

Cizojazyčná příprava AJ 3

Distanční studijní text

Martina Chylková, Janusz Karpeta

Karviná 2018



**SLEZSKÁ
UNIVERZITA**
OBCHODNĚ PODNIKATELSKÁ
FAKULTA V KARVINĚ

- Obor:** Jazykověda.
- Klíčová slova:** Corporate Culture, Intercultural Communication, Corporate Responsibility, Office Etiquette, Counselling, Customer Service, Jobs Most in Demand in the UK, Competencies and Skills.
- Anotace:** Opora Cizojazyčná příprava AJ 3 je určena pro studenty prezenční i distanční formy studia a svým rozsahem odpovídá výuce anglického jazyka za třetí semestr na ekonomických fakultách. Opora je rozvržena do šesti tematických okruhů – **Corporate Culture – Work Culture and Placement, Corporate Culture – Work Organization and Responsibility, Customer Support – Call Centres, Customer Support - Customer Service and Telephoning, Dealing with Problems, Careers – Career Choices, Careers – Job interviews** a obsahuje také anotaci, včetně klíčových slov. Kapitoly jsou rozčleněny do následujících částí: slovní zásoba, text a otázky k textu, nácvik lexika a gramatiky na konci následuje test. Jednotlivé kapitoly si kladou za cíl procvičit, prohloubit a zdokonalit si znalosti v anglickém jazyce v oblasti týkající se firemní kultury, interkulturní komunikace, firemní zodpovědnosti, pravidel chování ve firmě, poradenství, služeb zákazníkům, nejžádanějších profesí ve Spojeném království, kompetencí a dovedností a taktik pro úspěšné zvládnutí pracovního pohovoru. Tomu je přizpůsobena slovní zásoba a cvičení. Vybraná obchodní témata připravují svou odbornou slovní zásobou, nácvikem lexika a gramatiky či testů na konci kapitol na typizované a z velké části autentické obchodní situace z jazykového hlediska. Závěrečná část se věnuje aktivnímu nácviku všech nejběžnějších spojení, frází či jiných obchodních obrátů, které moderní obchodní angličtina využívá. Materiál celkově tvoří základ pro zvládnutí jednotlivých problematik v praxi a usnadní posluchačům lépe se adaptovat na cizojazyčné firemní prostředí. Jedním z klíčových výstupů opory Cizojazyčná příprava AJ 3 je kromě zvládnutí slovní zásoby, cvičení lexika či gramatiky také umění pracovat s odborným textem a v neposlední řadě posílení komunikativních dovedností v moderním profesním podnikatelském prostředí.

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

Obsah

| | |
|---|----|
| ÚVODEM..... | 5 |
| RYCHLÝ NÁHLED STUDIJNÍ OPORY..... | 6 |
| 1 CORPORATE CULTURE – WORK CULTURE AND PLACEMENTS..... | 7 |
| 1.1 Vocabulary | 7 |
| 1.2 Six components of a great corporate culture | 8 |
| 1.3 Essential office etiquette tips..... | 12 |
| 1.4 How to handle performance problems - counselling | 17 |
| 1.5 Grammar – Modal verbs | 19 |
| 1.6 Grammar - Past tenses..... | 21 |
| 1.7 Test..... | 24 |
| 1.8 Key | 26 |
| 1.8.1 test..... | 30 |
| 2 CORPORATE CULTURE – WORK ORGANIZATION AND RESPONSIBILITY | |
| 33 | |
| 2.1 Vocabulary | 33 |
| 2.2 What is it corporate responsibility?..... | 34 |
| 2.3 Intercultural issues in managerial corporate communication..... | 37 |
| 2.4 Grammar – Diplomatic expressions..... | 41 |
| 2.5 Test..... | 42 |
| 2.6 Key | 44 |
| 2.6.1 Test..... | 46 |
| 3 CUSTOMER SUPPORT – CALL CENTRES | 49 |
| 3.1 Vocabulary | 49 |
| 3.2 Call center outsourcing..... | 50 |
| 3.3 A SWOT chart..... | 53 |
| 3.4 Grammar – Asking questions | 55 |
| 3.5 Grammar - Articles..... | 58 |
| 3.6 Test | 60 |
| 3.7 Key | 61 |
| 3.7.1 test..... | 63 |
| 4 CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS | 66 |

| | | |
|-------|--|-----|
| 4.1 | Vocabulary | 66 |
| 4.2 | Six Steps To Dealing With Customers' Complaints By Ben Ridler..... | 67 |
| 4.3 | Qualities of a successful call center agent..... | 71 |
| 4.4 | Golden rules of customer service | 72 |
| 4.5 | Grammar - Selected phrasal verbs in English | 73 |
| 4.6 | Test | 75 |
| 4.7 | Key | 77 |
| 4.7.1 | Test..... | 79 |
| 5 | CAREERS - CAREER CHOICES | 82 |
| 5.1 | Vocabulary | 82 |
| 5.2 | Jobs most in demand in the UK | 83 |
| 5.3 | Employee benefits | 87 |
| 5.4 | Grammar – Present perfect..... | 88 |
| 5.5 | Test..... | 90 |
| 5.6 | Key | 92 |
| 5.6.1 | Test..... | 94 |
| 6 | CAREERS – JOB INTERVIEWS | 97 |
| 6.1 | Vocabulary | 97 |
| 6.2 | Competencies and skills – what are they and how do you show you have them? 98 | |
| 6.3 | How to use social networking to boost your career | 103 |
| 6.4 | Grammar – Review of tenses | 104 |
| 6.5 | Test | 107 |
| 6.6 | Key | 109 |
| 6.6.1 | Test..... | 111 |
| 7 | DICTIONARY..... | 114 |
| | LITERATURA | 122 |
| | SHRnutí STUDIJNÍ OPORY | 123 |
| | PŘEHLED DOSTUPNÝCH IKON..... | 124 |

ÚVODEM

Opora **Cizojazyčná příprav AJ 3** je určena pro studenty prezenční formy studia a svým rozsahem odpovídá výuce anglického jazyka ve třetím semestru na ekonomických fakultách a navazuje na sylabus daného předmětu. Opora je rozvržena do šesti tematických okruhů – **Corporate Culture – Work Culture and Placement, Corporate Culture – Work Organization and Responsibility, Customer Support – Call Centres, Customer Support - Customer Service and Telephoning, Dealing with Problems, Careers – Career Choices, Careers – Job interviews** a obsahuje také anotaci, včetně klíčových slov. Kapitoly jsou rozčleněny do následujících částí: slovní zásoba, text a otázky k textu, nácvik lexika a gramatiky a na konci následuje test. Jednotlivé kapitoly si kladou za cíl procvičit, prohloubit a zdokonalit si znalosti v anglickém jazyce v oblasti týkající se firemní kultury, interkulturní komunikace, firemní zodpovědnosti, pravidel chování ve firmě, poradenství, služeb zákazníkům, nejžádanějších profesí ve Spojeném království, kompetencí a dovedností a taktik pro úspěšné zvládnutí pracovního pohovoru. K tomu je přizpůsobená slovní zásoba a cvičení. Vybraná obchodní témata připravují svou odbornou slovní zásobou, nácvikem lexika a gramatiky či testů na konci kapitol na typizované a z velké části autentické obchodní situace z jazykového hlediska. Závěrečná část **Dictionary** se věnuje aktivnímu nácviku všech nejběžnějších spojení, frází či jiných obchodních obrátů, které moderní obchodní angličtina využívá.

RYCHLÝ NÁHLED STUDIJNÍ OPORY

Studijní opora **Cizojazyčná příprava AJ 3** je rozdělena do šesti kapitol, které navazují na předcházející části a rozvíjejí další témata obchodní angličtiny, případně je prohlubují. 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. Samostatný úkol a Úkol k zamyšlení slouží k samostatné přípravě k dané problematice a bude předmětem diskuse na seminářích nebo tutoriálech. 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. V závěru opory je umístěn slovník, který je shrnutím základní slovní zásoby užívané v obchodní angličtině. Každá lekce je opatřena klíčem ke cvičením, která to vyžadují. Odpovědi na otázky za textem jsou dohledatelné v textu.

Kapitoly 1 a 2 se zabývají tématy **Corporate Culture - Work Culture and Placement** a **Work Organization and Responsibility** s cílem připravit studenty na problematiku firemní kultury, etikety, hodnocení pracovního výkonu, firemní odpovědnosti, ale také problematiku související s interkulturními tématy apod.

Kapitoly 3 a 4 se soustřeďují na péči o klienta **Customer Support – Call Centres, Customer Service and Telephoning, Dealing with Problems** se zaměřením nejen na poskytované služby, ale také na kvality, které by měl mít pracovník call centra, aby byl schopen reagovat na požadavky klientů tak, že klient zůstane věrný firmě.

Kapitoly 5 a 6 se věnují oblasti kariéry **Careers – Career Choices, Job interviews**, zvláště pak poptávce a nabídce na trhu práce, včetně pracovních benefitů s cílem vést studenty k sebereprezentaci tak, aby na tuto poptávku úspěšně reflektovali.

1 CORPORATE CULTURE – WORK CULTURE AND PLACEMENTS

RYCHLÝ NÁHLED KAPITOLY



Kapitola je věnována prvkům, které vystihují každou společnost nebo firmu a vyjadřují jejich postoj k zaměstnancům a klientům, zákazníkům – jsou to např. vize firmy, firemní kultura, etiketa, práce se zaměstnanci, zejména pak se zaměstnanci, kteří nedosahují odpovídajících výkonů, hodnoty firmy, důležitost pracovního prostředí apod.

V gramatické části se zaměříte na modální slovesa, která se používají při formulaci rad a doporučení, zopakujeme si vyjadřování minulosti.

CÍLE KAPITOLY



Po absolvování kapitoly budu umět:

- Pojmenovat prvky firemní kultury,
- Vysvětlit firemní vizi,
- Pohovořit o firemní etiketě,
- Vyjadřovat rady a doporučení.

KLÍČOVÁ SLOVA KAPITOLY



Corporate culture, counselling, office etiquette, performance, values, vision, workplace.

1.1 Vocabulary

| | |
|--------------|--|
| account for | tvořit |
| added | přidaný |
| alignment | postavení, postoj |
| articulate | formulovat |
| be suited to | být vhodný, hodit se |
| coherent | promyšlený, souvislý, držící pohromadě |
| compelling | přesvědčivý |

| | |
|----------------------------|------------------------------------|
| competitor | konkurent |
| craft | vytvořit |
| dissent | nesouhlasit |
| embrace | přijmout |
| encourage | podporovat |
| enormous | obrovský |
| enshrine | uchovat |
| entrepreneur | podnikatel |
| guideline | směrnice, pokyn |
| herald | předznamenávat |
| impact | ovlivňovat, působit |
| lasting | trvalý |
| mindset | přístup, postoj |
| mission statement | formulace hlavního cíle organizace |
| myriad | nespočetný, obrovský |
| narrative | příběh, historka |
| navigate | řídit, vést |
| offer | nabízet |
| performance | výkon |
| prominently | nápadně |
| purpose | účel, smysl, záměr |
| reinforce | posílit, podpořit |
| reinforce | posílit |
| repercussion | dopad, odezva, následek |
| research | výzkum |
| run into each other | setkávat se navzájem |
| soundproof | zvukotěsný |
| stakeholder | akcionář |
| stick with | držet se při kom |
| stringent | tvrdý, přísný |
| supplier | dodavatel |
| turns | formulace |
| unearth | objevit, odkrýt |
| unique | jedinečný |
| uphold | podporovat |
| value | hodnota |
| visible | očividně, viditelně |
| vow | slibovat |
| willingness | ochota |

1.2 Six components of a great corporate culture

This week, in our corporate communication discussion for entrepreneurs and managers we are concentrating on selected six components by John Coleman who will explain them in detail. John Coleman is a coauthor of the book, *Passion & Purpose: Stories from the Best and Brightest Young Business Leaders*.

You can also follow him on Twitter at @johnwcoleman. The benefits of a strong corporate culture are both intuitive and supported by social science.

According to James L. Heskett, culture "can account for 20-30% of the differential in corporate performance when compared with 'culturally unremarkable' competitors." And HBR writers have offered advice on navigating different geographic cultures, selecting jobs based on culture, changing cultures, and offering feedback across cultures, among other topics.

But what makes a culture? Each culture is unique and myriad factors go into creating one, but I've observed at least six common components of great cultures. Isolating those elements can be the first step to building a differentiated culture and a lasting organization.

1. Vision: A great culture starts with a vision or mission statement. These simple turns of phrase guide company's values and provide it with purpose. That purpose, in turn, orients every decision employees make. When they are deeply authentic and prominently displayed, good vision statements can even help orient customers, suppliers, and other stakeholders. Nonprofits often excel at having compelling, simple vision statements. The Alzheimer's Association, for example, is dedicated to "a world without Alzheimer's." And Oxfam envisions "a just world without poverty." A vision statement is a simple but foundational element of culture.

2. Values: A company's values are the core of its culture. While a vision articulates a company's purpose, values offer a set of guidelines on the behaviors and mindsets needed to achieve that vision. McKinsey & Company, for example, has a clearly articulated set of values that are prominently communicated to all employees and involve the way that firm vows to serve clients, treat colleagues, and uphold professional standards. Google's values might be best articulated by their famous phrase, "Don't be evil." But they are also enshrined in their "ten things we know to be true." And while many companies find their values revolve around a few simple topics (employees, clients, professionalism, etc.), the originality of those values is less important than their authenticity.

3. Practices: Of course, values are of little importance unless they are enshrined in a company's practices. If an organization professes, "people are our greatest asset," it should also be ready to invest in people in visible ways. Wegman's, for example, heralds values like "caring" and "respect," promising prospects "a job [they'll] love." And it follows through in its company practices, ranked by Fortune as the fifth best company to work for. Similarly, if an organization values "flat" hierarchy, it must encourage more junior team members to dissent in discussions without fear or negative repercussions. And whatever an organization's values, they must be reinforced in review criteria and promotion policies, and baked into the operating principles of daily life in the firm.

4. People: No company can build a coherent culture without people who either share its core values or possess the willingness and ability to embrace those values. That's why the

greatest firms in the world also have some of the most stringent recruiting policies. According to Charles Ellis, as noted in a recent review of his book *What it Takes: Seven Secrets of Success from the World's Greatest Professional Firms*, the best firms are "fanatical about recruiting new employees who are not just the most talented but also the best suited to a particular corporate culture." Ellis highlights that those firms often have 8-20 people who interview each candidate. And as an added benefit, Steven Hunt notes at Monster.com that one study found applicants who were a cultural fit would accept a 7% lower salary, and departments with cultural alignment had 30% less turnover. People stick with cultures they like, and bringing on the right "culture carriers" reinforces the culture an organization already has.

5. Narrative: Marshall Ganz was once a key part of Caesar Chavez's United Farm Workers movement and helped structure the organizing platform for Barack Obama's 2008 presidential campaign. Now a professor at Harvard, one of Ganz's core areas of research and teaching is the power of narrative. Any organization has a unique history — a unique story. And the ability to unearth that history and craft it into a narrative is a core element of culture creation. The elements of that narrative can be formal — like Coca-Cola, which dedicated an enormous resource to celebrating its heritage and even has a World of Coke museum in Atlanta — or informal, like those stories about how Steve Jobs' early fascination with calligraphy shaped the aesthetically oriented culture at Apple. But they are more powerful when identified, shaped, and retold as a part of a firm's ongoing culture.

6. Place: Why does Pixar have a huge open atrium engineering an environment where firm members run into each other throughout the day and interact in informal, unplanned ways? Why does Mayor Michael Bloomberg prefer his staff sit in a "bullpen" environment, rather than one of separate offices with soundproof doors? And why do tech firms cluster in Silicon Valley and financial firms cluster in London and New York? There are obviously numerous answers to each of these questions, but one clear answer is that place shapes culture. Open architecture is more conducive to certain office behaviors, like collaboration. Certain cities and countries have local cultures that may reinforce or contradict the culture a firm is trying to create. Place — whether geography, architecture, or aesthetic design — impacts the values and behaviors of people in a workplace.

There are other factors that influence culture. But these six components can provide a firm foundation for shaping a new organization's culture. And identifying and understanding them more fully in an existing organization can be the first step to revitalizing or reshaping culture in a company looking for change.

Zdroj: HBR Blog Network: Six Components of a Great Corporate Culture. [online]. Harvard Business Review, 2013. [cit. 2013-07-04]. Dostupné z: http://blogs.hbr.org/cs/2013/05/six_components_of_culture.html#disqus_thread



OTÁZKY

1 What are six components of corporate culture according to John Coleman?

2 Can you explain the meaning of a vision?

3 Why are values so important in the context of corporate culture?

4 What does John Coleman mean by practices?

LEXIS

1.1 Complete the sentences and use the vocabulary listed in the middle column below:

- | | | |
|---|---|----|
| 1. In our enterprise our staff members don't have to wear business suits at the end of the week. Our enterprise has a system of ... | a) uniforms b) casual Fridays c) weekend clothes | 1. |
| 2. In many Czech banks, staff can't wear what they like. They have to wear ... | a) uniforms b) casual Fridays c) weekend clothes | 2. |
| 3. In some manufacturing companies for two weeks each month, staff work at night. They can't sleep during the day. They hate ... | a) flexible hours b) part-time c) shift work | 3. |
| 4. How many days' ... do your co-workers get in your company? | a) childcare b) annual leave c) public holiday | 4. |
| 5. Our management sends us a(n) ... in the post each month. | a) written report b) face to face c) e-mail | 5. |
| 6. Our marketing department starts every day with a(n) ... meeting. It is very relaxed. | a) informal b) formal c) social | 6. |
| 7. In some countries, the company culture is formal. Staff use ...when they speak to each other | a) job title b) first name c) family names | 7. |

1.2 Match each phrase with its explanation:

- | | |
|---|---|
| 1. to empower staff ... | a) there is an incentive scheme for efficient employees |
| 2. to support innovation ... | b) the needs and wants of the customers always come first |
| 3. to be customer focused ... | c) staff have a lot of control over their work |
| 4. to reward good performance ... | d) relationships between employees and managers are open and honest |
| 5. to encourage trust at all levels ... | e) new ideas and change are welcome |

1.3 Which word is different?

- | | | | |
|--------------|--------|-----------|-----------|
| 1. culture | values | earnings | standards |
| 2. narrative | story | storyline | news |
| 3. values | morals | evil | Ethics |

1.3 Essential office etiquette tips

One of the biggest mistakes you can make in your career is not understanding that there are certain codes and rules to abide by in the workplace. If you're not careful, you may even lose opportunities because others are put off by your lack of professionalism.

