

Examination Topics. Business English (3 year, 6 term).

1) Team building and its role in the modern world (its history, the key factors for effective team building, team building activities, stages of team development).

- 1) What is a team? What are the advantages and disadvantages of working in teams?
- 2) Why is it necessary to be a good team player nowadays? What does it mean to be a good team player?
- 3) What is team building? What factors are essential for successful team building?
- 4) What were Vince Lombardi's ideas concerning teambuilding? How can his ideas be applied to business?
- 5) How can cross-cultural issues influence the work of multinational teams?
- 6) What are the stages of team development according to Bruce Tuckman?
- 7) How do team members feel and behave at different stages of team development?
- 8) What is the leader's role at different stages of team development?
- 9) What is similar and different between Tuckman's model of team development and Hersey and Blanchard Situational Leadership model?
- 10) Explain Tannenbaum and Schmidt Continuum.

Resources:

1) Market Leader Upper-intermediate. Unit 8. Reading: None of us is as smart as all of us. P. 71.

2) Market Leader Upper-intermediate. Unit 8. Listening: Building successful teams. P.69, 164.

3) Additional Texts:

a) Forming, Storming, Norming, and Performing. Helping New Teams Perform Effectively, Quickly.

b) Bruce Tuckman's 1965 Forming Storming Norming Performing team-development model.

c) Teambuilding involves more than throwing a few people together.

2) Evaluating and improving your management skills (qualities and skills of a good manager, the imperatives for a good leader/manager, the development of management skills, the ways of getting the most out of people). Challenges of modern management (virtual teams, multinational teams, limits to formal authority).

- 1) What is a management style? What management styles do you know?
- 2) What should we take into consideration while choosing the most suitable management style?
- 3) What qualities and skills should a good manager have? What are the three imperatives for becoming a great leader/manager (according to Linda A. Hill?) Why is it a mistake for the manager to rely on formal authority?
- 4) How is it possible to evaluate and improve your management skills/management style?
- 5) How can managers get the best out of people?
- 6) What problems can a manager face while dealing with his colleagues in remote offices (virtual teams)? What difficulties may take place in multinational teams? Give tips.

Resources:

1) *Market Leader Upper-intermediate. Unit 12. Reading: The Big Three Management Styles. P. 103.*

2) *Market Leader Upper-intermediate. Unit 12. Listening: Successful managers. P.101, 167-168.*

3) **Additional Texts:**

a) *Evaluating and Improving your Management Style.*

b) *Being the Boss.*

c) *Leadership styles – Tesco.*

d) *Business Vocabulary Builder, Unit 7.*

3) Crisis preparedness: its importance, future prospects, basic components and the necessary tools. Crisis management: characteristics and basic principles.

1) What is a crisis? What crises do business managers have to face?

2) Why is it important to be prepared for a crisis in advance? What can happen if you do not deal effectively with a product or service failure?

3) What are the primary steps of crisis preparedness? What is vulnerability audit?

4) What explains bad crisis preparedness of the majority of companies?

5) What is crisis management? What are the basic principles that managers should keep in mind while dealing with a crisis?

6) What three basic principles of leadership are used in the U.S. Army? How does Strategic Crisis Leadership use them?

7) What are the necessary activities in the period of crisis?

8) How is it possible to control the flow of information? Give advice how to deal with the media in case of a crisis.

9) What are the future prospects of crisis management according to Jonathan Bernstein? What tools can help managers to cope with crises effectively?

Resources:

4) *Market Leader Upper-intermediate. Unit 11. Reading: Keeping Your Client Relationship Afloat. P. 94.*

5) *Market Leader Upper-intermediate. Unit 11. Listening: Managing Crises. P.93, 167.*

6) **Additional Texts:**

e) *The Future of Crisis Preparedness.*

f) *Being an Effective Leader in the Midst of Chaos.*

g) *How to Save Face in a Business Crisis.*

4) Customer service (its importance, evaluation, problems connected with customer service and the ways of improvement).

1) How important to a company's success is customer care? What problems do most retailers and service companies face these days and what are the ways out?

2) How is it possible to check the level of customer service? How can new technologies help to improve customer service?

3) Why are customer satisfaction surveys so popular? What is good and bad about customer satisfaction surveys? Are they effective?

- 4) What skills are necessary in customer handling?
- 5) How should customer complaints be treated?
- 6) What are the reasons of deteriorating customer service in Britain? What difficulties may companies face on the way to good customer service?
- 7) What is the purpose of a business according to Peter Drucker? How is it connected with customer service?
- 8) What other recommendations on the improvement of customer service can you give?

Resources:

- 1) *Market Leader Upper-intermediate. Unit 10. Reading: Customers first. P. 87.*
- 2) *Market Leader Upper-intermediate. Unit 10. Listening: Customer Service. P.84-85, 166.*
- 3) *Market Leader Upper-intermediate. Unit 10. Discussion: Customer Complaints. P.85.*
- 4) *Market Leader Video Resource Book, Programme 4, HBOS. P. 34-36.*
- 5) *Market Leader Upper-intermediate. Unit 10. Ex C p. 88.*
- 6) *Additional text “Can’t get no...” (Customer satisfaction surveys)*