!

*Zdroj: SimonStapleton.com: 10 Essential Body-Language Tactics for your Interview. [online]. Simon Stapleton, 2012. [cit. 2013-07-04]. Dostupné z: <http://www.simonstapleton.com/wordpress/2010/04/14/10-essential-body-language-tacticsfor-your-interview/>*

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## OTÁZKY



What are non-verbal tips for a successful job interview?

What are verbal tips for a successful interview?

What signals should an applicant send to the interviewer?

What signals should an applicant avoid during the job interview?

What are some other mistakes an applicant should avoid during the job interview?

---

### 6.3 Lexis

**7. Which of the phrases are used for asking for clarification (A), playing for time (B), structuring your answer (C), giving concrete examples (D), and validating your answer (E)?**

1. That is a very interesting question ...
2. I am sorry, could you expand on what you mean by ...
3. Let me give you an example of what I mean ...
4. Is that what you wanted to know? ...
5. I would like to answer your question in the following way...

**8. Translate the following sentences into English:**

- |   |  |
|---|--|
| 1. Zajímám se o ..., jsem hrdý na ...dokážu si představit ... | 6. Mám zkušenosti s podobnou prací.                                      |
| 2. Jsem dobrý v ..., budu přínosem pro firmu.                 | 7. Firmě můžu nabídnout ...  |
| 3. Umím zvládnout stres..., dokážu řídit tým lidí.            | 8. Učím se rychle.   |
| 4. Mezi me silné stránky patří ...                            | 9. Rád absolvuji školení a další vzdělávací programy.                    |
| 5. Toto nepovažuji za mou slabou stránku.                     | 10. Mám logické myšlení, jsem spolehlivý, dočvilný a rád řeším problémy. |

**9. Which word is different?**

- |                 |                 |            |                 |
|-----------------|-----------------|------------|-----------------|
| 1.confident     | self-assured    | assertive  | unconfident     |
| 2.concentrating | heedless        | focused    | attentive       |
| 3.frown         | beam            | smile      | smirk           |
| 4.defensive     | self-protective | aggressive | self-justifying |

**10. Write nouns to the following verbs:**

- | <b>verb</b>      | <b>noun</b> |
|------------------|-------------|
| 1.to approach    | ...         |
| 2.....           | invitation  |
| 3..to relax      |             |
| 4....            | emphasis    |
| 5..to refuse     | ....        |
| 6....            | suggestion  |
| 7.to demonstrate | ...         |
| 8.to accept      | ...         |

## 6.4 Grammar

### 6.4.1 REVIEW OF TENSES 2

V angličtině jsme se již seznámili se základními pravidly tvoření a použití časů. V následující přehledné tabulce přinášíme nejdůležitější shrnutí pravidel a pouček týkajících se tvoření a použití budoucího času.

Čas	Příklad kladná věta, zápor, otázka	Kdy se používá	Typická časová určení
<b>Budoucí prostý (will) Future simple</b>	I will be in my office. I won't be in my office Will you be in your office?	Události v budoucnosti. Předpoklady a odhady. Spontánní rozhodnutí.	tomorrow, in 2120, in 20 minutes, next week/month/year/Tuesday
<b>Budoucí prostý (going to) Future simple</b>	I am going to buy some shares. I'm not going to buy some shares. Is he going to buy some shares	Pevná rozhodnutí, odhodlání Typicky věty, které by v ČJ začínaly "Chci ...", "Hodlám ...", "Mám v úmyslu ...".	Tomorrow, in 2120, in 20 minutes, Next week/month/year/Tuesday
<b>Budoucí průběhový (Future progressive)</b>	I will be waiting. I won't be waiting. Will you be waiting?	Událost, která bude probíhat v budoucnu, v přesně daném okamžiku. Událost, které zcela jistě brzy dojde.	tomorrow, in 20 minutes, next week/month/year/Tuesday
<b>Předbudoucí prostý (Future perfect simple)</b>	He will have spoken. He won't have spoken. Will he have spoken?	Totéž jako předpřítomný pro děje odehrávající se před budoucím dějem nebo bodem v budoucnosti. Nejčastěji ve větách typu: "Zítra to bude 5 let...". V praxi málo používaný.	by Tuesday, in a week
<b>Předbudoucí průběhový (Future Perfect Progressive)</b>	You will have been waiting for hours when... You won't have been waiting for more than 3 hours when... Will you have been waiting for more than 3 hours ... when he finally arrives?	Totéž jako předpřítomný, ale ve vztahu k budoucí časové rovině. V praxi velmi málo používaný.	when, by the time, for ..., the last couple of hours, all day long

Zdroj: Ajslovicka.cz: Anglické časy – překlady. [online]. Anglická slovíčka, 2011 - 2013. Dostupné z: <http://www.ajslovicka.cz/clanky/anglicke-casy-prehled.html>

Nyní následují další příklady k výše uvedeným frázím.

**PŘÍKLAD 1**

Paul will travel a lot in my new job.

**PŘÍKLAD 2**

They they will send them the invitation to the coming conference.

**PŘÍKLAD 3**

We will have not finished the job in a week.

---

**6.4.2 GRAMMAR-EXERCISES**

**Select the correct tense:**

1. I ..... learn German for ten years now.
2. But last year I (not / work) ..... hard enough for German, that is why my marks(not / be) really that good then.
3. As I (pass / want) ..... my German exam successfully next year, I (study) ..... harder this term.
4. During my last summer holidays, my parents (send) ..... me on a language-course to Berlin.
5. It (be) .....great and I (think) ..... I (learn) .....a lot.
6. Before I (go) .....to Berlin, I (not / enjoy) ..... learning German.
7. But while I (do) .....the language course, I (meet) ..... lots of young people from all over the world.
8. There I (notice) ..... how important it (be) ..... to speak foreign languages-nowadays.
9. Now I (have) ..... much more fun learning German than I (have) ..... beforethe course.