To get a better idea of the office etiquette you should be aware of, we caught up with Catherine Palmiere, president of recruitment firm Adam Personnel, and Lyudmila Bloch, business etiquette coach at World Class Business Etiquette and author of "The Golden Rules of Etiquette at The Plaza." Here's what they told us:

1. Don't interrupt your colleagues. Not only is it disrespectful but it's a sign of "poor social skills," Bloch says.
2. Pull the plug on office chatter. Palmiere says it's okay to bond with your colleagues but "when they're walking with you to continue the conversation that's when you know it's too much."
3. Don't be loud. Bloch says it's not just rude, "it's intrusive." Keep quiet and you won't invade other people's personal space.
4. Don't eat smelly food. It can be very offensive to a coworker, so save the smelly Tuna or bag of buttery popcorn for your down time at home.
5. Don't use slang or text-speak. "An email should be handled as a formal letter," Palmiere says. And don't forget, emails can be "kept on a company's record for years."

6. Share the credit. Not acknowledging a colleague's work can ruin your reputation. "You won't come across as a team player, [but instead] you will come across as a self-indulgent individual who just cares about his or her promotion," Bloch tells us.
7. Hold back on the perfume. Palmiere says when it comes to perfume there are "a lot of people who overdo it." It's disruptive and many people are allergic to it. If you can't control yourself, don't wear it at all.
8. Office attire should stay on the conservative side. Bloch says it's best to be traditional. Still, not all offices are the same so think about "who you're meeting with and then plan your wardrobe accordingly."
9. Keep your ring tone under control. The music can be distracting, so it's best to keep your phone on vibrate.
10. Keep the office clean. Your boss shouldn't have to tell you this. Palmiere says "if you have a cup of coffee wash the cup or throw your cup out if it's disposable. If you have food in the refrigerator that you don't take home, it should get thrown out. Be clean."
11. Don't get too personal at work. Bloch says it not only kills productivity, but "when you disclose too much you become vulnerable and it's not a good thing in the business environment."
12. Be on time. Bloch says being punctual says a lot about your personal values. "When you're constantly late, you are basically giving a silent message that you don't care," Bloch explains.
13. Don't take personal calls at your desk. If you have to, then it's fine to take a personal call at your desk sometimes, but end it quickly so that you don't disturb those around you - especially if it's an open office space.
14. Don't wear your commuting shoes at work. "Change your shoes before you get to your office," Bloch advises. The way people perceive you is everything "and it's important to project a professional image."
15. It's okay to blow your nose at your desk, but only if it's an emergency. "If you have consistent allergies or take certain medication for your nose, do it in the privacy of the restroom."
16. Don't play with your hair during a meeting. If you can't keep yourself from playing with your hair, "it's better to put your hair back, maybe tight in a ponytail." You should also refrain from brushing your hair or applying makeup at your desk.

17. Don't come to work if you're too sick. The rule of thumb is "if you're contagious you should stay home." But if you just have sniffles you should be at the office. "If we took a day off every time we didn't feel well, we'd never be at the office," Palmiere says.

Zdroj: Dostupné z: CENTENNIALCOLLEGE: *Business Etiquette Quiz [online]. Centennial College, 2007.*



OTÁZKY

- 1 Who are Catherine Palmiere and Luydmila Bloch and what is their profession?
 - 2 What mistakes should some staff members avoid?
 - 3 What do they mean by pulling the plug on office chatter?
 - 4 What are some non-verbal mistakes in office etiquette mentioned in the article?
 - 5 What are some verbal mistakes in office etiquette mentioned in the article?
-

LEXIS

1.4 Work in pairs and complete the following business etiquette quiz:

1. **You pass a co-worker in the hallway and he asks “How are you?”. You respond by:**
 - a. Telling him that your back has been hurting you and you have a cold.
 - b. Saying “Fine, thanks”.
 - c. Explaining that you are tired and stressed out in your job.
2. **In English speaking countries people value closeness and friendliness. It is appropriate to stand close to a business contact and frequently touch his/her arm while talking.**
 - a. True.
 - b. False.
3. **A co-worker comes to your office to introduce you to a friend of his. You:**
 - a. Smile and nod.
 - b. You stand up, establish eye contact, smile and shake his hand.

- c. Wave and tell him how happy you are to meet him.
- d. Give him a “high five”.

4. You have a meeting with a colleague from a different department scheduled for 10:00 am. You’ve spoken to the receptionist and you have been waiting outside the colleague’s office for a while and it is now 10:05. You want to make sure the person knows you’re there. You:

- a. Peek your head in the doorway and say “Excuse me”.
- b. Stand near the door where your colleague will see you.
- c. Continue to sit and wait.
- d. Enter the office confidently, introduce yourself and remind them you have a 10:00 am meeting.

5. After a meeting with a contact, in order to express your thanks, it is appropriate to:

- a. Send him/her a small box of chocolates with a note.
- b. Drop by the office and give him/her a hot cup of coffee.
- c. Send a dozen red roses to his/her home.
- d. Send a thank you letter.

6. When meeting a contact of the opposite sex the man should wait for the woman to initiate the handshake.

- a. True.
- b. False.

7. When breaking the ice with a contact at the beginning of a meeting it is appropriate to discuss such things as the weather, politics, and traffic.

- a. True.
- b. False.

8. When corresponding with a business contact by email you should:

- a. Be as formal as if you were writing an actual letter on paper.

- b. Be a little more informal to appear up-to-date with technology and the trend towards a relaxed work atmosphere.

9. It is acceptable to leave on your personal cellular phone during office hours and answer it when it rings.

- a. True.
b. False.

10. A co-worker shares office gossip/rumors with you. You:

- a. Thank him for telling you and pass the stories on.
b. Check out the facts with other employees.
c. Politely listen and keep the information to yourself.

*Zdroj: Business Insider: 17 Essential Office Etiquette Tips [online]. Business Insider, Inc, 2013. [2013-07-04].
Dostupné z: <http://www.businessinsider.com/tips-on-office-etiquette-2013-3>*



SAMOSTATNÝ ÚKOL

In pairs brainstorm again the biggest mistakes businesspeople should avoid in business as far as business etiquette is concerned.

1.5 Translate the following adjectives into Czech:

- | | | |
|--------------------|------------------|-------------------|
| 1. objective | 5. diplomatic | 9. insincere |
| 2. impatient | 6. friendly | 10. authoritative |
| 3. a good listener | 7. firm | 11. threatening |
| 4. dogmatic | 8. understanding | 12. weak |

1.6 Find the opposites:

- | | | |
|--------------------|------------------|-----------------------|
| 1. objective | 5. diplomatic | 9. insincere |
| 2. impatient | 6. friendly | 10. non-authoritative |
| 3. a good listener | 7. firm | 11. reassuring |
| 4. dogmatic | 8. understanding | 12. strong |
-

SAMOSTATNÝ ÚKOL



In pairs prepare a short presentation about a company and tell your friends about its corporate responsibility policy.

1.4 How to handle performance problems - counselling

Counselling has some elements of coaching, but it is designed primarily to address problem employees. These may be employees whose work consistently is substandard, who regularly miss deadlines, are uncooperative, insubordinate, or frequently absent or tardy. Chronic complainers also fall into this category.

If the situation warrants counselling, your first step will be to bring the problem to the employee's attention. This can be done with a simple, spontaneous remark, such as, "Hal, you should be at your desk now, shouldn't you?"

Typically, however, counselling begins with the first in a series of one-to-one meetings with the problem employee. These interviews are the primary tool of counselling.

Five Key Objectives

The purpose of interviewing is fivefold: to get the employee to agree that there is a need for performance change; identify the cause of the problem; determine specific actions to improve performance; ensure those goals are met, and reinforce correct behaviour.

Begin the interview by putting the employee at ease. You might say you're concerned about the situation, for example, but don't lecture. Employees are more responsive to counselling when they don't feel they're under attack.

Move on to the nature of the problem. Be specific. To do this, you must have done your homework, documenting how often the problem occurred and the consequences of the problem on the person's work.

Give the employee time to respond. There's always the possibility that the individual is in the right and that the problem is nothing more than a misunderstanding. If you establish that this is not the case, however, progress to your second objective: Identify what's causing the problem.

Some common causes include stress, unclear priorities, poor time management, too much or too little supervision, interpersonal conflicts, personal issues, or resentment over a promise you made and broke. Revealing the source of the problem takes gentle probing and active listening. Some employees are more forthcoming than others. Be patient.

Once you've identified the problem's cause, the two of you must agree on specific actions to improve performance. Offer, or be prepared to get, information about the company's policies and procedures to help the employee develop an action plan.

If the problem is beyond your scope, refer the employee to the employee assistance program or human resources department. A word of caution: trying isn't good enough. An employee who says, "I'll try," is agreeing only to attempt the action but not achieve it. Get the employee to state what he or she actually will do.

Follow up this first meeting with subsequent meetings that allow you to ensure the employee is achieving the agreed-upon action plan.

Reinforce any improvements you observe. You might even want to reward the employee with a special assignment or opportunity for special training. Keep that good behavior on track.

Zdroj: Autodesarrollate.vitro.com: Executive Book Summaries. [online]. Executive Book Summaries, 1999. [cit. 2013-07-04]. Dostupné z: <http://autodesarrollate.vitro.com/PORTAL/autodesarrollate/portal/pdf/CoachingCounselingMentoring.pdf>



OTÁZKY

- 1 What is the role of counselling in modern businesses?
- 2 What groups of employees does counselling usually target?
- 3 What is the first tool mentioned in the article used in counselling?
- 4 What tactics should you use when handling a problematic employee?
- 5 What is the final advice on the future possible cases, which require counselling?

LEXIS

1.7 Match the words with the suitable definitions:

- | | | |
|---------------------|---|----|
| 1. counsel | a) a piece of work that is given to someone as part of their job | 1. |
| 2. insubordinate | b) to tell someone that you will certainly do something | 2. |
| 3. misunderstanding | c) an occasion when someone does not understand something correctly | 3. |

| | | |
|------------------|--|----|
| 4. interpersonal | d) able to wait calmly for a long time or to accept difficulties, people's annoying behaviour etc without becoming angry | 4. |
| 5. promise | e) not willing to obey orders from people in authority | 5. |
| 6. patient | f) connected with relationships between people | 6. |
| 7. assignment | g) to give advice | 7. |

1.8 Complete the opposites to the following adjectives:

| | |
|-----------------|----|
| 1. consistently | a) |
| 2. substandard | b) |
| 3. simple | c) |
| 4. unclear | d) |
| 5. agree | e) |
| 6. improvement | f) |

1.9 Which word is different?

| | | | |
|-------------|-----------------|-------------|------------|
| 1.complaint | grievance | resentment | praise |
| 2.wording | comment | observation | remark |
| 3.people | human resources | workforce | department |
| 4.insincere | dishonest | two-faced | one-faced |

1.10 Translate the following expressions into Czech:

1. Counselling has some elements of coaching, but it is designed primarily to address problem employees.
2. The purpose of interviewing is fivefold.
3. To get the employee to agree that there is a need for performance change
4. Identify the cause of the problem.
5. Determine specific actions to improve performance.
6. Ensure those goals are met.
7. And reinforce correct behaviour.

1.5 Grammar – Modal verbs

Jestliže chceme v angličtině vyjádřit určitou radu či doporučení volíme modální sloveso SHOULD nebo v záporu SHOULD NOT (SHOULDN'T). V případě, že chceme vyjádřit silný stupeň modality a požadujeme, aby náš partner něco neprodleně udělal, volíme způsobové sloveso MUST v záporu NEEDN'T (nemusíte). MUST se chápe jako závazek či povinnost na straně mluvčího, zatímco HAVE TO (zápor DON'T HAVE TO) na straně

vnější, např. předpisy, pravidla obecné okolnosti. Nezaměňujme tvar záporu MUSTN'T ve významu nesmíte.

Nyní následují příklady k uvedeným bodům a), b), c).

PŘÍKLAD 1

We should wear formal clothes to business lunches.

PŘÍKLAD 2

Pete shouldn't be late for meetings.

PŘÍKLAD 3

We must show more cultural understanding but you mustn't invade a British colleague's personal space too much.

GRAMMAR-EXERCISES

1.11 Use should or shouldn't and complete the sentences:

Speak to our boss/ buy an expensive computer/ be late / develop a better website/ state three days

1. Our online business is bad. We ...
2. Our team is working too many hours. We ...
3. The meeting is very important. We ...
4. She wants to visit a lot of customers in Spain. She ...

1.12 Give the opposite advice by using should, shouldn't or I don't think, e.g. Susan should go to Paris next month...I don't think Susan should go to Paris next month.

1. I think he should go to London next week. ...

2. You should buy another branch in Slovakia ...
3. She shouldn't take the clients to an expensive restaurant. ...
4. I think we should launch the new product next month. ...
5. Our boss thinks it's too late to send the report now. ...
6. We should order online. ...

1.13 Match the following halves into sentences:

- | | |
|--|---|
| 1. All foreign nationals must ... | a) let senior executives speak first. |
| 2. Although it is quite a liberal country ... | b) fill in the landing card. |
| 3. In their meetings, junior staff have to ... | c) the equivalent of 1,000 euros out of the country. |
| 4. They have casual Fridays which means ... | d) otherwise you could embarrass your hosts. |
| 5. You mustn't take more than ... | e) you don't have to wear formal clothes on that day. |
| 6. You shouldn't buy a very expensive gift ... | f) you should avoid drinking alcohol in public. |

1.6 Grammar - Past tenses

V angličtině jsme se již setkali s minulým prostým časem, který jsme používali pro vyjádření ukončeného děje v minulosti, děje, který následuje za jiným v nějakém vyprávění, či jiné události v minulosti. Nejčastěji je spojován s časovými spojkami *yesterday, ago, before, after, last week* apod. Minulý čas prostý se tvoří pro všechny osoby pomocí stejného zakončení, tedy sloveso pravidelné + *ed* nebo u sloves nepravidelných nepravidelný tvar (*came, took, brought* apod.). Kladná věta: Podmět + sloveso v minulém tvaru + zbytek věty (*I attended the meeting*). Zápor: Podmět + *didn't (did not)* + sloveso v infinitivu + zbytek věty (*Our team did not/didn't come to the meeting*). Otázka: *Did* + podmět + sloveso v infinitivu + zbytek věty? (*Did you buy the services of that company?*). Kromě minulého se objevuje další čas, který je na pomezí minulosti a současnosti, tedy **předpřítomný čas**. Předpřítomný čas označuje události, které se udály časově „před teď/nyní“, nevyjadřuje, kdy se událost stala; při použití přesného času je nutné použít minulý čas prostý. Vyjadřuje minulou událost, která má přítomný následek, děj je obvykle v nedávné minulosti.

Nejčastěji se pojí s časovými spojkami, jako jsou: **for, since, ever, never, just, yet, recently, lately, already** apod.

Tvoří se následovně: **kladná věta: Podmět + have (3. os. j. č. has) + přídělný minulý + zbytek věty** (*I have been to many countries on business*).

Zápor: Podmět + haven't (3. os. j. č. hasn't) + přičestí minulé + zbytek věty (She has not visited our company). **Otázka: Have (has) + podmět + přičestí minulé + zbytek věty?** (Have they ever gone to the subsidiaries in Austria?)

Minulý čas průběhový vyjadřuje událost, která probíhala v minulosti v přesně určeném okamžiku. Dále popisuje více dějů, které probíhaly současně, a zároveň se objevuje velice často ve vyprávění. V kladné větě se tvoří pomocí slovesa **was/were+sloveso+ing** (I was going to work). Zápor přidává **not - was/were+sloveso+ing** (She was not speaking.) **Otázka: was/were+podmět+sloveso+ing?** (Were they discussing the problem?)

Předminulý čas vyjadřuje události, které proběhly v minulosti jako první před další události v minulosti. V kladné větě se tvoří pomocí slovesa **had+přičestí minulé+zbytek věty** (I had entered the office, when the business partners arrived). **Zápor: Podmět+had not (hadn't) + přičestí minulé+zbytek věty. Otázku** tvoříme pomocí slovesa **HAD+přičestí+zbytek věty?** (Had they established the enterprise before they became publicly known?)

Nyní uvádíme další příklady k výše zmíněným pravidlům:

PŘÍKLAD 1

We flew to Madrid to sign the contract three weeks ago. / I didn't go to a business trip to Berlin two weeks ago. We were discussing the problem for many hours.

PŘÍKLAD 2

I have not seen the agreement yet. / Have you travelled a lot recently?

PŘÍKLAD 3

They had already set up a few successful businesses before they came to America. / They had not moved the company in the 1980s.

GRAMMAR-EXERCISES

1.14 Use the correct forms of the irregular verbs:

2 to tell...

- 3 to fall...
- 4 to begin...
- 5 to give...
- 6 to rise...

1.15 Complete the suitable verbs forms:

While my elder brother Patrick 1. ... (work) in his grandfather's business, he 2. ... (start) to understand the importance of advertising – he said he 3. ... (never / think) about it before. He 4. ... (already / be) in the job for ten days when he first 5. ... (speak) to the grandfather. He almost got lost in the big factory as he 6. ... (plan / meet) him for the first time in his big office.

1.16 Now form the questions to the sentences from Exercise 2 and use different question forms, such as when, what, who, etc.:

- 2 ...
- 3 ...
- 4 ...
- 5 ...
- 6 ...
- 7 ...

1.17 Now form the negatives:

While my elder brother Patrick 1. ... (work) in his grandfather's business, he 2. ... (start) to understand the importance of advertising – he said he 3. ... (never / think) about it before. He 4. ... (already / be) in the job for ten days when he first 5. ... (speak) to the grandfather. He almost got lost in the big factory as he 6. ... (plan / meet) him for the first time in his big office.



SAMOSTATNÝ ÚKOL

Try to brainstorm in small teams some typical aspects of corporate culture in the Czech Republic. Then look for existing examples with existing companies based for instance on the available materials and documents. Try to sum up the main ones and explain them to your friends. Then discuss further the presented ideas.



OTÁZKY

1.7 Test

1 A great culture starts with a vision or ...

- mission statement
- mission
- statement

2 A company's ... are the core of its culture.

- values
- treasure
- gem

3 Values are of little importance unless they are ... in a company's practices.

- enshrined
- shrined
- shrine

4 No company can build a ... culture without people who either share its core values or possess the willingness and ability to embrace those values.

- incoherent
- intelligent
- coherent

5 The ability to ... that history and craft it into a narrative is a core element of culture creation.

- bury
- hide

- unearth

6 The most talented but also the best suited ... a particular corporate culture.

- to
- for
- With

7 Any organization has a ... history.

- normal
- unique
- common

8 Members ... throughout the day and interact in informal, unplanned ways.

- run into each other
- run against of each other
- run with each other

9 That's why the greatest firms in the world also have some of the most ... recruiting policies.

- loose
- stringent
- slack

10 There are other factors that ... culture.

- influence
 - inspire
 - persuade
-



ODPOVĚDI

1.8 Key

LEXIS-EXERCISES

1.1 Complete the sentences and use the vocabulary listed in the middle column below:

- | | | |
|---|---|------|
| 8. In our enterprise our staff members don't have to wear business suits at the end of the week. Our enterprise has a system of ... | a) uniforms b) casual Fridays c) weekend clothes | 1.b) |
| 9. In many Czech banks, staff can't wear what they like. They have to wear ... | a) uniforms b) casual Fridays c) weekend clothes | 2.a) |
| 10. In some manufacturing companies for two weeks each month, staff work at night. They can't sleep during the day. They hate ... | a) flexible hours b) part-time c) shift work | 3.c) |
| 11. How many days' ... do your co-workers get in your company? | a) childcare b) annual leave c) public holiday | 4.b) |
| 12. Our management sends us a(n) ... in the post each month. | a) written report b) face to face c) e-mail | 5.a) |
| 13. Our marketing department starts every day with a(n) ... meeting. It is very relaxed. | a) informal b) formal c) social | 6.a) |
| 14. In some countries, the company culture is formal. Staff use ...when they speak to each other | a) job title b) first name c) family names | 7.b) |

1.2 Match each phrase with its explanation:

- | | |
|-------------------------------|----|
| 6. to empower staff ... | c) |
| 7. to support innovation ... | e) |
| 8. to be customer focused ... | b) |

9. to reward good performance ... a)
10. to encourage trust at all levels ... d)

1.3 Which word is different?

- | | | | |
|--------------|--------|-----------------|-------------|
| 4. culture | values | earnings | standards |
| 5. narrative | story | storyline | news |
| 6. values | morals | evil | ethics |

1.4 Work in pairs and complete the following business etiquette quiz:

1. b, 2. b, 3. b, 4. c, 5. d, 6. b, 7. b, 8. a, 9. b, 10. c

1.5 Translate the following adjectives into Czech:

- | | | |
|--------------------|-----------------|-------------------|
| 1. objektivní | 5. diplomatický | 9. neupřímný |
| 2. netrpělivý | 6. přátelský | 10. autoritativní |
| 3. dobrý posluchač | 7. rozhodný | 11. hrozivý |
| 4. dogmatický | 8. porozumění | 12. slabý |

1.6 Find the opposites:

- | | | |
|----------------------------|-------------------------------|-------------------|
| 1. subjective, unobjective | 5. undiplomatic | 9. sincere |
| 2. patient | 6. unfriendly | 10. authoritative |
| 3. a bad listener | 7. irresolute | 11. threatening |
| 4. broad-minded | 8. unperceptive, unperceiving | 12. weak |

1.7 Match the words with the suitable definitions:

- | | | |
|---------------------|---|-----|
| 1. counsel | a) a piece of work that is given to someone as part of their job | 1.g |
| 2. insubordinate | b) to tell someone that you will certainly do something | 2.e |
| 3. misunderstanding | c) an occasion when someone does not understand something correctly | 3.c |

CORPORATE CULTURE – WORK CULTURE AND PLACEMENTS

| | | |
|------------------|--|------|
| 4. interpersonal | d) able to wait calmly for a long time or to accept difficulties, people's annoying behaviour etc without becoming angry | 4. f |
| 5. promise | e) not willing to obey orders from people in authority | 5. b |
| 6. patient | f) connected with relationships between people | 6. d |
| 7. assignment | g) to give advice | 7. a |

1.8 Complete the opposites to the following adjectives:

| | |
|-----------------|-------------------|
| 1. consistently | a) inconsistently |
| 2. substandard | b) superior |
| 3. simple | c) difficult |
| 4. unclear | d) clear |
| 5. agree | e) disagree |
| 6. improvement | f) deterioration |

1.9 Which word is different?

| | | | |
|-------------------|-----------------|-------------|-------------------|
| 1. complaint | grievance | resentment | praise |
| 2. wording | comment | observation | remark |
| 3. people | human resources | workforce | department |
| 4. insincere | dishonest | two-faced | one-faced |

1.10 Translate the following expressions into Czech:

| | |
|--|--|
| 1. Counselling has some elements of coaching, but it is designed primarily to address problem employees. | Poradenství má některé prvky koučování, ale především je určeno pro oslovení problémových zaměstnanců. |
| 2. The purpose of interviewing is fivefold. | Účel pohovoru je pětinásobný. |
| 3. To get the employee to agree that there is a need for performance change | Přimět zaměstnance, aby souhlasil s potřebou změny ve své výkonnosti. |
| 4. Identify the cause of the problem. | Určit příčinu problému. |
| 5. Determine specific actions to improve performance. | Stanovit konkrétní kroky pro zlepšení výkonnosti. |
| 6. Ensure those goals are met. | Zajistit, aby tyto cíle byly splněny. |
| 7. And reinforce correct behavior. | A posílit správné chování. |

GRAMMAR-EXERCISES

1.11 Use should or shouldn't and complete the sentences:

Speak to our boss/ buy an expensive computer/ be late / develop a better website/ state three days

1. Our online business is bad. We **should develop a better website.**
2. Our team is working too many hours. We **should speak to our boss.**
3. The meeting is very important. We **shouldn't be late.**
4. .She wants to visit a lot of customers in Spain. She **should stay three days.**

1.12 Give the opposite advice by using should, shouldn't or I don't think, e.g. Susan should go to Paris next month...I don't think Susan should go to Paris next month.

1. I think he should go to London next week. **I don't think he should go to London next week.**
2. You should buy another branch in Slovakia **I don't think you should buy another branch in Slovakia.**
3. She shouldn't take the clients to an expensive restaurant. **You should take the clients to an expensive restaurant.**
4. I think we should launch the new product next month. **We should launch the new product next month.**
5. Our boss thinks it's too late to send the report now. **I don't think we should send the report now.**
6. We should order online. **I don't think we should order online.**

1.13 Match the following halves into sentences:

- | | |
|--|----|
| 2. All foreign nationals must ... | b) |
| 3. Although it is quite a liberal country ... | f) |
| 4. In their meetings, junior staff have to ... | a) |
| 5. They have casual Fridays which means ... | e) |
| 6. You mustn't take more than ... | c) |
| 7. You shouldn't buy a very expensive gift ... | d) |

1.14 Use the correct forms of the irregular verbs:

2. told / told
3. fell/fallen
4. began/begun

5. gave / given

6. rose / risen

1.15 Complete the suitable verbs forms:

While my elder brother Patrick 1. **was working** in his grandfather's business he 2. started to understand the importance of advertising – he said he 3. **had never thought** before. He 4. **had already been** in the job for ten days when he first 5. **spoke** to the grandfather. He almost got lost in the big factory as he 6. **was planning to meet** him for the first time in his big office.

1.16 Now form the questions to the sentences from Exercise 2 and use different question forms, such as when, what, who, etc.:

2. Who was working in the grandfather's business?
3. What did he start to understand?
4. What did he say?
5. How long had he been in the job?
6. When did he speak to the grandfather?
7. What was he planning to do?

1.17 Now form the negatives:

While my elder brother Patrick 1. **was not working** in his grandfather's business he 2. **did not start** to understand the importance of advertising – he said he 3. **had never thought** before. He 4. **had not already** been in the job for ten days when he first 5. did not speak to the grandfather. He almost got lost in the big factory as he 6. was not planning to meet him for the first time in his big office.

1.8.1 TEST

1. A great culture starts with a vision or ...

- **mission statement**
- mission
- statement

2. A company's ... are the core of its culture.

- **values**
- treasure
- gem

3. Values are of little importance unless they are ... in a company's practices.

- **enshrined**
- shrined
- shrine

4. No company can build a ... culture without people who either share its core values or possess the willingness and ability to embrace those values.

- incoherent
- intelligent
- **coherent**

5. The ability to ... that history and craft it into a narrative is a core element of culture creation.

- bury
- hide
- **unearth**

6. The most talented but also the best suited ... a particular corporate culture.

- **to**
- for
- with

7. Any organization has a ... history.

- normal
- **unique**
- common

8. Members ... throughout the day and interact in informal, unplanned ways.

- **run into each other**
- run against of each other

- run with each other

9. That's why the greatest firms in the world also have some of the most ... recruiting policies.

- loose
- **stringent**
- slack

10. There are other factors that ... culture.

- **influence**
- inspire
- persuade



SHRNUTÍ KAPITOLY

Kapitola **Corporate Culture – Work Culture and Placements** se zaměřila na témata, která jsou důležitá v obchodním světě. Zdůraznila potřebu vyznávat firemní kulturu, etiku, ale také schopnost diplomatičky upozornit na nedostatky při plnění pracovních povinností za pomoci zdvořilostních vazeb, které kapitola rovněž procvičuje.

2 CORPORATE CULTURE – WORK ORGANIZATION AND RESPONSIBILITY

RYCHLÝ NÁHLED KAPITOLY



Kapitola se zabývá tématy, která jsou nedílnou součástí firemní kultury – firemní odpovědnost a interkulturní komunikace, která je v dnešním globalizovaném světě jedním ze základních předpokladů úspěšné komunikace ve firmách a mezi nimi.

V gramatické části si připomeneme a procvičíme tzv. „diplomatic language“, který úzce souvisí s firemní kulturou a zvláště pak s interkulturní komunikací.

CÍLE KAPITOLY



V této kapitole se naučím:

- Slovní zásobu k tématu firemní odpovědnosti a interkulturní komunikace,
- Pohovořit o firemní odpovědnosti a tématech spojených s interkulturní komunikací,
- Používat zdvořilostní fráze.

KLÍČOVÁ SLOVA KAPITOLY



Barrier, corporate responsibility, culture, diplomatic language, intercultural communication.

2.1 Vocabulary

| | |
|--------------------------------|--------------------------|
| adhere | držet se čeho, dodržovat |
| affect | ovlivnit |
| agenda | program |
| be aware of | být si vědom čeho |
| be concerned with | zabývat se něčím |
| be forced into | být donucen k |
| be held accountable for | být zodpovědný za |
| break | porušit |
| come down to | odkazovat |

| | |
|--------------------------|------------------------|
| condition | podmínka |
| conscience | svědomí |
| core | jádro |
| corporate | firemní |
| conscience | svědomí |
| damage | poškodit |
| dealings | jednání |
| disappear | vyhynout, zmizet |
| exploitation | využití, vykořisťování |
| government | vláda |
| impact | vliv, ovlivnit |
| issues | problematika |
| labor law | pracovní právo |
| law | zákon |
| monitor | dohlížet, kontrolovat |
| penalty | trest, pokuta |
| provide | poskytovat |
| public | veřejnost |
| rainforest | deštný prales |
| reach | dosáhnout |
| recent | nedávný |
| regarding | ohledně, týkající se |
| responsibility | zodpovědnost |
| scale | měřítko, škála |
| set | stanovit |
| shape | formovat |
| shareholder | akcionář |
| social | společenský |
| start out | začít něčím |
| strength | síla, silná stránka |
| take into account | vzít v úvahu |
| touch | dotýkat se |
| trade | obchodovat |
| unnoticed | bez povšimnutí |
| value | hodnota |
| wrongdoing | páchání zla, provinění |

2.2 What is it corporate responsibility?

Every company or business usually starts out with its own set agenda, which differs from business to business. A lot of businesses exist simply to make money. There are others that seriously wish to provide a needed service to a community or to the world. Each of these businesses has a corporate responsibility to the public, its shareholders, and the world it trades in.

In its most basic terms, corporate responsibility can come down to the ethics of a business. Each company has its own set of core values, but the company's values also touch

everyone that the business deals with. Years ago, a company's corporate responsibility was dictated by its government. There were set laws that had to be adhered to regarding financial and social responsibility. Today, however, corporate responsibility has to take into account the world that we live in on a much wider scale.

The public has become much more globally aware, and there are a number of groups that monitor corporations closely. These groups have the conditions of the world in mind. They think about the social issues of the world, such as labor laws and the exploitation of workers. They are also concerned with environmental issues, such as the rainforests disappearing.

Corporations are now held accountable not just by the government, but also by the public. Corporate responsibility must now take into account how dealings with customers, shareholders and employees are seen by the world. Large global corporations know that people are watching them and that any wrongdoing will not go unnoticed.

Many companies have a social conscience, treat employees fairly and try to do the best for their shareholders while trying to be socially responsible. There are, however, many other corporations who see nothing wrong with employing third world country workers to make their products. It is only due to groups who monitor such activities that these issues become public.

Many corporations have been forced into taking corporate responsibility. They know that it does not make good business sense to be seen as a company that is damaging the world that we live in. Huge penalties and fines also await corporations that break ethical and environmental laws.

Corporate responsibility has a huge impact not only on the local community but also on the world. Its effects are social, economic and environmental. Bad and good corporate responsibility has effects that reach from the worker in the third world country to the air that we breathe.

A recent report stated that major investors are now more likely to invest in a corporation that has shown corporate responsibility. Investors are aware of the customer's strength of opinion regarding unethical companies. The customer is now in a better position to shape corporate responsibility than ever before.

Zdroj: wiseGEEK: What is Corporate Responsibility? [online]. Copyright, 2003 – 2013. [cit. 2013-07-04]. Dostupné z: <http://www.wisegeek.com/what-is-corporate-responsibility.htm>

OTÁZKY



- 1 Who are modern companies responsible for these days?
- 2 What is corporate responsibility focused on according to the article?

3 What is the role of the public in corporate responsibility in modern enterprises?

4 What is the current trend like among modern businesses as far as corporate responsibility is concerned?

5 What effects does corporate responsibility have on the corporate environment today?

LEXIS

2.1 Complete the missing collocations in the columns:

Words in Czech

e.g. podnikatel

1. společnost

2. zodpovědnost

3. vliv

4. ekonomie

5. životní prostředí

6. veřejnost

Noun in English

entrepreneur

Adjective in English

entrepreneurial

2.2 Add the opposites to the following adjectives:

1. responsible

2. social

3. strength

4. huge

5. disappear

6. ethical

7. global

a)

b)

c)

d)

e)

f)

g)

2.3 Which word is different?

1. corporation

2. social

3. awareness

4. dictatorship

company

collective

disregard

management

enterprise

individual

attentiveness

administration

house

public

responsiveness

government

2.4 Translate the following expressions into English:

1. být zodpovědný

2. mít vliv na okolí

3. pečovat o životní prostředí

4. využívat některé zaměstnance

6. sledovat co se děje na veřejnosti

7. vzít v úvahu dopady na životní prostředí

8. poškozovat prostředí

9. dělat maximum pro akcionáře

5. porušovat zákony

10. poskytovat služby veřejnosti a jiným komunitám

2.3 Intercultural issues in managerial corporate communication

Under most circumstances, intercultural communication requires patience and understanding. It requires knowledge of the other person's culture and language, coupled with careful, thoughtful responses. Issues with intercultural communication can become amplified when the situation includes corporate managerial messages. In corporations, it's vital that managers and employees understand each other because that comprehension keeps the corporation running smoothly. More often than not, the key to acceptable intercultural corporate communication lies in careful research of the other person's culture.

COMMUNICATION STYLE

One of the biggest problems comes from language barriers. Even when the manager speaks in the employee's language (or vice versa), usage can become an issue because the connotation of words is cultural, and often isn't learned from foreign language study. Non-verbal communication, such as facial or hand gestures, also carry cultural meanings that are specific to a person's regional traditions. A manager might inadvertently use a gesture that's offensive to the employee.

CONFLICT

Various societies have different attitudes toward workplace conflict. Some cultures see conflict as necessary and positive, while others view it as a negative thing to be avoided. In the corporate world, managers are sometimes called on to reprimand, criticize or punish employees, all activities that could cause conflict. In the intercultural setting, managers should approach conflict in a way that's acceptable to the employees' customs.

TASK COMPLETION

Corporate work includes many job duties that require task completion skills; however, how tasks are completed varies from society to society. Rewards, time management, and teamwork all have different meanings to individual cultures. Corporate managers must decide which task completion standards are culturally debatable and which ones are steadfast company policy.

DECISION-MAKING

Some cultures rely on a single decision maker and others use team conferences to come up with options and resolutions. The same is true for corporations and managerial styles.

Managers should find an appropriate mix of their personal decision making, corporate policy and the employees' preferred level of participation.

GENERAL KNOWLEDGE

What is common knowledge to one culture is an obscure reference to another. Differences in measurements, religion, and cultural references can impede multicultural communication. Even the way people learn and understand information can vary widely from culture to culture. According to PBS, some Asian cultures use learning as a vehicle towards religious transcendence, while some African cultures learn best when they are surrounded by information of all different kinds, even using symbols and rhythm. Depending on the culture of both the corporate manager and the employee, various ways of training and teaching may be used to acclimate the employee and ensure that the corporate messages are understood.

Zdroj: eHow money: Intercultural Issues in Managerial Corporate Communication. [online]. Demand Media, Inc, 1999 – 2013. [cit. 2013-07-04]. Dostupné z: http://www.ehow.com/info_7980889_intercultural-issues-managerial-corporatecommunication.html



OTÁZKY

- 1 What does intercultural communication require according to the beginning of the article?
 - 2 What are some essential aspects of intercultural communication mentioned above?
 - 3 Why is communication style so important in intercultural communication?
 - 4 Is conflict always seen as a negative issue in different cultures?
 - 5 What is meant by task completion?
 - 6 What is the role of decision making and general knowledge in intercultural communication?
-

LEXIS

2.5 Put the following pieces of advice regarding the preparation for intercultural communication in logical order:

1..., 2..., 3..., 4..., 5...