10. At the moment I (revise) ..... German grammar.
  11. And I (begin / already) ..... to read the texts in my German textbooks again.
  12. I (think) ..... I (do) ..... one unit every week.
  13. My exam (be) ..... on 1 June, so there (not / be) ..... any time to be lost.
  14. If I (pass) ..... my exams successfully, I (start) ..... an internship in October.
  15. And after my internship, maybe I (go) ..... back to Berlin to work there for a while.
  16. As you (see / can) ..... , I (become) ..... a real Berlin fan already.
- 

## 6.5 Speaking

Enact a short dialogue in pairs, in which you will train the ten tips regarding the successful job interview from the introductory article.

---

### OTÁZKY



## 6.6 Test

1. **I ... for many different jobs.**

- have applied
- applied
- was applied

2. **This month, we ... several new job vacancies.**

- have considered
- are considering
- considered

**3. Timothy ... his new job next month.**

- starts
- has started
- is starting

**4. It is more than obvious that hiring the new CEO ... a positive impact on on the growth of the company.**

- had had
- has had
- is having

**5. The part of the new employment contract is currently ...**

- negotiating
- being negotiated
- negotiating

**6. The outcome of the first round of the job interview ... known until next week.**

- will be
- is not
- will not be

**7. The new job advertisement ... attract new potential employees, I think we should change it a bit.**

- does not
- did
- does

**8. This job is an opportunity ... more directly with potencial customers.**

- connecting
- to connect

- connect

9. **The human resources department ... various job interviews on a daily basis.**

- is organising
- organised
- organises

10. **The three successful candidates ... by the top management next Monday.**

- are being appointed
- will have been appointed
- will be appointed

---

## ODPOVĚDI



## 6.7 Key

### 6.7.1 LEXIS-EXERCISES

1. **Which of the phrases are used for asking for clarification (A), playing for time (B), structuring your answer (C), giving concrete examples (D), and validating your answer (E)?**

- |   |   |
|---|---|
| 1. That is a very interesting question .                        | B |
| 2. I am sorry, could you expand on what you mean by ...         | A |
| 3. Let me give you an example of what I mean ...                | C |
| 4. Is that what you wanted to know?                             | E |
| 5. I would like to answer your question in the following way... | B |

2. **Translate the following sentences into English:**

- |  |   |
|--|---|
| 1. I am interested in ..., I am proud of ... I can imagine ... | 6. I have experience with similar work. |
|--|---|

## JOB INTERVIEWS AND CAREER – JOB APPLICATION

- |   |   |
|---|---|
| 2. I am good at ..., I will be beneficial for the company.    | 7. I can offer the company ...  |
| 3. I can handle the stress..., I can manage a team of people. | 8. I learn quickly .  |
| 4. My strenghts are ...                                       | 9. I like attending/completing training and other educational programmes.       |
| 5. I do not consider this my weakness.                        | 10. I have a logical mind, I am reliable, punctual and I like solving problems. |

### 3. Which word is different?

1.confident	self-assured	assertive	<b>unconfident</b>
2.concentrating	<b>heedless</b>	focused	attentive
3. <b>frown</b>	beam	smile	smirk
4.defensive	self-protective	<b>aggressive</b>	self-justifying

### 4. Write nouns to the following verbs:

verb	noun
1.to approach	approach ...
2.to invite...	invitation
3.to relax	relaxation
4.to emphasize...	emphasis
5.to refuse	refusal....
6.suggest...	suggestion
7.to demonstrate	demonstration ...
8.to accept	acceptance

---

## 6.7.2 GRAMMAR-EXERCISES

### 1. Select the correct tense:

1. I **have been learning** German for ten years now.
2. But last year I **was not working** hard enough for German, that is why my marks(not / be) really that good then.
3. As I **want to pass** my German exam successfully next year, I **am going to study-**harder this term.
4. During my last summer holidays, my parents **sent** me on a languagecourse to Berlin.
5. It **was** great and I **think** I **have learned** a lot.
6. Before I **went** to Berlin, I **had not enjoyed** learning German.

7. But while I **was doing** the language course, I **met** lots of young people from all over the world.
  8. There I **noticed** how important it **is** to speak foreign languages nowadays.
  9. Now I **have** much more fun learning German than I **had** before the course.
  10. At the moment I **am revising** German grammar.
  11. And I **have already begun** to read the texts in my German textbooks again.
  12. I **think I will do** one unit every week.
  13. My exam **is** on 1 June, so there **is not** any time to be lost.
  14. If I **pass** my exams successfully, I **will start** an internship in October.
  15. And after my internship, maybe I **will go** back to Berlin to work there for a while.
  16. As you **can see**, I **have become** a real Berlin fan already.
- 

### 6.7.3 TEST

1. I ... for many different jobs.

- **have applied**
- applied
- was applied

2. This month, we ... several new job vacancies.

- have considered
- **are considering**
- considered

3. Timothy ... his new job next month.

- starts
- has started

- **is starting**

4. **It is more than obvious that hiring the new CEO ... a positive impact on on the growth of the company.**

- had had

- **has had**

- is having

5. **The part of the new employment contract is currently ...**

- negotiating

- **being negotiated**

- negotiating

6. **The outcome of the first round of the job interview ... known until next week.**

- will be

- is not

- **will not be**

7. **The new job advertisement ... attract new potential employees, I think we should change it a bit.**

- **does not**

- did

- does

8. **This job is an opportunity ... more directly with potencial customers.**

- connecting

- **to connect**

- connect

9. **The human resources department ... various job interviews on a daily basis.**

- is organising
- organised
- **organises**

10. **The three successful candidates ... by the top management next Monday.**

- are being appointed
  - will have been appointed
  - **will be appointed**
- 

## **SHRNUTÍ KAPITOLY**



V kapitole Job interview – Job application jsme se zaměřili na průběh přijímacího řízení od hledání vhodné pozice až po vlastní pohovor u budoucího zaměstnavatele. Naučili jsme se slovní zásobu, která je důležitá pro úspěšné zvládnutí pohovoru. Věnovali jsme se také komunikaci neverbální. Nastudovali jsme tipy jak uspět při žádosti u zaměstnání.