- A. Plan to be patient during the communicative exchange. If the other person will be speaking English as a second language, don't react strongly to mispronuncia-

tions or awkward wording, and keep your own phrases simple and straightforward; however, don't speak excessively loudly or slowly unless you are asked to do so. If you will be communicating via an interpreter, make sure to look directly at the person you're communicating with rather than the interpreter when you speak.

- B.** Skim through a travelers' guide about the country or region from which the person originates. Travelers' guides usually have a chapter or two that succinctly summarize the most important things you need to know when interacting with a person from that country, such as hand gestures that are considered rude and expected manners when meeting. Pay special attention to recommendations regarding body language, handshakes, eye contact and other factors that are likely to come into play during your meeting.
- C.** Find out as specifically as possible the cultural background of the person you're meeting. If you're meeting someone from another country, you need to know more than the name of the country in order to properly prepare. For example, a Chinese person from Taiwan may have completely different customs than one from Tibet.
- D.** Learn how to say "hello" or an equivalent formal greeting in the other person's language. Even if you will be using an interpreter or already know that the other person will be speaking to you in English, it might be a good icebreaker to be able to greet the other person in her own language. Continue to be careful about assumptions, however. For example, an Italian-American may or may not be able to speak Italian, especially if she is not a first-generation immigrant.
- E.** Familiarize yourself with the individual person's background, if possible. Before a business meeting, search the person's name in Google to see if he has a short bio on his company's website. This can be especially helpful before a meeting with someone from another culture within your own country. If you're meeting someone with a Mexican American background, for example, it helps to know whether that person only recently immigrated to the U.S. or if she has lived in the U.S. all her life. If you can't find this information, never make assumptions. A third-generation child of immigrants is likely to be offended if you address him as if he were a foreigner.

Zdroj: eHow: How to Prepare for Intercultural Communication. [online]. Demand Media, Inc, 1999 – 2013. [cit. 2013-07-04]. Dostupné z: http://www.ehow.com/how_8632016_prepare-intercultural-communication.html

2.6 Write the opposites:

careful
different
proper
possible

important
rude
direct
patient

strong
simple
slow
loud

2.7 First, read the article below and state if the following statements are true or false:

1. It is not necessary to discover more details about the culture you are about to meet some business partners from....
2. The person's background is important when meeting the foreigner....
3. If you do not have necessary information then it is quite common to guess the person's origin during the intercultural meeting....
4. Never read the traveler's guides before meeting the foreigner....
5. Nonverbal signals are based on the written communication form....
6. It is always good to know how to say a few words in the foreign language you do not speak....
7. When speaking to non-native speakers it is appropriate to use the simple grammar and vocabulary....

How to prepare for intercultural communication

Find out as specifically as possible the cultural background of the person you're meeting. If you're meeting someone from another country, you need to know more than the name of the country in order to properly prepare. For example, a Chinese person from Taiwan may have completely different customs than one from Tibet.

Familiarize yourself with the individual person's background, if possible. Before a business meeting, search the person's name in Google to see if he has a short bio on his company's website. This can be especially helpful before a meeting with someone from another culture within your own country. If you're meeting someone with a Mexican American background, for example, it helps to know whether that person only recently immigrated to the U.S. or if she has lived in the U.S. all her life. If you can't find this information, never make assumptions. A third-generation child of immigrants is likely to be offended if you address him as if he were a foreigner.

Skim through a travelers' guide about the country or region from which the person originates. Travelers' guides usually have a chapter or two that succinctly summarize the most important things you need to know when interacting with a person from that country, such as hand gestures that are considered rude and expected manners when meeting. Pay special attention to recommendations regarding body language, handshakes, eye contact and other factors that are likely to come into play during your meeting

Learn how to say "hello" or an equivalent formal greeting in the other person's language. Even if you will be using an interpreter or already know that the other person will be speaking to you in English, it might be a good icebreaker to be able to greet the other person in her own language. Continue to be careful about assumptions, however. For example, an Italian-American may or may not be able to speak Italian, especially if she is not a first-generation immigrant.

Plan to be patient during the communicative exchange. If the other person will be speaking English as a second language, don't react strongly to mispronunciations or awkward wording, and keep your own phrases simple and straightforward; however, don't speak excessively loudly or slowly unless you are asked to do so. If you will be communicating via an interpreter, make sure to look directly at the person you're communicating with rather than the interpreter when you speak.

Zdroj: eHow: *How to Prepare for Intercultural Communication*. [online]. Demand Media, Inc, 1999 – 2013. [cit. 2013-07-04]. **Dostupné z:** http://www.ehow.com/how_8632016_prepare-intercultural-communication.html

SAMOSTATNÝ ÚKOL



Repeat the main rules for intercultural communication in small teams then find one country and explain its main cultural characteristics to your friends.

2.4 Grammar – Diplomatic expressions

Being diplomatic language

In business meetings and negotiations it is better to be polite, indirect and diplomatic to fulfill your goals and to show your respect to your partner. You should **listen** carefully (*Yes, but....., I see what you mean but, I agree up to the point* it is better to avoid negative words – instead of I do not think it is a good idea say: *I don't think that's such a good idea...*, use softeners *We don't really like it, I'm afraid. Can I just say something here? Sorry, I didn't quite catch that.* Use negative questions: *Wouldn't it be better (not) to....? Why shouldn't you....? Wouldn't you agree that....?*

GRAMMAR EXERCISES

2.8 Make these comments more diplomatic.

- 1 You shouldn't disturb your colleagues.
- 2 Delegate, or you'll never finish your tasks.
- 3 You shouldn't drink and eat at your desk.

4 You shouldn't make your personal calls at work.

5 I think it's a bad decision.

6 I disagree with a 15% discount.



SAMOSTATNÝ ÚKOL

Prepare a short problem-solving meeting. Use diplomatic language.



OTÁZKY

2.5 Test

1. Tony ... a manager when he was 21.

- became
- has become
- had become

2. Our business partners called while I ... to the boss.

- was talking
- have been talking
- had been talking

3. How long ... in sales overseas? (the person is still)

- had you been
- have you been
- were you

4. We ... your latest proposal and our management is impressed.

- had reviewed

- have reviewed
- reviewed

5. We are happy that our brand is successful. It ... a lot of time to establish it in Aisa.

- had taken
- has taken
- took

6. The French labor unions ... to resume on last Monday another round of talks.

- were agreeing
- have agreed
- agreed

7. Our Finnish team ... those changes last week.

- had implemented
- have implemented
- implemented

8. Over the past few months our international teams ... in a number of huge projects.

- had been involved
- have been involved
- were involved

9. I ... the approval of five committee members at Siemens before Hans Mayer signed off on the project.

- had already received
- did already get
- have already got

10. Our accountant had not ... the figures were so low.

- realized
- been realized
- been realizing



ODPOVĚDI

2.6 Key

LEXIS-EXERCISES

2.1 Complete the missing collocations in the columns:

| Words in Czech e.g. podnikatel | Noun in English | Adjective in English |
|-----------------------------------|--------------------------------|--------------------------|
| 1. společnost | company | corporate |
| 2. zodpovědnost | responsibility, accountability | responsible, accountable |
| 3. vliv | influence | influential |
| 4. ekonomie | economics, economy | economic |
| 5. životní prostředí | environment | environmental |
| 6. veřejnost | public | public |

2.2 Add the opposites to the following adjectives:

| | |
|----------------|------------------|
| 1. responsible | a) irresponsible |
| 2. social | b) unsocial |
| 3. strength | c) weakness |
| 4. huge | d) tiny |
| 5. disappear | e) appear |
| 6. ethical | f) unethical |
| 7. global | g) local |

2.3 Which word is different?

| | | | |
|------------------------|------------------|-------------------|----------------|
| 1. corporation | company | enterprise | house |
| 2. social | collective | individual | public |
| 3. awareness | disregard | attentiveness | responsiveness |
| 4. dictatorship | management | administration | government |

2.4 Translate the following expressions into English:

- | | |
|--------------------------------------|---|
| 1. be responsible | 6. watch what is going on in the public |
| 2. have an impact on the environment | 7. take into account the impacts on the environment |
| 3. care for the environment | 8. damage the environment |
| 4. exploit some staff | 9. do the best for the shareholders |
| 5. break the laws | 10. provide the service to the public and other communities |

2.5 Put the following pieces of advice regarding the preparation for intercultural communication in logical order:

1.C, 2.E, 3.B, 4.D, 5.A

2.6 Write the opposites:

- | | | |
|---------------|----------------|---------------|
| 1. careless | 5. unimportant | 9. weak |
| 2. same | 6. polite . | 10. difficult |
| 3. improper | 7. indirect | 11. fast |
| 4. impossible | 8. impatient | 12. quiet |

2.7 Are the following statements true or false:

1/F 2/T 3/F 4/F 5/F 6/T 7/T

GRAMMAR-EXERCISES

2.8 Make these comments more diplomatic.

- 1 Don't you think it's better not to disturb your colleagues?
- 2 Wouldn't it be better to delegate to finish tasks on time?
- 3 Why shouldn't you rest in the kitchen, there is a new coffeemaker.
- 4 Wouldn't you agree that making personal calls at work is not such a good idea?
- 5 I don't think that's such a good decision.
- 6 I see what you mean, but I think we should ask for a 20% discount.

2.6.1 TEST

1. **Tony ... a manager when he was 21.**

- **became**
- has become
- had become

2. **Our business partners called while I ... to the boss.**

- **was talking**
- have been talking
- had been talking

3. **How long ... in sales overseas? (the person is still)**

- had you been
- **have you been**
- were you

4. **We ... your latest proposal and our management is impressed.**

- had reviewed
- **have reviewed**
- reviewed

5. **We are happy that our brand is successful. It ... a lot of time to establish it in Aisa.**

- had taken
- **has taken**
- took

6. **The French labor unions ... to resume on last Monday another round of talks.**

- were agreeing

- have agreed

- **agreed**

7. Our Finnish team ... those changes last week.

- had implemented
- have implemented
- **implemented**

8. Over the past few months our international teams ... in a number of huge projects.

- had been involved
- **have been involved**
- were involved

9. I ... the approval of five committee members at Siemens before Hans Mayer signed off on the project.

- **had already received**
- did already get
- have already got

10. Our accountant had not ... the figures were so low.

- **realized**
 - been realized
 - been realizing
-



SHRnutí KAPITOLY

V kapitole **Corporate Culture – Work Organization and Responsibility** jsme se zaměřili na téma firemní odpovědnosti a také na téma interkulturní komunikace, která v současném globalizovaném světě má své důležité místo. Naučili jsme se, jak citlivě přistupovat k vyhroceným situacím a správně na ně reagovat.

3 CUSTOMER SUPPORT – CALL CENTRES

RYCHLÝ NÁHLED KAPITOLY



Kapitola je věnována tématu Call center, vysvětluje úlohu outsourcingu v této oblasti, zvláště pak jaké jsou jeho výhody a nevýhody. V kapitole se rovněž zaměříme na SWOT analýzu, která je důležitou součástí úspěšného podnikání jak v rovině osobní, tak také např. na úrovni firmy.

Gramatická část se zaměřuje na správné kladení otázek, které úzce souvisí s probíranou problematikou, a používání určitých a neurčitých členů.

CÍLE KAPITOLY



V této kapitole se naučím:

- Slovní zásobu k tématu Call center,
- Vysvětlit, co je to outsourcing,
- Popsat SWOT analýzu,
- Správně klást otázky,
- Používat členy.

KLÍČOVÁ SLOVA KAPITOLY



Call centre, customer, costs, outsourcing, request, service, SWOT analysis.

3.1 Vocabulary

| | |
|------------------------------|---------------------|
| allow | umožnit |
| appliance warranty | záruka na spotřebič |
| as-needed basis | podle potřeby |
| compelling | přesvědčivé |
| competitive advantage | konkurenční výhoda |
| competitiveness | konkurenceschopnost |
| complaint | stížnost, reklamace |
| confidence | důvěra |

| | |
|-----------------------|----------------------|
| cost of living | životní náklady |
| cost-effective | nákladově výhodný |
| costly | nákladný |
| demand | poptávka |
| estimate | odhadnout |
| fixed cost | fixní cena |
| handle | řešit, zabývat se |
| interface | styk |
| lay off | propustit |
| low-cost | nízkonákladový |
| maintaining | udržování |
| notch | „zářez“ |
| outdated | zastaralý, překonaný |
| outweigh | převážit |
| pros and cons | plusy a mínusy |
| resolution | řešení |
| responsiveness | reakce |
| revenue | příjmy |
| spike | vrchol |
| unreliable | nespolehlivý |
| worn | opotřebený |
| worth | hodnota |

3.2 Call center outsourcing

Call center outsourcing is the business practice of contracting out call center services. Call centers handle all kinds of customer services problems, from your credit cards to appliance warranties. Companies began outsourcing to save money. They found it was more cost-effective to locate their call centers in areas with a lower cost of living.

Pros

There are at least four major reasons why a company would want to outsource its call center. They all have to do with with offloading risk to the call center specialist, instead of keeping it inhouse. Here are some specifics:

1. **Flexibility.** Call center outsourcing allows a company to be flexible to changing needs. If a business moves into a new market, it is difficult to estimate how many call center employees to add. The same is true when the firm launches new products. The company must pay the fixed cost of the call center, even if the expansion does not earn enough revenue. When it outsources the call center, the company only pays for the time employees spend on the phone.

2. **Expansion to International Markets.** When a company expands to foreign markets, it must have local call centers. The staff must understand the culture and speak the language. An outsourced call center can handle that problem on an as-needed basis.

3. **Responsivness.** Companies often have spikes in their business, such as those during the holiday season. It's difficult to train, hire, and then lay off workers for those few months when demand is higher. A company that outsources its call center contracts out those risks.

4. **Customer Service.** The telecommunications infrastructure becomes worn, unreliable, or outdated. Maintaining it is costly, and replacing it even more so. An outdated system can reduce competitiveness. An outsourced call center brings with it the latest technology. The business can then focus on innovation in its goods and services.

Cons

The biggest reason why a company would want to keep its call center in-house control. This is especially critical for a company whose competitive advantage is customer service. The call center is the interface with the customer. The brand promise of customer service must be top notch. A company whose brand promise is innovative must have its call center reflect that image. For low-cost companies, the following problems aren't so critical.

1. **Communication.** One of the biggest complaints of outsourced call centers is understanding foreign accents. Foreign call center employees' accents kept US customers from understanding them.

2. **Culture Shock.** Employees in foreign call centers weren't familiar with common US phrases and slang. They weren't clear on geographic references. This reduced customers' trust in their expertise.

3. **Product Knowledge.** Foreign call center employees were far removed from the corporate base. As a result, they weren't as familiar with the company's products and services. This also reduced confidence and resolution of customer problems.

Sometimes outsourcing's advantages don't outweigh its disadvantages. Compass Management Consulting found that outsourced call centers lowered production by 60 percent. That made the 40 percent reduction in costs not worth savings.

Zdroj: thebalance: How does call center ousourcing affect the us economy? [online].[cit. 2018-08-22]. Dostupné z: <https://www.thebalance.com/how-does-call-center-outsourcing-affect-the-u-s-economy-3306191>

OTÁZKY



1 What kind of problems do call centers solve?

2 What are the main reasons for call centers outsourcing?

CUSTOMER SUPPORT – CALL CENTRES

3 What are the advantages and disadvantages for call centers outsourcing?

4 Is it always efficient to outsource a call center?

5 Do you think companies lose customers due to bad customer service at outsourced call centers?

6 Do you think working in customer service is a difficult job? Why or why not?

LEXIS

3.1 Match each phrase with its explanation

| | |
|--------------------------|---|
| 1. demand | a) a feeling of confusion and anxiety that sb may feel when they live in or visit another country |
| 2. infrastructure | b) the money that an organization, etc. receives from its business |
| 3. outsource | c) the amount of money that people need to pay for food, clothing and somewhere to live |
| 4. revenue | d) the desire or need of customers for goods or services which they want to buy or use |
| 5. cost of living | e) a written agreement in which a company selling sth promises to repair or replace it if there is a problem within a particular period of time |
| 6. warranty | f) the basic systems and services that are necessary for a country or an organization to run smoothly, for example buildings, transport and water and power supplies |

| | |
|------------------|---|
| 7. culture shock | g) to arrange for sb outside a company to do work or provide goods for that company |
|------------------|---|

SAMOSTATNÝ ÚKOL



Tell your colleagues about a really good customer experience you had. What happened? Are you a loyal customer of that company?

How do you think face-to-face customer service is different from over-the-phone customer service? Are there certain skills needed for face-to-face customer service that are not needed for over-the-phone customer service?

3.3 A SWOT chart

A SWOT analysis can be used as part of business planning, market analysis, project management, organizational change, individual development (such as a career change or evaluation), or any situation requiring strategic planning to reach an objective. A simple SWOT analysis can be helpful for any size of business. And since the analysis considers both internal and external factors, it is an opportunity for business to take an honest look at what they can handle and which strategies or operations need to change.

The SWOT analysis will include the four SWOT categories. Let's take a look at what constitutes strengths, weaknesses, opportunities and threats.

- **Strengths and Weaknesses** – These are internal factors, which in a business context may include financial resources, human resources, facilities, equipment, processes and systems. They may include elements such as business culture, certifications, reputation, and leadership. It's important to remember that what constitutes a strength and weakness will depend on the objective you are assessing. An element of your business could be a strength in one instance and a weakness in another context depending on how it affects your objectives. In general, you are looking for what characteristics give your business an advantage or disadvantage over others in achieving the objective.
- **Opportunities and Threats** – The external elements influencing your business may include market trends, outside funding, customer demographics, suppliers, the economic climate, political and environmental issues, and other factors. The analysis can help identify new business opportunities and areas for growth as well as issues

CUSTOMER SUPPORT – CALL CENTRES

that could hinder a project or business endeavor. External factors are typically outside of your control – even weather and seasonal changes can influence business goals. Anticipating these factors early can help your team plan ahead and stay flexible when they occur. Part of the analysis is to examine how external opportunities and threats relate to internal strengths and weaknesses in order to determine whether an objective is even attainable and create a strategy for moving forward.

The SWOT Framework is effective for analyzing and creating a simplified picture of a complex situation. It is primarily a summary tool and doesn't provide a clear plan of action. Taking SWOT issues and translating them into actions is a critical part of the process.

| INTERNAL FACTORS | |
|------------------|----------------|
| STRENGTHS (+) | WEAKNESSES (-) |
| | |

| EXTERNAL FACTORS | |
|-------------------|-------------|
| OPPORTUNITIES (+) | THREATS (-) |
| | |

| ANALYSIS SUMMARY |
|------------------|
|------------------|



Zdroj: Smartsheet. Com. *Why use SWOT analysis?* [cit. 2018-08-24]. Dostupné z: <https://www.smartsheet.com/14-free-swot-analysis-templates>

SAMOSTATNÝ ÚKOL



A SWOT analysis can help you even in your life both personal or professional. Try to think over your strengths and weaknesses and prepare your own SWOT analysis and present it to your colleagues.

3.4 Grammar – Asking questions

Angličtina vyžaduje zvládnutí určitých pravidel pro tvoření otázky. Následuje krátká rekapitulace základních principů tvoření otázek v angličtině.

Obecně lze tvoření otázek rozdělit na dvě základní skupiny:

1) OTÁZKY TVOŘENÉ INVERZÍ

- lze je tvořit pouze se slovesem **BE** a způsobovými slovesy (**CAN, MUST, MAY** atd.)
- tvoří se tak, že sloveso klademe před podmět.

Např.: You are a businessman. **ARE** you a businessman? The managers were at work. **WERE** the managers at school? Her brother can play golf. **CAN** her brother play golf?

2) OTÁZKY TVOŘENÉ S POMOCNÝMI SLOVESY

- plnovýznamová slovesa – nikdy nemění místo ve větě – podmět následuje slovesem pomocným. Každý gramatický čas má své pomocné sloveso. Přítomný čas používá

DO/DOES, minulý čas **DID**, budoucí čas **WILL**, předpřítomný **HAVE/HAS** atd.

Např.: They live in our city. **DO** they **LIVE** in our city? Her father work**S** in a factory. **DOES** her father **WORK** in a factory? The managers need**ED** our phone. **DID** the managers **NEED** our phone? Tom bought a new car. **DID** Tom **BUY** a new car?

Dále můžeme otázky rozdělit také podle toho, jestli na jejich začátku stojí nějaké tázací zájmeno nebo nikoliv.

a) otázky bez tázacích zájmen se nazývají zjišťovací a odpovídáme na ně ano/ne – yes/no questions

Např.: Are you a manager? Yes, I am / No, I am not. Do you do business? Yes, I do / No, I don't. Did she phone yesterday? Yes, she did / No, he didn't

b) otázky s tázacími zájmeny nazýváme doplňovací a odpovídáme na ně větou, která obsahuje požadovanou informaci.

Např.: **Where** are you? I am at work. Where do you study? I study at secondary business school. **When** did she start studying? She started three years ago.

Tázací zájmena:

Nejčastěji se setkáváme s následujícími zájmeny: **what** co, jaký how jak, **where** kde, kam what time v kolik, **when** kdy **how much** kolik + nepočitatelná, podst.jm.**who** kdo (komu, koho, kým.....) **how many** kolik + počitatelná podst.jm., **why** proč, **which** který (když máme na výběr).

Otázky zjišťovací i doplňovací se tvoří stejně – podle výše uvedených pravidel. Je jedno, jestli na začátku stojí tázací zájmeno nebo ne, princip tvoření otázky je stejný.

Např.: Do you study? **Where** do you study? Did he phone last night ? **When** did he phone? Are they at work? **Why** are they at work. Can he speak English? **How long** can he speak English? Will you come? **What time** will you come?

c) podmětové otázky

Jsou výjimkou a neplatí pro ně výše uvedená pravidla. Pokud je tázací zájmeno (nejčastěji **who** a **what**) zároveň podmětem dané otázky, nepoužíváme žádná pomocná slovesa, ale sloveso dáme hned za tázací zájmeno v náležitém čase, který do věty patří.

Např.: Kdo ti volá = Who IS CALLING you? Komu voláš? Who ARE you CALLING?, přičemž v první větě KDO je podmětem, v druhé podmětem je zájmeno TY.

Např.: Kdo bydlí s tvou sestrou? S kým bydlí tvoje sestra? Who LIVES with your sister ? Who DOES your sister LIVE with. Pokud je tázací zájmeno součástí předložkové vazby, předložka se klade až na konec věty:

Např.: Kdo vedle tebe obvykle sedí? Vedle koho obvykle sedíš? Who usually SITS next to you ? Who do you usually SIT next to? Who a what jsou jako podmínky, které odkazují na třetí osobu jednotného čísla.

Nyní následují další příklady k uvedeným pravidlům:

PŘÍKLAD 1

Are you busy at the moment?

PŘÍKLAD 2

Have you ever been to Scotland on a business trip?

PŘÍKLAD 3

What are you working on? – I do not know. Who knows it then? And who does not?

GRAMMAR-EXERCISES

3.2 Form the questions:

1. Patrick has lived in Santa Monika for the past five years. – How long? ...
2. The competitors intend to sell their shares. – What? ...
3. My business partner was living in Paris until last year. – When/Till when? ...
4. My boss called me last night. – Who? ...
5. According to the latest news, the German economy is going to grow next month.– What/when? ...

3.3 Find mistakes in the following examples:

1. Who were you call? ...
2. Has they ever travelled abroad? ...
3. Will they comes to the meeting? ...
4. Is they going to sign the contract? ...

5. Must the new boss leaves? ...

3.4 Translate into Czech the following questions:

1. Pro koho pracujete? ...
2. S kým pojedete na veletrh? ...
3. Jaké zboží jste koupili? ...
4. Kolik stojí tento výrobek? ...
5. Kolik smluv jste již podoslala? ...

3.5 Grammar - Articles

V angličtině používáme před podstatným jménem člen neurčitý, určitý nebo volíme variantu bez členu. V případě členu neurčitého se obvykle jedná o:

- **novou informaci (a new car)**
- **povolání či jiné profese (he is a manager)**
- **množství, frekvenci (a few, a little, a couple, a day, apod.)**

V případě členu určitého se nejčastěji jedná o situace kdy:

- **jde o známou věc (the company where I work is...)**
- **jde o jediný exemplář (the president of the company...)**
- **jde o víceslovné státy, pohoří, řeky (the UK, the Alps, the Danube...)**

Varianta bez členu se objevuje, pokud mluví:

- **mluví pouze obecně (water is wet...)**
- **cestuje (by car, by plane...)**
- **používá některé předložkové vazby (at work, at school, in hospital...)**
- **se zmíní o městech, státech, ulicích (London, Germany, ...)**

Nyní následují další příklady k uvedeným pravidlům výše:

PŘÍKLAD 1

The new Toyota Prius which the company bought yesterday is very economical.

PŘÍKLAD 2

The language used in this company email is English and German.

PŘÍKLAD 3

In business it is all about money.

GRAMMAR-EXERCISES

3.5 Fill in each blank space with the proper article: a, an, or the:

At ... beginning of ... twentieth century, East Los Angeles became ... popular immigrant destination. In ... early 1900s, Russians, Jews, Japanese, and Mexicans all had ... significant presence in ... area. Living east of ... river and working in nearby factories, or traveling by electric rail into downtown Los Angeles, immigrants and their children helped fuel ... prosperity of ... growing metropolis. By ... onset of World War II, East Los Angeles had almost become ... exclusively Latino community, soon reinforced by ... influx of Mexican workers who arrived to man the machines in ... area's burgeoning war industries.

3.6 Find ten mistakes in the following article dealing with Starbucks and correct them properly:

Starbucks Corp reported better-than-expected quarterly profit but global sales at established coffee shops fell short of analysts' estimates due to weakness in Europe, sending its shares down five percent in after-hours trade on Thursday. Sales from cafes open at least 13 months fell 1 percent in Europe, Middle East and Africa (EMEA) regions during latest quarter. Analysts polled by Consensus Metrix had expected 2.2 percent rise in EMEA same-store sales. Executives attributed drop to weakness in Europe, which suffered its first decline in same-store sales since 2009. Sales fell in Ireland and Germany during fiscal second quarter and were up just slightly in France and United Kingdom, Starbucks Chief Financial Officer Troy Alstead said. Europe has been a weak spot for world's biggest coffee chain. The region is grappling with debt woes and austerity measures and, earlier this week, Britain said its economy had fallen into its second recession since financial crisis. "The situation is very, very tough," Chief Executive Howard Schultz said of Europe's economy. "We will turn the Europe business around in same way we turned the U.S. business around," Schultz told analysts on conference call.

Zdroj: Businessenglishsite.com: Reading comprehension. [online]. AFP, 2012. [cit. 2013-07-04]. Dostupné z: <http://www.businessenglishsite.com/readingcomprehension/source/readingcomp-8.html>



OTÁZKY

3.6 Test

1. Stock prices have risen to ... record levels in the past three months.

- -
- the
- a

2. Our company is trying to build ... new business relationships.

- -
- the
- a

3. Our company has to draw up ... business plan.

- -
- the
- a

4. We are happy with ... new logo she has designed for our enterprise.

- -
- the
- a

5. ... retail industry in Canada employs 8 million people.

- -
- The
- a

6. Brian is in charge of ... marketing department.

- -
- the
- a

7. Some journalists claim that one of the biggest local enterprises is planning ... layoffs.

- -

- the
- a

8. Rupert Murdoch used to be a media mogul, he owned ... newspaper and several magazines and television companies.

- -
- the
- a

9. She is our new marketing boss. She knows a lot about ... marketing.

- -
- the
- a

10. Recent market trends show there is ... significant increase in the use of our latest products on the Bulgarian market.

- -
- the
- a

ODPOVĚDI



3.7 Key

LEXIS

3.1 Match each phrase with its explanation

1d, 2f, 3g, 4b, 5c, 6e, 7a.

GRAMMAR-EXERCISES

3.2 Form the questions:

- 1. How long has Patrick lived in Santa Monika?**
- 2. What do the competitors intend to do?**
- 3. When/Till when was your business partner living in Paris?**

4. **Who called you last night?**
5. **What/when is the German economy going to grow?**

3.3 Find mistakes in the following examples:

1. Who **did** you call? ...
2. **Have** they ever travelled abroad? ...
3. Will they **come** to the meeting? ...
4. **Are** they going to sign the contract? ...
5. Must the new boss **leave**? ...

3.4 Translate into Czech the following questions:

1. Who do you work for?
2. Who are you going to the trade fair with?
3. What goods did you buy?
4. How much does this product cost?
5. How many contracts have you already signed?

3.5 Fill in each blank space with the proper article: a, an, or the:

At **THE** beginning of **THE** twentieth century, East Los Angeles became A popular immigrant destination. In **THE** early 1900s, Russians, Jews, Japanese, and Mexicans all had A significant presence in **THE** area. Living east of **THE** river and working in nearby factories, or traveling by electric rail into downtown Los Angeles, immigrants and their children helped fuel **THE** prosperity of **THE** growing metropolis. By **THE** onset of World War II, East Los Angeles had almost become **AN** exclusively Latino community, soon reinforced by **AN** influx of Mexican workers who arrived to man the machines in **THE** area's burgeoning war industries.

3.6 Find ten mistakes in the following article dealing with Starbucks and correct them properly:

Starbucks Corp reported better-than-expected quarterly profit but global sales at established coffee shops fell short of analysts' estimates due to weakness in Europe, sending its shares down five percent in after-hours trade on Thursday. Sales from cafes open at least 13 months fell 1 percent in **THE** Europe, **THE** Middle East and Africa (EMEA) regions

during **THE** latest quarter. Analysts polled by Consensus Metrix had expected A 2.2 per cent rise in EMEA same-store sales. Executives attributed **THE** drop to weakness in Europe, which suffered its first decline in same-store sales since 2009. Sales fell in Ireland and Germany during **THE** fiscal second quarter and were up just slightly in France and **THE** United Kingdom, Starbucks Chief Financial Officer Troy Alstead said. Europe has been a weak spot for **THE** world's biggest coffee chain. The region is grappling with debt woes and austerity measures and, earlier this week, Britain said its economy had fallen into its second recession since **THE** financial crisis. "The situation is very, very tough," Chief Executive Howard Schultz said of Europe's economy. "We will turn the Europe business around in **THE** same way we turned the U.S. business around," Schultz told analysts on conference call.

3.7.1 TEST

1. Stock prices have risen to ... record levels in the past three months.

- -
- the
- a

2. Our company is trying to build ... new business relationships.

- -
- the
- a

3. Our company has to draw up ... business plan.

- -
- the
- a

4. We are happy with ... new logo she has designed for our enterprise.

- -
- the
- a

5. ... retail industry in Canada employs 8 million people.

- -
- The

- a

6. Brian is in charge of ... marketing department.

- -
- the
- a

7. Some journalists claim that one of the biggest local enterprises is planning ... layoffs.

- -
- the
- a

8. Rupert Murdoch used to be a media mogul, he owned ... newspaper and several magazines and television companies.

- -
- the
- a

9. She is our new marketing boss. She knows a lot about ... marketing.

- -
- the
- a

10. Recent market trends show there is ... significant increase in the use of our latest products on the Bulgarian market.

- -
 - the
 - a
-

SHRNUTÍ KAPITOLY



Kapitola **Customer Support – Call Centres** vysvětlila v čem jsou výhody a nevýhody outsourcingu call centra, úlohu SWOT analýzy jak pro firmu, tak pro jednotlivce. Zopakovali jsme si např. správné tvoření otázek, které jsou důležité pro diagnostikování problému a uspokojení požadavků klienta.

4 CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS



RYCHLÝ NÁHLED KAPITOLY

Kapitola se zaměřuje na to, jak správně postupovat při řešení problémů zákazníka, protože následná péče o stávající zákazníky s cílem udržet si je, představuje důležitou složku v chodu úspěšné firmy. Procvičíme si např. fráze pro přijetí, odložení nebo zamítnutí reklamace. Na tom, aby zákazníci byli spokojeni, se podílejí ti, kteří zastupují firmu v přímém kontaktu s klienty. Kapitola se věnuje vlastnostem a dovednostem pracovníka call centra a pravidlům úspěšné komunikace se zákazníky.

V gramatické části kapitoly se procvičují frázová slovesa v situacích, které úzce souvisí s obchodní angličtinou.



CÍLE KAPITOLY

V této kapitole se naučíme:

- Slovní zásobu k tématu služby zákazníkům,
- Jak správně postupovat při řešení problému zákazníka např. při telefonickém kontaktu,
- Vyjmenovat vlastnosti a dovednosti důležité pro pracovníka call centra.



KLÍČOVÁ SLOVA KAPITOLY

Complaint, customer, customer service, phrasal verb, quality, telephone language.

4.1 Vocabulary

| | |
|-------------------------|------------------------|
| acceptable | přijatelný |
| chain of command | organizační schéma |
| challenge | otázka, problém, výzva |
| competitor | konkurent |
| complaint | reklamace |
| defensive | obranný |

| | |
|-------------------------------|---------------------------|
| delight | radost, potěšení |
| dissatisfied | nespokojený |
| goal | cíl |
| issue | věc, záležitost |
| loyalty | loajalita |
| on behalf of | jménem |
| owner | majitel |
| personally | osobně |
| promoter | podporovatel |
| regardless of | bez ohledu na |
| satisfaction | spokojenost |
| sincerely | upřímně |
| solution | řešení |
| suggestion | návrh |
| to alleviate | zmírnit, ulehčit, zmenšit |
| to apologize | omluvit se |
| to argue | hádat se, přít se |
| to attack | útočit |
| to blame | dávat vinu |
| to bother | obtěžovat |
| to complain | reklamovat |
| to contact | kontaktovat |
| to deal with | zabývat se něčím |
| to delay | oddálit, protahovat |
| to earn | získat |
| to emphasize | zdůraznit |
| to encourage | podporovat |
| to handle | řešit |
| to jump to conclusions | dělat unáhlené závěry |
| to reject | zamítnout |
| to satisfy | uspokojit |
| to sense | vyčítit, uvědomit si |
| to solve | řešit |
| to suggest | navrhovat |
| unacceptable | nepřijatelný |
| upset | rozrušený, znepokojený |
| wrong | chybný, špatný |

4.2 Six Steps To Dealing With Customers' Complaints By Ben Ridler

At some point, everyone in business has to deal with an upset customer. The challenge is to handle the situation in a way that leaves the customer thinking you operate a great company. If you're lucky, you can even encourage him or her to serve as a passionate advocate for your brand.

CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS

When it comes down to it, many customers don't even bother to complain. They simply leave and buy from your competitors. Research suggests that up to 80 percent of customers who leave were, in fact, "satisfied" with the original company. Obviously, customer satisfaction is not enough. Businesses nowadays need to positively delight customers if they want to earn their loyalty.

It may seem counter-intuitive, but a business owner's ability to effectively deal with customer complaints provides a great opportunity to turn dissatisfied customers into active promoters of the business. Here are some customer-oriented tips I've learned while working in the business coaching business:

1. Listen carefully to what the customer has to say, and let them finish. Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Repeat back what you are hearing to show that you have listened.

2. Ask questions in a caring and concerned manner. The more information you can get from the customer, the better you will understand his or her perspective. I've learned it's easier to ask questions than to jump to conclusions.

3. Put yourself in their shoes. As a business owner, your goal is to solve the problem, not argue. The customer needs to feel like you're on his or her side and that you empathize with the situation.

4. Apologize without blaming. When a customer senses that you are sincerely sorry, it usually diffuses the situation. Don't blame another person or department. Just say, "I'm sorry about that."

5. Ask the customer, "What would be an acceptable solution to you?" Whether or not the customer knows what a good solution would be, I've found it's best to propose one or more solutions to alleviate his or her pain. Become a partner with the customer in solving the problem.

6. Solve the problem, or find someone who can solve it — quickly! Research indicates that customers prefer the person they are speaking with to instantly solve their problem. When complaints are moved up the chain of command, they become more expensive to handle and only add to the customer's frustration. There is no getting around customer complaints, regardless of your industry. However, by employing these steps and taking the time to review the issue with the customer, you can turn challenges into something constructive.