---

## 7 JOB INTERVIEWS AND CAREER - CV



### RYCHLÝ NÁHLED KAPITOLY

Kapitola se zaměřuje na úspěšné zvládnutí vytvořit vlastní životopis, který je nedílnou součástí přijímacího procesu.

---



### CÍLE KAPITOLY

V kapitole se naučím:

- jak správně vytvořit a členit životopis
  - jak správně prezentovat svůj životopis v anglickém jazyce
  - naučím se číst v pracovních nabídkách
  - klást otázky
- 



### KLÍČOVÁ SLOVA KAPITOLY

cv, degree, education, experience, part – time job, qualification, skill

---

*European Sales Director*

*Salary: EUR 55.000*

*Location: Prague, Czech Republic*

*Age range: 35-50*

*Qualifications: Qualified IT specialist preferred  
Degree in IT or Business Administration or  
similar Good level in two European lan-  
guages, incl. English and Czech*



*Are you motivated, enthusiastic and flexible? Based in London, we are a leading British manufacturer of computer equipment. We are looking for someone with wide experience in the computer industry to manage our new East-European sales operation. You should have at least 5 years in the computer industry, of which five years in management. Please e-mail CV and covering letter to jobs@computernet.com.*

Dear Sir or Madam

I am writing to apply for the post of European Sales Director advertised on your website. I am 46 years old, British, with an IT degree from the University of Manchester (1989), and a Master in Business Administration from the University of London (2002).

I joined my present company, TOP Computers, in 1997. After two years as Marketing Manager for Ireland, I moved to Munich to take up my present position as Regional Director for Eastern Europe. Before joining TOP Computers I was in charge of several subsidiaries at New Computers, where I spent six years. I also have four years' experience as a computer specialist, first with IBM, then with Microsoft.

Concerning my language ability, I am fluent in English and German, and I am currently following an intensive course in Czech. I am hard-working, creative, and ambitious, and after a number of years with the same company, I would appreciate the opportunity of a new challenge.

I look forward to hearing from you

Yours faithfully

George Middleborough

V textu „Applying for a job“ doplňte vhodnou slovní zásobu:

This year I am finishing my university studies at the University of ... I would like to apply for a post with your company... My work experience is... I have had an internship with... I have worked part-time... My knowledge is... My skills are... I command... I can... I am capable of ... My qualities are... My strength is... I am good at... I look forward to hearing from you... Do not hesitate to contact me immediately... I will be available on... I appreciate your...

### 7.1.1 SLOVNÍ ZÁSoba K TEXTU “APPLYING A JOB”

Nyní následuje slovní zásoba k tématu „applying for a job”. Jako první v pořadí uvádíme anglický výraz, za nímž následuje jeho český ekvivalent.

<b>Ability</b>	schopnost
<b>Aplicant</b>	uchazeč
<b>Candidate</b>	kandidát
<b>Fixed term contract of employment</b>	smlouva na dobu určitou
<b>Degree</b>	titul
<b>Duties</b>	povinnosti
<b>Employment</b>	zaměstnání
<b>Indefinite contract of employment</b>	smlouva na dobu neurčitou
<b>Job application</b>	žádost o práci
<b>Knowledge</b>	znalosti
<b>Overtime</b>	přesčas
<b>Probation period</b>	zkušební doba
<b>Qualified</b>	kvalifikovaný
<b>Remuneration</b>	odměňování
<b>Salary</b>	plat
<b>Sick leave</b>	nemocenská
<b>Skills</b>	dovednosti
<b>Strenght</b>	silná stránka
<b>To apply for a post</b>	ucházet se o místo
<b>To advertise</b>	vypsat inzerát
<b>To attend the interview</b>	zúčastnit se pohovoru
<b>To invite candidates for the interview</b>	pozvat kandidáty k pohovoru
<b>To make a final selection</b>	provést závěrečný výběr
<b>To perform tasks</b>	vykonávat úkoly
<b>To shortlist</b>	být zařazen do užšího výběru
<b>To terminate the contract</b>	ukončit smlouvu
<b>To work full time</b>	pracovat na plný úvazek
<b>To work part time</b>	pracovat na částečný úvazek
<b>Vacation leave</b>	dovolená
<b>Work experience</b>	pracovní zkušenosti



### OTÁZKY

#### 7.1.2 OTÁZKY K TEXTU „APPLYING A JOB“

1. What job is it for?
2. It is well-paid?
3. Where will the person work?
4. What qualifications, experience, and personal qualities will the person need?

5. If you are interested in the position, what do you have to do?

## ODPOVĚDI



### 7.1.3 ODPOVĚDI K TEXTU „APPLYING A JOB“

Complete the answers to the questions above:

1.

2.

3.

4.

5.