Zdroj: Eonetwork: Six Steps to Dealing with Customer Complaints. [online]. 2013 [cit. 2013-01-21]. Dostupné: <http://www.eonetwork.org/knowledgebase/specialfeatures/Pages/SixStepstoDealingwithCustomerComplaints.aspx>



OTÁZKY

1 What does Ben Ridler suggest first when it comes to a complaint with a customer?

- 2 What is the step number two in handling the problem with a customer?
- 3 What is empathy necessary for in handling complaints?
- 4 What attitude should your business show when handling a problem with a customer?
- 5 According to Ben Ridler, how helpful is moving the problem up the chain of command?

LEXIS

4.1 Which of the phrases are used for accepting (A), delaying (D) and rejecting (R) a complaint?

| | |
|---|--|
| 1. Well, I'm afraid there is nothing we can do about it actually. | |
| 2. I'm afraid we can't help you at the moment. Could you leave your contact phone number and address? We will contact you soon. | |
| 3. Well, I'm afraid there isn't much we can do about it. | |
| 4. We will exchange your product immediately. | |
| 5. I suggest you leave it with us and we'll see what can be done. | |
| 6. Oh, I'm sorry about that. | |
| 7. I suggest you leave it with us and we'll see what we can do. | |
| 8. I'm so sorry, I didn't realize. | |
| 9. I'm afraid the manager/boss isn't in at the moment. Could you call later? | |
| 10. I wish it never happened. | |

4.2 Translate the following sentences into Czech:

| | |
|--|--|
| 1. I'm afraid I have to make a serious complaint. | |
| 2. Excuse me, there appears to be something wrong... | |
| 3. I wonder if you could help me... | |
| 4. I'm sorry to have to say this, but... | |
| 5. OK, I will look into the problem. | |

CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS

4.3 Which word is different?

| | | | |
|---------------|---------------|--------|----------|
| 1. complain | protest | object | glorify |
| 2. solve | blame | handle | sort out |
| 3. reject | accept | refuse | deny |
| 4. acceptable | inappropriate | false | wrong |

4.4 Form different connotations:

| verb | noun |
|---------------|------------|
| 1. to solve | ... |
| 2. ... | acceptance |
| 3. to blame | ... |
| 4. ... | objection |
| 5. to refuse | |
| 6. ... | apology |
| 7. to satisfy | ... |

4.5 Telephone language: use the words to complete the sentences:

wrong number, line, ring, busy, engaged, call

1. The line is, he is talking to someone else.
2. Hold the Please, an operator will assist you.
3. It's the second time I have dialled a! What is the right one?
4. Can I make a With your phone? Mine is out of order.
5. The line was, now it is free.
6. Can you me back, please?



SAMOSTATNÝ ÚKOL

Act a short dialogue in pairs, in which you will deal with some complaints in shops, e.g. you have bought a mobile or any other product and it is not working properly etc.

4.3 Qualities of a successful call center agent

Hiring an excellent call center agent is just as important as having the right call center software. Candidates can be screened based on a variety of criteria, such as personality, skill, fit and motivation. Here are some of the top qualities of a successful call center agent:

1. Knowledge retention

An agent's mission is to provide the highest quality support to customers. To accomplish this, they need to be able to learn and memorize a good amount of information about your company. They should at least know the ins and outs of your product or service and be on board with your brand's philosophy.

They should know when they can't resolve the issue and who to transfer the call to if this is the case. As time progresses, they should be able to remember answers to frequently asked questions and troubleshoot with ease.

2. Attention to detail

Being a call center agent can sometimes be monotonous. Agents often answer the same questions and receive the same complaints day after day. The danger with this is that agents can become complacent as a result. Agents that fall into this tend to assume that they understand customer issues without seeking clarification. In fact, consumers say that on average agents only answer their questions 50 percent of the time.

3. Organization

Agents that work in a busy call center should be incredibly organized. They need to be able to juggle multiple tasks at once (i. e., checking the knowledge base, updating the CRM and taking notes in your helpdesk), all while attending to the customer's needs. Staying organized will help reduce errors during this process.

4. Flexibility

Not only do call center agents in a busy call center handle dozens of calls per day, but they also interact with customers with challenging personalities. To make sure your agents are flexible enough to meet the needs of your diverse customer base, hire agents that can go with the flow. In addition, you may also need to have some of your agents work challenging hours: holidays, nights and weekends. Flexibility is key.

5. Friendly

Agents are the frontline of your company. Make sure they are projecting a warm and friendly image and your customers will rave about their experience. Agents should be able to consistently maintain a positive demeanor and keep a smile on their face day in and day out.

CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS

6. Calm under pressure

A high quality call center agent isn't easily flustered. Some would argue that this is one of the toughest jobs to maintain. A good agent will remain calm when someone is yelling at them over the phone or when they have a Chatty Cathy on the other end of the line who simply won't let them get a word in edgewise. Keeping their cool throughout all of these situations and not letting the frustrated callers get to them personally will get any call center agent far in the industry.

7. Effective communication skills

Because a call center agent's job is to communicate with callers, they should have top-notch communication skills. Effective communication also involves listening to the caller, digesting the information and conveying a solution quickly and effectively. The agent should speak clearly, using basic vocabulary. If they can communicate effectively, this will bode well for the quality of your service.

8. Speed

Quality agents should be fast and efficient. They should work quickly without sacrificing the quality of their work. A fast-working call center agent can reduce average speed to answer and service level for your entire team so your customers are more satisfied.

9. Creativity

Finally, a strong agent needs to be creative. He or she should be able to come up with workable solutions for any problems thrown their way. It's important that they're creative because it'll help them meet caller's needs in the best way possible for both the company and the customer. This can also increase customer satisfaction. When agents resolve an issue effectively, 70 percent of the time, that customer will return and do business with the company again.

Zdroj: talkdesk: Qualities of a successful call center agent [online]. [cit. 2018-08-18]. Dostupné z: <http://www.talkdesk.com/blog/9-top-qualities-of-a-successful-call-center-agent>.

4.4 Golden rules of customer service

Customers are the bread and butter of every company. Customer service must be a top priority. 78 percent of consumers have ended transactions before purchasing due to poor customer service response.

These 10 golden rules will help keep your customers happy and your company afloat.

1. Be a great listener. Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel.

2. The customer is always right. He or she may be rude, inattentive, speak with a thick accent, even stupid, but he or she is still the customer.

3. Customers are very sensitive and know whether or not you really care about them. **Thank them every time** you get a chance. Make your customers feel important and appreciated. Always use their name and find ways to compliment them, but be sincere.

4. Identify and anticipate needs. Customers don't buy products or services. They buy good feelings and solutions to their problems. Try smiling while you are talking to the customer, it can make your voice sound more pleasant and positive.

5. Get regular feedback. Encourage and welcome suggestions about how your company could improve.

6. Help customers understand your systems. Take time to explain how your systems work and how they simplify transactions.

7. Give more than expected.

8. Know how to apologize. The customer may not always be right, but the customer may not always be right, but the customer must always win.

9. Treat employees well. Employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treat your employees with respect and chances are they will have a higher regard for customers.

10. Appreciate the power of YES. Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it.

Zdroj: customerthink: The 10 golden rules of customer service. [online]. [cit. 2018-08-29]. Dostupné z: <http://www.customerthink.com/the-10-golden-rules-of-customer-service>

OTÁZKY



What do you think is the most important quality for a customer service agent to have? Why?

4.5 Grammar - Selected phrasal verbs in English

Frázová slovesa tvoří v angličtině nedílnou součást jak spisovné, tak i hovorové vrstvy jazyka. Jedná se o idiomatická vyjádření, která se skládají ze slovesa a částice. Slovní spojení vytváří zcela nový význam, který je často velmi odlišný od přesné definice původního

CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS

slovesa. Nicméně je možné v angličtině najít a nahradit stejný význam vyjádřený frázovým slovesem jiným slovesem či synonymem. Existuje několik přístupů, jak je možné frázová slovesa rozdělit. Nejčastěji první kritérium tvoří skutečnost, zda frázová slovesa jsou nepřechodná (intransitive verbs), tedy taková, za kterými nemůže následovat předmět. Druhou skupinu tvoří tranzitivní slovesa (transitive verbs), za kterými předmět může následovat. V rámci této skupiny najdeme pak v angličtině slovesa, která jsou neoddělitelná, u kterých je předmět vždy za předložkou (např. Our company counts on your assistance.) Oddělitelná slovesa naopak mají předmět umístěn mezi slovesem a předložkou, (např. The Cleaners' always cleans our offices out.) U některých frázových sloves je možné umístit předmět jak za předložku, tak mezi sloveso a předložku (např. Our secretary looked the number up in the list. nebo Our secretary looked up the number in the list.)

Nyní následují další příklady:

PŘÍKLAD 1

Our business partners from Italy stayed over.

PŘÍKLAD 2

Paul made up the story to look more interesting.

PŘÍKLAD 3

Unfortunately she cut me off, as I was about to say that I was not coming.

GRAMMAR-EXERCISES

4.6 Complete the suitable prepositions:

1. Tom, our new CEO, is in charge ... the whole business.
2. Currently we are involved ... many interesting projects.
3. Who is responsible ... Marketing Department?
4. I have got Mike and Sue working ... me.
5. Everyone in our factory has to look ... his area of work.
6. In our company we need to report ... our supervisors.

7. My job is to run our shop ... a day-to-day basis.
8. All employees have to take care ... an area of their work in Bosch Company.

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

1. look ...
2. take ...
3. get ...
4. go ...
5. give ...

4.8 Try to find synonyms for the following phrasal verbs:

1. cut off ... 4. hand in ... 7. put together ...
2. put off ... 5. speed up ... 8. put out ...
3. leave out ... 6. bring about ... 9. blow up ...

OTÁZKY



4.6 Test

1. The talks between our two competing companies broke ...
 - up
 - off
 - down
2. Our local team in Austria is trying to put ... a new proposal.
 - off
 - away
 - together
3. The meeting was put ... by three hours.

CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS

- off
- away
- in

4. Our new team is looking ... meeting our French counterparts.

- at
- forward to
- up

5. On the British market there is a strong competition, so we need to keep ... with the main competitors.

- off
- up
- down

6. German analysts predict that sales in Asia will shoot ... by 10% this month.

- up
- down
- off

7. The new environmental law will come ... effect next month.

- out
- into
- off

8. Before we set ... on a business trip to a fair in Barcelona we need to prepare thoroughly.

- off
- away
- up

9. In my new job it is possible to sign ... for some training courses in communication.

- down
- up
- off

10. Let us get ... to business immediately.

- off
- in
- down

ODPOVĚDI



4.7 Key

LEXIS-EXERCISES

4.1. Which of the phrases are used for accepting (A), delaying (D) and rejecting (R) a complaint?

| | |
|---|----------|
| 1. Well, I'm afraid there is nothing we can do about it actually. | R |
| 2. I'm afraid we can't help you at the moment. Could you leave your contact phone number and address? We will contact you soon. | D |
| 3. Well, I'm afraid there isn't much we can do about it. | R |
| 4. We will exchange your product immediately. | A |
| 5. I suggest you leave it with us and we'll see what can be done. | D |
| 6. Oh, I'm sorry about that. | A |
| 7. I suggest you leave it with us and we'll see what we can do. | D |
| 8. I'm so sorry, I didn't realize. | A |
| 9. I'm afraid the manager/boss isn't in at the moment. Could you call later? | D |
| 10. I wish it never happened. | A |

CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS

4.2 Translate the following sentences into Czech:

| | |
|--|---|
| 1. I'm afraid I have to make a serious complaint. | Obávám se, ale musím vznést reklamaci. |
| 2. Excuse me, there appears to be something wrong... | Promiňte, zdá se, že je něco v nepořádku. |
| 3. I wonder if you could help me... | Zajímalo by mne, zdali byste mne mohl pomoci. |
| 4. I'm sorry to have to say this, but... | Je mi líto, ale musím říct, ... |
| 5. OK, I will look into the problem. | V pořádku, prozkoumám ten problém. |

4.3 Which word is different?

| | | | |
|----------------------|---------------|--------|----------------|
| 1. complain | protest | object | glorify |
| 2. solve | blame | handle | sort out |
| 3. reject | accept | refuse | deny |
| 4. acceptable | inappropriate | false | wrong |

4.4 Form different connotations:

| | |
|------------------------|---------------------|
| verb | noun |
| 1. to solve | solution |
| 2. to accept | acceptance |
| 3. to blame | blame |
| 4. to object | objection |
| 5. to refuse | refusal |
| 6. to apologise | apology |
| 7. to satisfy | satisfaction |

4.5 Telephone language: use the words to complete the sentences:

1. busy/engaged, 2. line, 3. wrong number, 4. call, 5. busy/engaged, 6. ring

GRAMMAR-EXERCISES

4.6 Complete the suitable prepositions:

1. Tom, our new CEO, is in charge **of** the whole business.
2. Currently we are involved **in** many interesting projects.
3. Who is responsible **for** Marketing Department?
4. I have got Mike and Sue working **under** me.
5. Everyone in our factory has to look **after** his area of work.
6. In our company we need to report **to** our supervisors.

7. My job is to run our shop **on** a day-to-day basis.
8. All employees have to take care **on** an area of their work in Bosch Company.

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

1. **look for** (hledat), **look at** (podívat se), **look up** (vyhledat)...
2. **take off** (vzlétnout), **take away** (odnést), **take in** (přijmout)...
3. **get up** (vstávat), **get off** (vystoupit), **get in** (vstoupit)...
4. **go up** (stoupat), **go down** (klesat), **go away** (odjet)...
5. **give up** (vzdát se), **give in** (vzdát se), **give off** (vydávat)...

4.8 Try to find synonyms for the following phrasal verbs:

1. interrupt 4. submit 7. assemble
2. postpone 5. accelerate 8. extinguish
3. omit 6. cause 9. explode

4.7.1 TEST

1. **The talks between our two competing companies broke ...**
 - up
 - off
 - **down**
2. **Our local team in Austria is trying to put ... a new proposal.**
 - off
 - away
 - **together**
3. **The meeting was put ... by three hours.**
 - **off**

CUSTOMER SUPPORT – CUSTOMER SERVICE AND TELEPHONING, DEALING WITH PROBLEMS

- away

- in

4. Our new team is looking ... meeting our French counterparts.

- at

- **forward to**

- up

5. On the British market there is a strong competition, so we need to keep ... with the main competitors.

- off

- **up**

- down

6. German analysts predict that sales in Asia will shoot ... by 10% this month.

- **up**

- down

- off

7. The new environmental law will come ... effect next month.

- out

- **into**

- off

8. Before we set ... on a business trip to a fair in Barcelona we need to prepare thoroughly.

- **off**

- away

- up

9. In my new job it is possible to sign ... for some training courses in communication.

- down
- **up**
- off

10. Let us get ... to business immediately.

- off
- in
- **down**

SHRNUTÍ KAPITOLY



V kapitole **Customer Support – Call Centres, Customer Support - Customer Service and Telephoning, Dealing with Problems** jsme se naučili, co je důležité pro úspěšnou komunikaci s klientem, jak správně postupovat a hlavně známe odpověď na otázku, jaké předpoklady musí mít ten, kdo je s klienty v přímém kontaktu.

5 CAREERS - CAREER CHOICES



RYCHLÝ NÁHLED KAPITOLY

Kapitola se soustřeďuje na oblast kariéry v době, kdy se rozhodujeme o svém budoucím zaměstnání, případně jeho změně. Zaměřuje se na lexikum, které je frekventované v této oblasti hledání zaměstnání, zvažování poptávky a nabídky na pracovním trhu. Věnuje se také pracovním benefitům, které zaměstnavatelů svým zaměstnancům poskytují a hrají důležitou roli v rozhodovacím procesu budoucího zaměstnance.

Gramatická část procvičuje předpřítomný čas, který je v kariérní oblasti často využíván.



CÍLE KAPITOLY

Po absolvování kapitoly budu umět:

- Aktivně používat slovní zásobu k výběru povolání,
- Pohovořit o poptávce a nabídce na pracovním trhu,
- Vyjmenovat a vysvětlit nejčastěji používané pracovní benefity,
- Používat předpřítomný čas prostý.



KLÍČOVÁ SLOVA KAPITOLY

Career, demand, full-time job, part-time job, present perfect, salary, shortage, vacancy.

5.1 Vocabulary

| | |
|---------------|---------------------|
| amount to | dosáhnout, činit |
| attract | lákat, přitahovat |
| average | průměr |
| be in demand | být žádaný |
| consider | zvažovat |
| create | vytvořit |
| desperate | zoufalý, beznadějný |
| endure | vydržet |
| full-time job | na celý úvazek |

| | |
|-----------------------|--|
| healthcare | zdravotnictví |
| hospitality | pohoštění |
| lack | postrádat, nemít |
| mining | hornictví |
| part- time job | na poloviční úvazek |
| perform well | dařit se |
| pledge | přislíbit, zavázat se |
| plumber | instalatér, opravář |
| quarrying | těžba |
| redundancy | nadstav, propuštění nadbytečných zaměstnanců |
| renewable | obnovitelný |
| retail | maloobchod |
| reveal | ukázat, odhalit |
| rough | krutý, hrubý, tvrdý |
| shortage | nedostatek |
| skill | dovednost |
| solicitor | právní zástupce, advokát |
| struggle | snažit se, usilovat |
| survey | průzkum, šetření |
| threat | hrozba |
| torrid | horká (doba apod.) |
| tradesman | obchodník |
| upward | nahoru, vzrůstající |
| vacancy | volné místo |
| wholesale | velkoobchod |
| workforce | zaměstnanci |

5.2 Jobs most in demand in the UK

According to Caroline Cassidy from <http://www.aol.co.uk/> it's been a rough few years for anyone looking for work, and the threat of redundancy is still a very real fear for many Brits. But a recent report produced by the UK Commission for Employment and Skills revealed there are still vacancies if you know where to look.

Top related searches include:

1. Part time jobs
2. Finance jobs
3. Automotive jobs
4. Communications jobs
5. Technology jobs

CAREERS - CAREER CHOICES

6. Healthcare jobs
7. Jobs in healthcare
8. Oil and gas jobs
9. Renewable energy jobs
10. IT jobs UK

So if you are desperate to get back to work or are considering a change of career, these are the sectors and employment skills most in demand.