## 7.2 Lexikon



### 7.2.1 CVIČENÍ K LEXIKONU

Select the correct word:

1. We \_\_\_\_\_ emphasis on work experience in a foreign country.

- make
- lie
- put

2. In the job advertisement knowledge of two foreign languages is \_\_\_\_\_.

- need
- required
- offered

## JOB INTERVIEWS AND CAREER - CV

3. The applicants should \_\_\_\_\_ interest in the advertised job.

- show
- motivated
- prove

4. We offer a \_\_\_\_\_.

- good paid job
- best paid job
- well paid job

5. I \_\_\_\_\_ promotion important.

- treat
- feel
- consider

6. We expect our job applicants to be \_\_\_\_\_.

- high motivated
- highly enthusiastic
- discouraged

7. I could \_\_\_\_\_ the following abilities and skills.

- carry
- utilize
- suit

8. Our team is \_\_\_\_\_ support, encouragement and reinforcement.

- looking after
- looking up
- looking for

9. I have already handed in my notice and I would like to \_\_\_\_\_ better promotion opportunities and career development.

- posses
- perform
- find

### What is the most suitable word?

1. Brian O'Neill can \_\_\_\_\_ his knowledge in the IT department.

- prove
- dispose
- manifest

2. We are going to \_\_\_\_\_ this order with the Irish company.

- put
- place
- change

3. We attach \_\_\_\_\_ to reliability and powers of self-assertion

- value
- significance
- importance

---

## ODPOVĚDI



### 7.2.2 KLÍČ K LEXIKONU

1. We \_\_\_\_\_ emphasis on work experience in a foreign country.

- make
- lie
- **put**

2. In the job advertisement knowledge of two foreign languages is \_\_\_\_\_.

- need
- **required**
- offered

3. The applicants should \_\_\_\_\_ interest in the advertised job.

- **show**

## JOB INTERVIEWS AND CAREER - CV

- motivated
- prove

4. We offer a \_\_\_\_\_.

- good paid job
- best paid job
- **well paid job**

5. I \_\_\_\_\_ promotion important.

- treat
- feel
- **consider**

6. We expect our job applicants to be \_\_\_\_\_.

- high motivated
- **highly enthusiastic**
- discouraged

7. I could \_\_\_\_\_ the following abilities and skills.

- carry
- **utilize**
- suit

8. Our team is \_\_\_\_\_ support, encouragement and reinforcement.

- looking after
- looking up
- **looking for**

9. I have already handed in my notice and I would like to \_\_\_\_\_ better promotion opportunities and career development.

- posses
- perform
- **find**

**What is the most suitable word?**

10. Brian O'Neill can \_\_\_\_\_ his knowledge in the IT department.

- **prove**
- dispose
- manifest

11. We are going to \_\_\_\_\_ this order with the Irish company.

- put
- **place**
- change

12. We attach \_\_\_\_\_ to reliability and powers of self-assertion

- value
- significance
- **importance**

---

## 7.3 Grammar

### SAMOSTATNÝ ÚKOL



#### 7.3.1 GRAMMAR EXERCISES

**Andrew Kowalski, a businessperson working for DEF Company, is answering questions about his recent business trip. Make the questions and use the past simple verb forms: *What? Why? What time? Who? When? How? Where?***

Example: I did my job. – Did you do your job?

1. I stayed at the Bavarian Inn Hotel.
2. I arrived on Wednesday.
3. I visited Dietrich Moller.
4. I travelled by car.
5. I hire a car because the headquarters of the company was 45 km outside the city centre.

6. We discussed a renewal of the existing contract.
7. I arrived back yesterday in the afternoon.
8. I started work this morning at 8.30.
9. I called Dietrich Mooler at 10.45.
10. He signed the contract with our company yesterday.

**Select the most suitable verb form:**

1. Have you ever \_\_\_\_\_ in the same line of business before?
  - a) work
  - b) working
  - c) worked
  
2. This is the shortest business trip I \_\_\_\_\_ made.
  - a) have never
  - b) have ever
  - c) sometimes
  
3. “Do not forget the cover letter!” – “ \_\_\_\_\_ it.”
  - a) I’ve already posted
  - b) I posted
  - c) I am posting
  
4. Have your business partners \_\_\_\_\_ to London?
  - a) ever be
  - b) ever been
  - c) never been
  
5. I have just \_\_\_\_\_ the report for the coming business meeting tomorrow.
  - a) to finish
  - b) finished
  - c) finishing



6. The budget for our department \_\_\_\_\_ yet.

- a) haven't been brought forward
- b) hasn't been brought forward
- c) wasn't brought forward

7. Our company \_\_\_\_\_ in this region for years.

- a) operates
- b) have been operated
- c) has operated

8. "Where is the CEO?"- "I reckon he's \_\_\_\_\_ to the head office.

- a) been
- b) gone
- c) come

9. Patricia – our human resources manager - \_\_\_\_\_ in New York all her life.

- a) is working
- b) has worked
- c) works

### 7.3.2 KLÍČ KE GRAMATICE

#### ODPOVĚDI



**Andrew Kowalski, a businessperson working for DEF Company, is answering questions about his recent business trip. Make the questions and use the past simple verb forms: What? Why? What time? Who? When? How? Where?**

Example: I did my job. – Did you do your job?.

Where did you stay?	I stayed at the Bavarian Inn Hotel.
When did you arrive?	I arrived on Wednesday.
Who did you visit?	I visited Dietrich Moller.
How did you travel?	I travelled by car.
Why did you hire a car?	I hired a car because the headquarters of the company was 45 km outside the city centre.

<b>What did you discuss?</b>	We discussed a renewal of the existing contract.
<b>When did you arrive back?</b>	I arrived back yesterday in the afternoon.
<b>When did you start work?</b>	I started work this morning at 8.30.
<b>What time did you call Dietrich Moller?</b>	I called Dietrich Moller at 10.45.
<b>When did sign the contract?</b>	He signed the contract with our company yesterday.

**Select the most suitable verb form:**

1. Have you ever . . . . . in the same line of business before?

- a) work
- b) working
- c) **worked**

2. This is the shortest business trip I . . . . . made.

- a) have never
- b) **have ever**
- c) sometimes

3. “Do not forget the cover letter!” – “. . . . . it.

- a) **I’ve already posted**
- b) I posted
- c) I am posting

4. Have your business partners. . . . . to London?

- a) ever be
- b) **ever been**
- c) never been

5. I have just . . . . . the report for the coming business meeting tomorrow.

- a) to finish
- b) **finished**
- c) finishing

6. The budget for our department . . . . . yet.

- a) haven’t been brought forward
- b) **hasn’t been brought forward**
- c) wasn’t brought forward

7. Our company . . . . . in this region for years.

- a) operates
- b) have been operated
- c) **has operated**

8. “Where is the CEO?”- “I reckon he’s. . . . . to the head office.

- a) been
- b) **gone**
- c) come

9. Patricia – our human resources manager - . . . . . in New York all her life.

- a) is working
- b) **has worked**
- c) works.

---

### **SAMOSTATNÝ ÚKOL**



**Read the following CV and answer the questions below:**

#### CURRICULUM VITAE

Name: Paula Argenti

Date of birth: 1 st February 1973

Nationality: Italian

Marital status: Married

#### QUALIFICATIONS

1987 Obtained Degree in Human Resources, University of Bologna

1994 Obtained Diploma in Marketing Studies– London Institute of Marketing (2-year correspondence course)

#### PROFESSIONAL EXPERIENCE

1987 – 1989 University of London BusinessSchool Research scientist in Business Studies

## JOB INTERVIEWS AND CAREER - CV

1989 – 1991 European Commission, Brussels, Participated in European Community Business Development Programme, coordinating and financing projects between business in in the UK and other European companies.

1991 – 1998 IT Computers, Milan, Italy As Head of Subsidiary (3 years), I was responsible for the development of a new range of IT products. I then worked as Marketing Manager for Italy (4 years).

1998 – now IT Technologies, Paris IT Technologies sells IT products over the Internet. I joined the company as an IT consultant. Since 2000 I have been Marketing Manager for Europe.

### LANGUAGES

English / Italian (native speaker)

French (fluent)

### INTERESTS

Skiing, tennis, Modern European literature, architecture

---

1. What is the applicant's name and professional background?
  2. Describe and stress the main career achievements.
  3. What work experience does he have?
  4. What languages does she command?
  5. What are her hobbies and interests?
- 



### **PRŮVODCE STUDIEM**

Po zodpovězení otázek se pokuste sami hovořit o paní P. Argenti. Potom se pokuste zformulovat váš vlastní životopis. Můžete použít některých bodů ze samostatného úkolu 2.

---



### **SAMOSTATNÝ ÚKOL**

**Doplňte své vlastní údaje a vytvořte svůj životopis: Complete your CV data:**

PERSONAL DATA

SURNAME:

FIRST NAME:

ADDRESS:

PRIVATE PHONE NUMBER:

COMPANY PHONE NUMBER:

DATE OF BIRTH:

PLACE OF RESIDENCE:

FAMILY STATUS:

EDUCATION: SCHOOLS,

WHICH I HAVE ATTENDED:

FORMER JOBS:

---

**SAMOSTATNÝ ÚKOL**



**Complete the sentences below with the adjectives from the box. If necessary, use the English-Czech dictionary.**

Sensitive    outgoing    good with figures    patient    energetic    ambitious  
adaptable    attentive to detail    creative    persuasive

1. Paul just refuses to use the new software program. He's not at all .....
2. Peter never corrects his spelling mistakes in emails. He's not .....
3. Eva's not good at coming up with original ideas. She isn't really a ..... person.
4. Brian's not interested in getting a better-paid job. He's not at all .....
5. Patrick never speaks to anyone. He just sits in his office. He isn't at all .....
6. David never wins arguments in negotiations with our boss. He's not a ..... person.
7. Diana's always tired, even first thing in the morning. She's not very .....

8. Daniel can't work out  $5 + 5$  without a calculator! He's not .....
  9. Olivia always says the wrong thing and gets people angry. She isn't a ..... person.
  10. Paula often gets angry with her boss. She isn't very .....
- 



## ODPOVĚDI

1. Paul just refuses to use the new software program. He's not at all adaptable.
  2. Peter never corrects his spelling mistakes in emails. He's not attentive to detail.
  3. Eva's not good at coming up with original ideas. She isn't really a creative person.
  4. Brian's not interested in getting a better-paid job. He's not at all ambitious.
  5. Patrick never speaks to anyone. He just sits in his office. He isn't at all outgoing.
  6. David never wins arguments in negotiations with our boss. He's not a persuasive person.
  7. Diana's always tired, even first thing in the morning. She's not very energetic.
  8. Daniel can't work out  $5 + 5$  without a calculator! He's not good with figures.
  9. Olivia always says the wrong thing and gets people angry. She isn't a sensitive person.
  10. Paula often gets angry with her boss. She isn't very patient.
- 



## KORESPONDENČNÍ ÚKOL

### CVIČENÍ 1

Prepare the most suitable answers to the following questions, which are very likely to appear during the job interview:

What experience do you have that relates to this position? Describe how your skills and education match the job requirements.

*Answer Tip:* Be sure your answer includes many of the skills listed in the job description.

What are your strengths and weaknesses?