The survey, of over 87,000 businesses, revealed that 23 per cent of employers' vacancies were considered 'hard-to-fill' - and the most widely-given reason for this was found to be lack of skills, qualifications or experience.

Electricians, plumbers and chefs with the above were most in demand as employers reportedly found applicants wanting when it came to skill and qualifications, particularly within the hotel and restaurant trade, wholesale and retail, and manufacturing and construction industries.

But it's not just tradesmen that are sought after - the report also suggested there was a shortage of skilled professionals within the business services sector, where financial services companies, solicitors, the education sector and marketing firms were struggling to fill vacancies.

Of the areas experiencing the greatest demand for skilled professionals, IT technicians and investment analysts came out on top, with five vacancies for every 100 people working in the sector. That's good news for those with specialist or technical knowledge. Meanwhile the catering and hospitality industry, and community and social services areas are also key areas for job seekers.

Elsewhere jobs vacancies within the mining and quarrying industries amounted to seven per cent of the total workforce, while customer service staff are reportedly in demand within the construction, electricity, gas and water industries.

If you are hoping to change career or have been made redundant and are considering retraining, it's worth knowing which sectors are on the up and up.

IT and communications, for example, is currently performing well and, according to the Barclays Job Creation Survey, some 78 per cent of companies within the sector are hoping to create new vacancies over the coming year.

Renewable energy is also likely to experience growth in the years to come. The Government invested £5.7 billion in renewable energy last year and with both green energy and

construction high on the agenda and attracting global investors, it's a great sector to get into if you are just starting out in the job market.

Energy professionals are also in demand within the oil and gas industries though, with Hays Recruitment reporting that the average salary for employees in this sector is more than twice the national average, at a healthy £55,850. Having endured torrid times in recent years, the motoring industry is also now on an upward curve. Currently the UK's largest export sector, the Government has pledged a £50 million investment in the industry over the next three years, encouraging manufacturers from abroad to build in the UK. Good news for those looking to find or start work in automotive engineering.

And unsurprisingly, the healthcare industry still is one of the sectors with the greatest demand. Not only does Hays Recruitment list the industry on its top 10 global skills shortage list, but according to the Barclays Job Creation Survey, some 62 per cent of UK healthcare companies plan to create new jobs in the next 12 months.

Zdroj: Aol.: Jobs most in demand in the UK. [online]. AOL, 2013. [cit. 2013-07-04]. Dostupné z:<http://hot-search.aol.co.uk/2012/08/10/jobs-most-in-demand-in-the-uk/>

OTÁZKY



- 1 What are the most demanded jobs at the moment in the UK?
- 2 Based on the survey, what are some of the reasons for the employers' vacancies?
- 3 What blue collar jobs are demand in the UK today?
- 4 What white collar jobs are in demand in the UK today?
- 5 What are some other professions which are currently in high demand in the UK, too?

LEXIS

5.1 Match the words with their definitions in English:

- | | | |
|--------------------|--|----|
| 1. vacancy | a) an ability to do an activity or job well, especially because you have practised it | 1. |
| 2. demand | b) a situation in which there is not enough of something | 2. |
| 3. shortage | c) to ask for something forcefully, in a way that shows that you do not expect to be refused | 3. |

CAREERS - CAREER CHOICES

- | | | |
|-------------------------|---|-----|
| 4. recruitment | d) an ability, characteristic, or experience that makes you suitable for a particular job or activity | 4. |
| 5. qualification | e) the process of finding people to work for a company or become a new member of an organization | 5. |
| 6. investor | f) describes a form of energy that can be produced as quickly as it is used | 6. |
| 7. skill | g) a job that no one is doing and is therefore available for someone new to do | 7. |
| 8. redundancy | h) a fixed amount of money agreed every year as pay for an employee, usually paid directly into his or her bank account every month | 8. |
| 9. renewable | i) a person who puts money into something in order to make a profit or get an advantage: | 9. |
| 10. salary | j) a situation in which someone loses their job because their employer does not need them | 10. |

5.2 Translate the following phrases into English:

1. být žádaný
2. postrádat zkušenosti
3. průměrný plat
4. nedostatek pracovní síly
5. volné místo
6. mající požadovanou kvalifikaci

5.3 Match the nouns with appropriate adjectives:

- | | | | |
|--------------------|---------------|-------------------------|--------------|
| 1. skilled | a) sector | 5. job | e) invest or |
| 2. foreign | b) vacancy | 6. recruitment | f) sector |
| 3. highly demanded | c) agency | 7. employment | g) workforce |
| 4. industry | d) profession | 8. wholesale and retail | h) skills |

SAMOSTATNÝ ÚKOL



With your friends discuss the jobs which are currently in demand in your country where you live.

5.3 Employee benefits

Employee benefits can comprise 40% of even more, of your total compensation package so it's important to know exactly what benefits you will be provided. An employee benefits package includes all the non-wage benefits, like insurance and paid off time, provided by an employer. There are some types of employee benefits that are mandated by law, including minimum wage, overtime, unemployment, and workers compensation and disability.

There are other types of employee benefits that companies are not required to offer, but choose to provide to their employee.

Depending on the company, these benefits may include health insurance (required to be offered by larger companies), dental insurance, vision care, life insurance, paid vacation leave, personal leave, sick leave, child care, fitness, a retirement plan, and other optional benefits offered to employees and their families.

There is an increasing use of bonuses, perks, and incentives by employers to recruit and retain employees. Look at the companies rated the best places to work and you'll discover many offer health club memberships, flexible schedules, daycare, tuition reimbursement, and even on-sit dry cleaning.

Other benefits can vary between industries and businesses and are sometimes referred to as „fringe“ benefits. These perks can include bonuses, profit sharing, medical, disability, and life insurance, paid vacations, free meals, use of a company car, pensions, company holidays, personal days, sick leave, other time off from work, retirement and pension plan contributions, discount on company products and services, housing, and other benefits and perks that are provided by companies in addition to the employee's salary.

Whether you are job searching, deciding on a job offer, or happily employed, it's important to review what benefit coverage is provided by the company and to decide whether the employee benefits package is one that fully meets your needs. It's also important to take full advantage of what the company provides to employees.

Zdroj: the balance careers: Types of employee benefits and perks [online]. [cit. 2018-09-10]. Dostupné z: <http://www.thebalancecareers.com/types-of-employee-benefits-and-perks-2060433>.



OTÁZKY

- 1 What are the common benefits and perks provided by companies?
 - 2 What are the most popular employee benefits in the Czech republic?
 - 3 Could you name some educational and training benefits?
 - 4 How would you explain that the workplace is family-friendly?
-



SAMOSTATNÝ ÚKOL

You have interviewed with a company where the position sounds great, the salary is more than you expected, and the job offer is on the table. But what about benefits? What benefits are important for you?

5.4 Grammar – Present perfect

Předpřítomný čas označuje události, které se udály časově „před teď/nyní“, nevyjadřuje, kdy se událost stala; při použití přesného času je nutné použít minulý čas prostý. Nejčastěji se pojí s časovými spojkami, jako jsou: for, since, ever, never, just, yet, recently, lately, already apod.

Tvoření:

Kladná věta: Podmět + have (3. os. j. č. has) + přičestí minulé + zbytek věty (I have been to many countries on business).

Zápor: Podmět + haven't (3. os. j. č. hasn't) + přičestí minulé + zbytek věty (She has not visited our company).

Otázka: Have (has) + podmět + přičestí minulé + zbytek věty? (Have they ever gone to the subsidiaries in Austria?)

Použití:

- a) vyjadřuje děj, který začal v minulosti a stále pokračuje,
- b) vyjadřuje děj, který se stal někdy v našem životě, událost se stala v minulosti a je ukončena, ale účinek je stále „cítit“; není důležité, kdy se děj odehrál,

c) vyjadřuje minulou událost, která má přítomný následek, děj je obvykle v nedávné minulosti.

Nyní následují další příklady k výše uvedeným pravidlům:

PŘÍKLAD 1

He has lived in London.

PŘÍKLAD 2

The payment has not arrived yet.

PŘÍKLAD 3

Have you ever been to France?

SAMOSTATNÝ ÚKOL



GRAMMAR – EXERCISES

5.4 Use the correct forms of past tenses or present perfect tenses in each situation:

1. Peter (become) a manager of the franchise when he (be) 31.
2. How long (your sales manager, work) in the multinational franchise?
3. I (receive) your sales proposal, I am quite impressed.
4. We (agree) on Monday to resume contract talks.
5. Our team (implement) necessities in our French branch last week.
6. Over the past three months Paula (be involved) in many interesting projects.

5.5 Complete the suitable past participle verb forms with the following irregular verbs:

1. be..., leave..., have..., fly..., speak..., learn..., have to..., take...

5.6 Make questions and use how + long + the present perfect:

1. She has been the Austrian franchisor for five years...

2. We have had twenty outlets in Europe for over 10 years...

3. Our company has had the agreement with KFC for over 20 years...



OTÁZKY

5.5 Test

1. The Finnish company located in this country is making 200 employees ... due to the increased costs.

- redundant
- abundant
- lavish

2. The jobs most in ... are also well paid.

- need
- demand
- necessity

3. The most popular business ... include part-time jobs, finance jobs and automotive jobs.

- departments
- sections
- sectors

4. There was a ... of skilled professionals within the business services sector.

- shortage
- shortened
- shortening

5. The survey, of over 87,000 businesses, ... that 23 per cent of employers' vacancies were considered 'hard-to-fill'.

- released
- revealed
- betrayed

6. The mining and quarrying industries ... seven per cent of the total workforce.

- amounted with
- amounted of
- amounted to

7. energy is also likely to experience growth in the years to come.

- Renew
- Renewable
- Renewed

8. IT technicians and investment analysts came out ... top.

- on
- at
- in

9. Having endured ... times in recent years, the motoring industry is also now on an upward curve.

- torrid

CAREERS - CAREER CHOICES

- cold
- dispassionate

10. The Government has ... a £50 million investment in the industry over the next three years.

- pleaded
- pledged
- requested



ODPOVĚDI

5.6 Key

LEXIS

5.1 Match the words with their definitions in English:

| | | |
|------------------|---|-----|
| 1. vacancy | a) an ability to do an activity or job well, especially because you have practised it | 1.g |
| 2. demand | b) a situation in which there is not enough of something | 2.c |
| 3. shortage | c) to ask for something forcefully, in a way that shows that you do not expect to be refused | 3.b |
| 4. recruitment | d) an ability, characteristic, or experience that makes you suitable for a particular job or activity | 4.e |
| 5. qualification | e) the process of finding people to work for a company or become a new member of an organization | 5.d |
| 6. investor | f) describes a form of energy that can be produced as quickly as it is used | 6.i |
| 7. skill | g) a job that no one is doing and is therefore available for someone new to do | 7.a |
| 8. redundancy | h) a fixed amount of money agreed every year as pay for | 8.j |

| | | |
|---------------------|---|------|
| | an employee, usually paid directly into his or her bank account every month | |
| 9. renewable | i) a person who puts money into something in order to make a profit or get an advantage: | 9.f |
| 10. salary | j) a situation in which someone loses their job because their employer does not need them | 10.h |

5.2 Translate the following phrases into English:

| | |
|-----------------------------------|-----------------------|
| 1. být žádaný | be in demand |
| 2. postrádat zkušenosti | lack experience |
| 3. průměrný plat | average salary |
| 4. nedostatek pracovní síly | shortage of workforce |
| 5. volné místo | vacancy |
| 6. mající požadovanou kvalifikaci | skilled |

5.3 Match the nouns with appropriate adjectives:

| | | | |
|--------------------|------------|-------------------------|---------|
| 1. skilled | workforce | 5. job | vacancy |
| 2. foreign | investor | 6. recruitment | agency |
| 3. highly demanded | profession | 7. employment | skills |
| 4. industry | sector | 8. wholesale and retail | sector |

GRAMMAR-EXERCISES

5.4 Use the correct forms of past tenses or present perfect tenses in each situation:

1. Peter **became** a manager of the franchise when he was 31.
2. How long **has** your manager **worked** in the multinational franchise?
3. I **have received** your sales proposal, I am quite impressed.
4. We **agreed** on Monday to resume contract talks.
5. Our team **implemented** necessities in our French branch last week.
6. Over the past three months Paula **has been involved** in many interesting projects.

5.5 Complete the suitable past participle verb forms with the following irregular verbs:

1. been, left, had, flown, spoken, learnt, had to, taken.

5.6 Make questions and use how + long + the present perfect:

1. How long has she been...?
2. How long have you had...?
3. How long has your company had...?

5.6.1 TEST

1. The Finnish company located in this country is making 200 employees ... due to the increased costs.

- **redundant**
- abundant
- lavish

2. The jobs most in ... are also well paid.

- need
- **demand**
- necessity

3. The most popular business ... include part-time jobs, finance jobs and automotive jobs.

- departments
- sections
- **sectors**

4. There was a ... of skilled professionals within the business services sector.

- **shortage**

- shortened

- shortening

5. The survey, of over 87,000 businesses, ... that 23 per cent of employers' vacancies were considered 'hard-to-fill'.

- released

- **revealed**

- betrayed

6. The mining and quarrying industries ... seven per cent of the total workforce.

- amounted with

- amounted of

- **amounted to**

7. ... energy is also likely to experience growth in the years to come.

- Renew

- **Renewable**

- Renewed

8. IT technicians and investment analysts came out ... top.

- **on**

- at

- in

9. Having endured ... times in recent years, the motoring industry is also now on an upward curve.

- **torrid**

- cold

- dispassionate

10. The Government has ... a £50 million investment in the industry over the next three years.

- pleaded
 - **pledged**
 - requested
-



SHRNUTÍ KAPITOLY

V kapitole **Careers – Career Choices** jsme se zaměřili na to, jakým způsobem hledat své budoucí zaměstnání, která povolání jsou žádaná, jaké jsou požadavky zaměstnavatelů, ale také jsme se věnovali možnostem, které mají zaměstnanci v rámci zaměstnaneckých benefitů. Zopakovali jsme si správné použití přítomného času.

6 CAREERS – JOB INTERVIEWS

RYCHLÝ NÁHLED KAPITOLY



Kapitola navazuje na dovednosti získané v opoře Cizojazyčná příprava AJ 1 Job interviews and career, kde jste se naučili např. sestavit svůj životopis a motivační dopis a tyto dovednosti rozšiřuje. V kapitole 3 jste se zamýšleli nad vlastní SWOT anlyzou a nyní budete aplikovat své kompetence a dovednosti na požadavky pracovního trhu. Kapitola vysvětluje, jakou úlohu mají v kariéru oblasti sociální sítě a jak se sociálními médii pracovat při sebe prezentaci.

Gramatická část objasňuje vyjadřování budoucnosti v angličtině.

CÍLE KAPITOLY



V této kapitole se naučím:

- Vyjmenovat a vysvětlit kompetence a dovednosti zaměstnance,
- Vysvětlit úlohu sociálních sítí na pracovním trhu,
- Vyjadřovat budoucnost.

KLÍČOVÁ SLOVA KAPITOLY



Career, competence, job, skill, social media, social networking.

6.1 Vocabulary

| | |
|--------------------|----------------------------|
| accurately | přesně |
| adapt | přizpůsobit |
| appointment | schůzka |
| appropriate | vhodný |
| assign | zadat, uložit, přidělit |
| budget | rozpočet |
| committed | oddaný, přesvědčený |
| competency | kompetence |
| constraint | přinucení, omezení, nátlak |

| | |
|-----------------|-----------------------------------|
| contain | obsahovat |
| convince | přesvědčit |
| daunting | znepokojivý |
| deadline | konečný/poslední termín |
| deliver on | dodržovat |
| desirable | požadovaný |
| determined | rozhodnutý |
| efficient | zdatný, výkonný |
| encourage | povzbudit |
| ensure | zajistit, postarat se |
| essential | nutný |
| evidence | důkaz |
| gain | získat |
| goal | cíl |
| job hunting | shánění práce |
| negotiation | vyjednávání |
| particular | konkrétní, jednotlivý, specifický |
| persuade | přesvědčit |
| persuasion | přesvědčování |
| proofreading | korektura |
| provide | poskytovat |
| raise awareness | vzbudit pozornost |
| recruiter | náborový pracovník |
| require | vyžadovat |
| research | výzkum |
| share | sdílet |
| skill | dovednost |
| successful | úspěšný |
| succinct | stručný |
| support | podporovat |
| task | úkol |
| thoroughly | důkladně, řádně |
| vital | nezbytný |
| workload | pracovní zatížení |

6.2 Competencies and skills – what are they and how do you show you have them?

Understanding the skills or competencies recruiters are looking for is vital when it comes to making successful applications and doing well in interviews. By giving examples to show that you have the skills they require, you are more likely to convince them of your ability to do the job.

HOW DO YOU KNOW WHICH SKILLS EMPLOYERS ARE LOOKING FOR?

Start with the job advert. It might say “we’re looking for a hard working Accounts Officer to join our busy team”. Here ‘hard working’ indicates they want someone who is

committed and determined, and ‘busy team’ infers the candidate is likely to need to be a good team worker.

Looking at the job description and person specification will explain the skills they are looking for. If you see an “E” or “Essential” listed next to a specific skill, it means you must have this, so you need to evidence it clearly in your application. “D” is for Desirable – try to cover these too in your application as it could set you apart from another candidate.

HAVE YOU GOT THE SKILLS EMPLOYERS ARE LOOKING FOR?

Most probably. It’s important to think about your skills before you start job hunting. Looking at a job description and seeing the word “leadership skills required” can be daunting. But, you don’t have to be the President of the History Society, or a supervisor at work in order to have gained leadership skills.

Think through your experiences carefully when you look at skills required in a role.

For example, if you helped a group reach a decision when completing group coursework, or have taken the initiative to fundraise – this would require skills for leadership, such as careful communication, listening, focus and patience. Providing you have some volunteering, work experience and extra curricular activities, you are very likely to be able to answer the question above with a confident “yes”. If you don’t have work experience on your CV, make an appointment with your Careers Consultant – it’s never too late!

Understanding the skills recruiters are looking for is also vital when it comes to making successful applications and doing well in interviews.