*Answer Tip:* Prepare at least 3 to 5 examples. (At the actual interview, choose one or two that feel appropriate.) Focus on professional strengths that relate to the position. Don't feel you have to gloss over a weakness, but do explain how you're addressing it.

Tell me about yourself.

*Answer Tip:* Don't discuss any personal topics. Talk about aspects of your background that relate to the job, and that would make you a good fit.

Why do you want to work for this organization? Why are you interested in this position?

*Answer Tip:* Research the organization in advance and use the research in your answer. It's important to know basics about the organization. Interviewers also want to know you're excited about the position, so show enthusiasm for it!

Tell me about a project or challenge that didn't go well, and how you handled it.

*Answer Tip:* This is a big one. Expect to be asked this question. Be prepared to tell a story about a real challenge.

Here are some further questions, which occur in the interview:

What motivates you?

Why did you choose this career?

How do you work under pressure or stress?

What do you consider your greatest achievement?

Tell me about a mistake you made and what you learned from it.

Give me an example of your organizational skills.

What's most creative idea you've ever had?

How will you evaluate your success after you graduate?

Describe your work ethics.

Tell me about someone you have a lot of respect for.

Give me an example of a time you learned something new.

What does diversity mean to you?

Give me an example of a time you provided excellent customer service.

What do you like best about our company/organization?

What do you think would be most challenging about this position? Most rewarding?

What five adjectives best describe you?

Why did you choose the major you did?

Give me an example of a time you worked on a team and what role you played.

Give me an example of a time you set a goal at work or in school.

How did you accomplish your goal?

Were you satisfied with the outcome?

Tell me about extracurricular activities you participated in, what role you played, and what you gained from them.

Tell me about a situation where you had to resolve a conflict with another person.

What did you like most about your previous job? Least?

Describe your work style. What work environment best suits you?

Describe the best supervisor you've ever had. If you could make one suggestion to that supervisor, what would it be?

If I called a previous supervisor or a professor, what would they say about you? What would they say are areas you could improve in?

What are your short- and long-term career goals? What are you doing to achieve those goals?

Where do you want to be in 3 to 5 years?<sup>1</sup>

---



## **KORESPONDENČNÍ ÚKOL**

### **CVIČENÍ 2**

Read the following job advertisement and prepare an appropriate response in a written form and apply for the specified job:

OFFICE MANAGER – Full or Part Time

---

<sup>1</sup> UNIVERSITY OF MINNESOTA: Guide to Effective Interviewing. In: [online]. [cit. 2012-09-18]. Dostupné z: <http://www.clacareer.umn.edu/interviews/index.html>



Small team growing fast and needing organization

Based in Brno with flexibility for some home-based work

A local organization with global clients

ABC Company is a fast-growing, young software company. We need an office manager with skills, experience and savvy to be the backbone of day-to-day operations.

To thrive in this role, you'll need to love variety, work independently, communicate well and be super organized, even when you're working from home! We are looking for a motivated individual with a proven track record in office administration. You may have experience from a different field than small business or technology but will be have a proven ability to work under pressure and prioritize. The right candidate will play an integral part in the future expansion of our company.

This is a unique opportunity and the role design can be flexible to fit the strengths and interests of the right candidate (including the days and hours to be worked).

Key responsibilities involve:

diary management, travel itinerary, scheduling and event co-ordination deal with any queries via phone, email and general correspondence

set up systems and procedures as required

manage procurement of all office supplies of stationery, supplies, equipment and furniture invoice clients and manage accounts payable

personal administration duties for directors

There will also be ad-hoc and project work such as you'd expect in a growing, dynamic company!

You will need:

strong business and finance administration knowledge

basic accounting skills with a high degree of accuracy

knowledge of MYOB would be very useful but not essential (we'll train you)

ability to produce business correspondence, proofread for grammar, spelling, and punctuation with a high degree of accuracy

some sales support experience is desirable, but not mandatory

experience managing the calendar of a busy office (or home!)

the desire to make a real difference in a small company, and to have some fun along the way

### **CVIČENÍ 3**

**First, read the CV guidance, and then do the quiz below in pairs. Subsequently, each pair should explain their decision based on the tips stated below:**

#### **CV guidance**

A CV needs to grab the reader's attention quickly and hold them, by providing sufficient detail and relevant information to interest them enough to invite you for an interview. The reality is that you have less than 30 seconds to make an impression with your CV.

There is no one set format for the perfect CV, but you should generally keep it to a maximum of two sides of A4 paper in a legible font size (around size 11 for text, larger for headings) and type (Arial, Verdana, Times New Roman). It should always be concise, neat and up-to-date.

Short bullet point sections work well to get the key information across quickly, you can expand on any information when you get to interview stage. Generally speaking your work experience in the sector should be near the top, although if you are newly qualified you may want to place more emphasis on your other key skills.

Here are some simple guidelines that should be followed to ensure that your CV is presentable and markets you to a prospective employer most accurately.

Your CV should include the following basic information:

#### Personal details

It is essential that you include your name, address, contact telephone number and email address.

#### Career profile

This should be short and snappy (3 or 4 lines) and it is a really good opportunity to sell yourself. You can include your professional status with career highlights, skills, strengths and career ambitions.

#### Employment history

List in chronological order your work experience, with current/most recent position first and in the most detail. Include a brief description of any other roles and bullet point your key responsibilities/achievements.

#### Education & qualifications

List the most recent qualifications first and only list relevant education (no school qualifications unless you have just graduated).

#### Interests & achievements

Include a brief list of your main hobbies and interests to show that you are an interesting and likable person. However, this is not essential so if space is an issue leave it out.

#### References

Do not give details -simply state 'available on request'.

---

DOs:

DON'Ts:

Be honest

Under / over sell yourself

Include your key achievements

Leave gaps in your work history

Spell check and proofread.

Exceed 3 page<sup>2</sup>

#### CV true or false quiz

1. Do you think that a single spelling/grammar mistake on a CV can stop employers from contacting you?

T or F

2. Do you think that all CVs should follow the same format?

T or F

3. Do you agree with the statement that a CV should always be two pages long?

T or F

4. In your opinion, do you think you should include a link to your LinkedIn, Twitter, Facebook or any other social media accounts on your CV?

T or F

5. Do you think it is best to use full sentences and paragraphs throughout your CV?

---

<sup>2</sup> Capita Resourcing: CV guidance. [online]. [cit. 2012-10-21]. Dostupné z: <http://www.capitaresourcing.co.uk/cvguidance>

T or F

6. Do you consider using in your CV all types of font sizes and types acceptable?

T or F

7. Do you think it is essential that you include your name, address, contact telephone number and email address?

T or F

---



### ODPOVĚDI

1. T
  2. F
  3. T
  4. T
  5. F
  6. F
  7. T
  8. F
  9. T
  10. F
- 



### SAMOSTATNÝ ÚKOL

## 7.4 TUTORIÁL

Pro potřeby tutoriálu si připravte následující úkoly:

- Připravte si vlastní životopis
  - Představte ostatním vámi připravený životopis.
- 



### OTÁZKY

## 7.5 Test „Applying for a job“

1. This year I will complete the Faculty of Management \_\_\_\_\_ .
  - with success
  - in success
  - successfully
  
2. Let me ask you \_\_\_\_\_ more details about your latest job advertisement
  - at
  - of
  - for
  
3. I \_\_\_\_\_ usual skills, which are necessary for the advertised job performance.
  - dispose of
  - collect
  - have
  
4. I would be delighted if you could \_\_\_\_\_ the date of the coming job interview.
  - let
  - intervene
  - brief me on
  
5. Mrs. Payne worked for our company. She is a very friendly and \_\_\_\_\_ team member.
  - problematic
  - awkward
  - supportive
  
6. We appreciate \_\_\_\_\_ commitment and willingness to help.
  - of your
  - for your
  - your
  
7. Mr. Lewinsky can \_\_\_\_\_ in French and Spanish.
  - make himself understood
  - make himself clean

## JOB INTERVIEWS AND CAREER - CV

- make himself understand

8. Please treat this information \_\_\_\_\_.

- like private
- as confidential
- like confidential

9. It is recommended \_\_\_\_\_

- record contact with our representatives immediately.
- not to hesitate and contact our representatives immediately.
- to take off contact with our representatives immediately.

10. We \_\_\_\_\_ enthusiasm and zeal from our future staff members.

- consider
- compensate
- expect

11. I could \_\_\_\_\_ my skills, knowledge and experience to your company.

- bring
- carry
- transmit

12. We offer our loyal employees different \_\_\_\_\_.

- money
- perks
- bonus

13. Our international team \_\_\_\_\_ reinforcement on the local market.

- is seeking
- is looking
- is searching

14. I would like to \_\_\_\_\_ my internship in this British company.

- do
- apply
- move

15. We believe it is important for us to have \_\_\_\_\_ employees.

- customer-unfriendly
- customer-friendly
- customer's friend

16. Only the candidates with \_\_\_\_\_ have the biggest chance to succeed in a job interview.

- long abroad experience
- long inborn experience
- long international experience

17. Our company is looking forward to \_\_\_\_\_ employees.

- assertion
- assertive
- assertively

18. Mrs. Smith, one of your former employees, is applying \_\_\_\_\_ a post with our company in Edinburgh.

- to
- at
- for

19. Erik has been \_\_\_\_\_ several job offers by an employee from your recruitment agency.

- taken
- given
- repeated

20. I would like to ask you \_\_\_\_\_ the company structure in your company.

- for
- of
- about

21. We are looking for young, enthusiastic team members, who can work \_\_\_\_\_ pressure.

- with
- under

## JOB INTERVIEWS AND CAREER - CV

- below

22. Mr. Nowak and Mr. O'Neill were \_\_\_\_\_.

- shortlisted
- shortlist
- shortened

23. When she lost her job, she received a big \_\_\_\_\_ payment.

- redundant
- redundancy
- advance

24. Pete came to see me last week to ask me for a \_\_\_\_\_ to another branch.

- transferring
- transfer
- transshipment

25. Susan seemed to enjoy working in our company. Everyone was surprised that she \_\_\_\_\_ from the company.

- resigned
- resigned
- resigning

26. The Human Resources Manager is responsible for \_\_\_\_\_ of new staff.

- recruit
- recruitment
- taking

27. My colleague decided to take \_\_\_\_\_ so he could spend more time with his family.

- late retirement
- early retirement
- old retirement

28. The traditional company in Londonderry \_\_\_\_\_ twenty people \_\_\_\_\_ when they closed down.

- did redundant



- made redundant
- called redundant

29. The new CEO from Wales \_\_\_\_\_ a new head office in the UK.

- runs
- is in charge
- operating

30. Our company is \_\_\_\_\_ in team building training.

- involved
- included
- consisted

31. We are looking for someone who will be \_\_\_\_\_ Marketing.

- responsible with
- responsible after
- responsible for

32. Our Sales Director is \_\_\_\_\_ all operations in this country.

- with charge of
- at charge of
- in charge of

33. Maggie works for Administration and Personnel. She \_\_\_\_\_ recruitment and training.

- deals in
- deals off
- deals with

---

## ODPOVĚDI



### 7.5.1 KEY „APPLYING FOR A JOB“

1. This year I will complete the Faculty of Management \_\_\_\_\_ .

- with success

## JOB INTERVIEWS AND CAREER - CV

- in success
- **successfully**

2. Let me ask you \_\_\_\_\_ more details about your latest job advertisement

- at
- of
- **for**

3. I \_\_\_\_\_ usual skills, which are necessary for the advertised job performance.

- dispose of
- collect
- **have**

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- intervene
- **brief me on**

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- problematic
- awkward
- **supportive**

6. We appreciate \_\_\_\_\_ commitment and willingness to help.

- of your
- for your
- **your**

7. Mr. Lewinsky can \_\_\_\_\_ in French and Spanish.

- **make himself understood**
- make himself clean
- make himself understand

8. Please treat this information \_\_\_\_\_.

- like private

- **as confidential**
- like confidential

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- to take off contact with our representatives immediately.

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- consider
- compensate
- **expect**

11. I could \_\_\_\_\_ my skills, knowledge and experience to your company.

- **bring**
- carry
- transmit

12. We offer our loyal employees different \_\_\_\_\_.

- money
- **perks**
- bonus

13. Our international team \_\_\_\_\_ reinforcement on the local market.

- **is seeking**
- is looking
- is searching

14. I would like to \_\_\_\_\_ my internship in this British company.

- **do**
- apply
- move

15. We believe it is important for us to have \_\_\_\_\_ employees.

- customer-unfriendly

## JOB INTERVIEWS AND CAREER - CV

- **customer-friendly**
- customer's friend

16. Only the candidates with \_\_\_\_\_ have the biggest chance to succeed in a job interview.

- long abroad experience
- long inborn experience
- **long international experience**

17. Our company is looking forward to \_\_\_\_\_ employees.

- assertion
- **assertive**
- assertively

18. Mrs. Smith, one of your former employees, is applying \_\_\_\_\_ a post with our company in Edinburgh.

- to
- at
- **for**

19. Erik has been \_\_\_\_\_ several job offers by an employee from your recruitment agency.

- taken
- **given**
- repeated

20. I would like to ask you \_\_\_\_\_ the company structure in your company.

- for
- of
- **about**

21. We are looking for young, enthusiastic team members, who can work \_\_\_\_\_ pressure.

- with
- **under**
- below

22. Mr. Nowak and Mr. O'Neill were \_\_\_\_\_.

- **shortlisted**
- shortlist
- shortened

23. When she lost her job, she received a big \_\_\_\_\_ payment.

- redundant
- **redundancy**
- advance

24. Pete came to see me last week to ask me for a \_\_\_\_\_ to another branch.

- transferring
- **transfer**
- transshipment

25. Susan seemed to enjoy working in our company. Everyone was surprised that she \_\_\_\_\_ from the company.

- resigned
- **resigned**
- resigning

26. The Human Resources Manager is responsible for \_\_\_\_\_ of new staff.

- recruit
- **recruitment**
- taking

27. My colleague decided to take \_\_\_\_\_ so he could spend more time with his family.

- late retirement
- **early retirement**
- old retirement

28. The traditional company in Londonderry \_\_\_\_\_ twenty people \_\_\_\_\_ when they closed down.

- did redundant
- **made redundant**
- called redundant

29. The new CEO from Wales \_\_\_\_\_ a new head office in the UK.

- **runs**
- is in charge
- operating

30. Our company is \_\_\_\_\_ in team building training.

- **involved**
- included
- consisted

31. We are looking for someone who will be \_\_\_\_\_ Marketing.

- responsible with
- responsible after
- **responsible for**

32. Our Sales Director is \_\_\_\_\_ all operations in this country.

- with charge of
- at charge of
- **in charge of**

33. Maggie works for Administration and Personnel. She \_\_\_\_\_ recruitment and training.

- deals in
- deals off
- **deals with**



## SHRNUTÍ KAPITOLY

V této kapitole jste se věnovali - jednotlivým částem životopisu, - inzerátům v anglicky psaném tisku, - otázkám u přijímacího pohovoru, - základním pravidlům při psaní životopisu. Naučili jste se: - napsat písemnou žádost při ucházení se o místo, - sestavovat životopis, - jak se připravit na typizované otázky a možné odpovědi při pohovoru.

---

## LITERATURA

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## SHRNUTÍ STUDIJNÍ OPORY

Po absolvování předmětu byste měli umět: - základní slovní zásobu související sjednotlivými tématy, orientovat se při absolvování zahraniční stáže, umět vést a úspěšně formulovat své názory při jednáních se zahraničními partnery, umět jednat se zákazníky, psát obchodní dopisy a emaily, vypisovat výběrová řízení na Vámi vybrané pozice ve firmě, reagovat na inzeráty v anglicky psaných nabídkách, - formulovat dopis, v němž se ucházíte o místo, připravit se na typizované otázky a možné odpovědi u přijímacího pohovoru, přednést i písemně napsat svůj životopis.



## PŘEHLED DOSTUPNÝCH IKON

	Čas potřebný ke studiu		Cíle kapitoly
	Klíčová slova		Nezapomeňte na odpočinek
	Průvodce studiem		Průvodce textem
	Rychlý náhled		Shrnutí
	Tutoriály		Definice
	K zapamatování		Případová studie
	Řešená úloha		Věta
	Kontrolní otázka		Korespondenční úkol
	Odpovědi		Otázky
	Samostatný úkol		Další zdroje
	Pro zájemce		Úkol k zamyšlení

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Autor: **Mgr. Martina Chylková**  
**PhDr. Janusz Karpeta**

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