By giving examples to show that you have the skills they require, you are more likely to convince them of your ability to do the job.

HOW DO YOU SHOW EMPLOYERS YOU HAVE THEM?

First it is important to understand what is meant by each of the skills the recruiter is looking for. Then think of ways to provide them with specific evidence to show that you have these skills.

The table on the next page gives some examples of how you could do this. It explains the general meaning behind particular skills and shows ways of providing evidence of this skill in your application. Some organisations might provide their own definition of a certain skill so it fits with their business context. If so, use their definition.

| Skill | What does this mean | Example of evidence |
|---|--|--|
| Written and verbal communication | <ul style="list-style-type: none"> • Communicating information and ideas clearly and accurately. • Keeping your writing fresh and succinct • Using appropriate language, style and writing methods when communicating with people depending on the situation. • Anticipating what information will be needed by others | <p>Guest journalist for Q Messenger: wrote article to raise awareness of the low contribution to the Global Fund to fight malaria, tuberculosis and AIDS. Demonstrated issues with photos and statistics, and gave clear instructions on what students could do to lobby for change.</p> |
| Teamwork | <ul style="list-style-type: none"> • Prioritising team goals over individual goals • Encouraging co-operation • Having an awareness of the needs of others and responding flexibly • Sharing information and ideas, and supporting team members to achieve goals • Assigning or taking on clear roles and responsibility within the team • Doing what you say you will | <p>Group coursework: offered to be the co-ordinator for the project. Encouraged each member to take on a piece of research and passed on information from tutor to the group.</p> |
| Commercial awareness | <ul style="list-style-type: none"> • Knowing how to talk to clients, establish their needs and spot opportunities • Understanding how an organisation works and what internal/external elements have an influence on its business • Taking time to understand what is going on in your chosen industry | <p>Asking a manager at my part-time retail job to spend a day at the Head Office in order to better understand how shop targets are set. Learning about negotiations with suppliers, the price of raw materials and the impact these both have on retail prices.</p> |
| Attention to detail | <ul style="list-style-type: none"> • Ensuring work is thoroughly checked without it being late • Following instructions carefully and accurately • Monitoring your work for errors | <p>Writing a short article that contained statistics and data during a summer internship to a tight deadline. Planned extra time to allow for proofreading and checking.</p> |
| Time management (organisation) | <ul style="list-style-type: none"> • Prioritising your workload when you have multiple deadlines • Planning time to ensure tasks are delivered to a high standard and on time | <p>Managing a final year project, whilst having a part time job and volunteering project. Set monthly goals and tasks each week.</p> |
| Adaptability and flexibility | <ul style="list-style-type: none"> • Responding positively to change • Adapting to new situations quickly • Taking on a diverse range of tasks equally effectively | <p>Taking on the role of team leader on a QM Provide volunteering project at the last minute. Spent own time researching the charity and project so I could organise the time effectively.</p> |

| | | |
|-------------------------------------|--|--|
| Leadership | <ul style="list-style-type: none">• Leading a team• Delegating and motivating effectively• Encouraging input from others• Putting the group's or organisation's needs ahead of your own | Leading and motivating a new tennis team to train on a weekend, and creating the post of Vice-Captain to support scheduling work, after consulting the rest of the team about scheduling problems. |
| Customer focus / orientation | <ul style="list-style-type: none">• Identifying customer needs and constraints• Seeking to find out more about customers and provide a better service• Delivering on promises | As a part time Sales Assistant, dealing with complaints professionally to ensure customer loyalty. Taking time to listen to their feedback and suggesting changes to supervisor. |
| Interpersonal effectiveness | <ul style="list-style-type: none">• Adapting your behaviour to build relationships with a wide range of people• Influencing others through persuasion and encouragement | Persuading other team members to use your idea for a group project, by suggesting a discussion about the pros and cons of each option. |
| Planning and organising | <ul style="list-style-type: none">• Prioritising and planning the efficient use of resources• Monitoring progress against objectives and responding to unforeseen events | As member of QM drama society, scheduling rehearsals, managing the budget and coordinating costume and set teams. |

UNDERSTANDING SKILLS TO HELP YOU MAKE CAREER CHOICES

Every job role requires a different set of technical and/or transferable skills. When you are choosing which job you would like to do, it is helpful to identify both your interests and your skills and see whether they fit well with those the job role typically requires.

For example, if you enjoy team work you probably want to avoid a job where you will do the majority of work on your own. If you tend to need time to think and process information, a job where you have to respond quickly to situations could be very draining.

If you can identify what skills you are particularly good at then, as you explore different types of job, you can see which roles maximise using your skills, that will suit you and you will enjoy.

Zdroj: QM Careers: Competencies and Skills. [online]. QM Careers, 2012. [cit. 2013-07-04]. Dostupné z: <http://www.careers.qmul.ac.uk/docs/Generic%202012/80445.pdf>

OTÁZKY



1 What skills are mentioned in the article?

2 What are their meanings?

CAREERS – JOB INTERVIEWS

3 What examples of evidence of skills are listed above?

4 What skills do you think you possess?

5 What skills do you think you are still missing?



SAMOSTATNÝ ÚKOL

Your body language is important in an interview as it shows the interviewer your attitude. Look at the actions below and decide whether they should be dos or don'ts in an interview.

| | | Dos | Don'ts |
|----|-------------------------------|-----|--------|
| 1 | Sit up straight | | |
| 2 | Look alert | | |
| 3 | Scratch the back of your head | | |
| 4 | Hold your neck | | |
| 5 | Rub your nose | | |
| 6 | Cross your arms | | |
| 7 | Make eye contact | | |
| 8 | Stare at the floor | | |
| 9 | Look uninterested | | |
| 10 | Smile | | |
| 11 | Nod your head | | |
| 12 | Shake your feet | | |

LEXIS

6.1 Match the words with the suitable definitions:

- | | |
|-------------------------------------|---|
| 1. planning and organising | a) prioritising your workload when you have multiple deadlines |
| 2. leadership | b) knowing how to talk to clients, establish their needs and spot opportunities |
| 3. written and verbal communication | c) adapting your behaviour to build relationships with a wide range of people |

- | | |
|--------------------------------|---|
| 4. interpersonal effectiveness | d) communicating information and ideas clearly and accurately |
| 5. time management | e) prioritising and planning the efficient use of resources |
| 6. commercial awareness | f) leading a team |

6.2 Translate the following sentences into Czech:

- | | |
|--|----|
| 1. The job description and person specification will explain the skills they (employers) are looking for. | 1. |
| 2. Think through your experiences carefully when you look at skills required in a role. | 2. |
| 3. For example, if you helped a group reach a decision when completing group coursework, or have taken the initiative to fundraise – this would require skills for leadership, such as careful communication, listening, focus and patience. | 3. |
| 4. Understanding the skills recruiters are looking for is also vital when it comes to making successful applications and doing well in interviews. | 4. |
| 5. Every job role requires a different set of technical and/or transferable skills. | 5. |

6.3 Which word is different?

- | | | | |
|------------|------------|---------|--------------|
| 1. clearly | accurately | plainly | invisibly |
| 2. boost | aspire | inspire | encourage |
| 3. enforce | make sure | ensure | make certain |
| 4. fund | resources | poverty | source |

6.3 How to use social networking to boost your career

Social networking can be an integral part of your job search or career building – if you use it correctly. If you don't, even information you consider private like a photo posted on Facebook or a random comment on Twitter, could cost you your job and unexpectedly damage your career.

Social job searching involves using social media sites like LinkedIn, Facebook, and Twitter for job searching. Social media is used by both job seekers who are looking for employment opportunities, and companies looking to hire.

It's important to build a social network in advance of when you need it. You should be prepared to be found on social media, whether it's a recruiter viewing your profile or an employer who you reached out to first.

That being said, you'll need to do more than just have an online presence.

It's most important to make sure your LinkedIn is built out comprehensively with your most recent employment information, and take responsibility to keep it up to date. Being proactive when it comes to social media can position you, so you are prepared to job search at any time – when you need to find a job or when you're looking for a change.

It's very important to consider your online presence, as more and more employers have been expanding their hiring procedures to incorporate social networking sites. Hiring managers and recruiters use social media to source candidates, to post jobs, and to accept job applications.

Social media job searching sites can help hiring managers to get a more clear sense of their potential employees and their backgrounds before they have even interacted. Social media makes it easy for recruiters to understand you better; your likes, dislikes, and how you might fit within the company.

Zdroj: The balance careers: How to use social networking to boost your career. QM Careers: Competencies and Skills. [online]. [cit. 2018-09-10]. Dostupné z: <http://www.thebalancecareers.com/how-to-use-social-networking-to-boost-your-career-2062607>



ÚKOL K ZAMYŠLENÍ

What is your opinion on the role of social media in professional life?

6.4 Grammar – Review of tenses

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 |
|--|---|---|--|
| Budoucí prostý (will) Future simple | 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 |
| Budoucí prostý (going to) Future simple | I am going to buy some shares. I'm not going to buy some | Pevná rozhodnutí, odhodlání. Typicky věty, které by v ČJ za- | Tomorrow, in 2120, in 20 minutes, Next week/month/year/Tuesday |

| | | | |
|---|--|---|--|
| | shares. Is he going to buy some shares ? | čínaly "Chci ...", "Hodlám ...", "Mám v úmyslu ...". | |
| Budoucí průběhový (Future progressive) | 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 |
| Předbudoucí prostý (Future perfect simple) | 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: "Zítřka bude 5 let...". V praxi málo používaný. | by Tuesday, in a week |
| Předbudoucí průběhový (Future Perfect Progressive) | 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 his 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.

GRAMMAR-EXERCISES

6.4 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) before the 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.

SAMOSTATNÝ ÚKOL



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

OTÁZKY



6.5 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 potential 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



6.6 Key

LEXIS

6.1 Match the words with the suitable definitions:

- | | |
|-------------------------------------|----|
| 1. planning and organising | e) |
| 2. leadership | f) |
| 3. written and verbal communication | d) |
| 4. interpersonal effectiveness | c) |
| 5. time management | a) |
| 6. commercial awareness | b) |

6.2 Translate the following sentences into Czech:

- | | |
|--|--|
| 1. The job description and person specification will explain the skills they (employers) are looking for. | 1. Popis práce a požadavky na uchazeče vypořádají dovednostech, které (zaměstnavatelé) hledají. |
| 2. Think through your experiences carefully when you look at skills required in a role. | 2. Zamyslete se pozorně nad Vašimi zkušenostmi, když se podíváte na požadované dovednosti na danou pozici. |
| 3. For example, if you helped a group reach a decision when completing group coursework, or have taken the initiative to fundraise – this would require skills for leadership, such as careful communication, listening, focus and patience. | 3. Pokud jste například při završování celoroční práce pomohl/a ve skupině přispět k dosažení určitého rozhodnutí, anebo jste se chopil/a iniciativy spojené se získáním finančních prostředků – to vše vyžaduje dovednosti spojené s vedením jakými jsou vnímavá komunikace, naslouchání, pozornost a trpělivost. |
| 4. Understanding the skills recruiters are looking for is also vital when it comes to making successful applications and doing well in interviews. | 4. Pro vytvoření úspěšné žádosti o zaměstnání a úspěch během pohovoru je klíčové pochopení dovedností, které náboroví pracovníci hledají. |
| 5. Every job role requires a different set of technical and/or transferable skills. | 5. Jednotlivé pracovní pozice vyžadují specifické soubory technických a / nebo přenositelných dovedností. |

6.3 Which word is different?

| | | | |
|-------------------|---------------|----------------|------------------|
| 1. clearly | accurately | plainly | invisibly |
| 2. boost | aspire | inspire | encourage |
| 3. enforce | make sure | ensure | make certain |
| 4. fund | resources | poverty | source |

GRAMMAR-EXERCISES

6.4 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 languagesnowadays.
9. Now I **have** much more fun learning German than I **had** beforethe 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.

6.6.1 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.

CAREERS – JOB INTERVIEWS

- 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 potential 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 **Careers – Job interviews** jsme se naučili správně definovat kompetence a dovednosti, které se nejčastěji objevují v pracovních nabídkách. Zaměřili jsme se na využití sociálních sítí v rámci pracovní sféry, které jsou nedílnou součástí správné sebe prezentace budoucího zaměstnance s cílem uspět na trhu práce.

7 DICTIONARY

| | |
|--------------------------------|---------------------------|
| abide | dodržovat, řídit se |
| absent | chybějící, nepřítomný |
| acceptable | přijatelný |
| acclimate | přizpůsobit se |
| account for | tvořit |
| accurately | přesně |
| acknowledge | uznat |
| adapt | přizpůsobit |
| added | přidaný |
| address | oslovit |
| adhere | držet se čeho, dodržovat |
| advise | radit, poradit |
| affect | ovlivnit |
| agenda | program |
| agree | souhlasit |
| agreement | dohoda, souhlas |
| achieve | dosáhnout |
| alignment | postavení, postoj |
| amount to | dosáhnout, činit |
| amplify | zvýšit, umocnit, zesílit, |
| appear | zdát se, jevit |
| appointment | schůzka |
| approach | přístup |
| appropriate | vhodný |
| approximately | přibližně |
| articulate | formulovat |
| aspiration | usilování, touha |
| assign | zadat, uložit, přidělit |
| assignment | úkol |
| attempt | pokus, pokusit se |
| attentive | pozorný |
| attire | oděv, oblečení |
| attitude | postoj |
| attract | lákat, přitahovat |
| average | průměr |
| avoid | vyhnout se |
| be aware of | být si vědom čeho |
| be concerned about | být znepokojen |
| be concerned with | zabývat se něčím |
| be coupled with | být spojen |
| be forced into | být donucen k |
| be held accountable for | být zodpovědný za |
| be in demand | být žádaný |
| be suited to | být vhodný, hodit se |
| be tailored to | být ušitý na míru |
| beoynd one's scope | přerůstat (problém) |
| blow one's nose | smrkat |
| bond with | přátelit se |

| | |
|--------------------------|--|
| break | porušit |
| breathe | dýchat |
| budget | rozpočet, finance |
| calm | klidný |
| care about | starat se o |
| careful | pečlivý, důkladný, pozorný |
| carry | nést |
| catch up with | spojit se s, zkontaktovat se |
| cause | způsobit, příčina |
| circumstance | okolnost |
| chatter | klábosení |
| code | řád, kodex |
| coherent | promyšlený, souvislý, držící pohromadě |
| come down to | odkazovat |
| committed | oddaný, přesvědčený |
| commute | dojíždět (do práce) |
| compelling | přesvědčivý |
| competency | kompetence |
| competitive edge | konkurenční výhoda |
| competitor | konkurent |
| complain | stěžovat si |
| complaint | stížnost |
| complete | ukončit, absolvovat |
| completion | dokončení, dodělání |
| comprehension | schopnost porozumění |
| conceivable | myslitelný, případný |
| condition | podmínka |
| confident | sebejistý, sebevědomý |
| conscience | svědomí |
| consequence | následek |
| consider | zvažovat |
| consistent | stálý |
| consistently | soustavně |
| constantly | pořád |
| constraint | přinucení, omezení, nátlak |
| contagious | nakažlivý, přenosný |
| contain | obsahovat |
| convince | přesvědčit |
| core | jádro |
| corporate | firemní |
| corporate message | firemní sdělení |
| counsel | poradit, radit |
| craft | vytvořit |
| create | vytvořit |
| cross one's arms | křížit paže |
| customs | zvyky |
| damage | poškodit |
| daunting | znepokojivý |
| deadline | konečný/poslední termín |
| dealings | jednání |
| debatable | diskutabilní, sporný |

| | |
|-------------------------------|---|
| decision making | rozhodování |
| defeat | porážka, prohra |
| defensiveness | bránění, obrana |
| deliver | doručit, poskytovat |
| deliver on | dodržovat |
| demonstrate | ukázat, demonstrovat |
| desirable | požadovaný |
| desperate | zoufalý, beznadějný |
| determine | stanovit, určit |
| determined | rozhodnutý |
| disappear | vyhynout, zmizet |
| disclose | odhalit |
| discover | objevit, zjistit |
| disposable | na jedno použití, jednorázový |
| disrespectful | nezdvořilý |
| disruptive | rušivý |
| dissent | nesouhlasit |
| distracting | rušivý, rozptylující |
| disturb | vyrušovat |
| doom | konce, zánik, zlý osud |
| duties | povinnosti |
| educational background | dosavadní vzdělání |
| efficient | zdatný, výkonný |
| effort | snaha |
| embrace | přijmout |
| emphasize | zdůraznit |
| encourage | povzbudit, pobídnout, podporovat |
| endure | vydržet |
| engaged | zapojený, angažovaný, zaujatý |
| enormous | obrovský |
| enshrine | uchovat |
| ensure | zajistit, zaručit, postarat se, ujistit |
| entrepreneur | podnikatel |
| essential | hlavní, podstatný, nutný |
| evidence | důkaz |
| experience | zažít, prožít, zkušenost |
| exploitation | využití, vykořisťování |
| eye contact | oční kontakt |
| failure | neúspěch, nezdár |
| firm | pevný, jistý |
| flawless | bezvadný, bezchybný |
| forthcoming | vyjít někomu vstříc |
| from scratch | od začátku |
| full-time job | na celý úvazek |
| furnished | zařízený (nábytkem) |
| gain | získat |
| gentle | mírný, jemný |
| gently | pozdvolně, mírně, lehce |
| gesticulate | gestikulovat |
| gesture | gesto, gestikulace |
| gloom | skleslost, beznaděj, smutek |

| | |
|------------------------|---------------------------------------|
| goal | cíl |
| government | vláda |
| graduate | absolvent |
| grasp | pochopit, porozumět |
| grin | šklebit se |
| guide through | poradit, pomoci |
| guideline | směrnice, pokyn |
| handle | zacházet, manipulovat |
| handle | zvládat, řešit, vypořádat |
| handshake | podání ruky |
| healthcare | zdravotnictví |
| herald | předznamenávat |
| highly regarded | vysoce uznávaný |
| hold back | držet se zpátky |
| homestay | pobyt v domácnosti rodiny v cizí zemi |
| hospitality | pohoštění |
| host | hostitel, pořádající strana |
| identify | rozpoznat, rozeznat |
| impact | ovlivňovat, působit |
| impact | vliv, ovlivnit |
| implement | provést |
| impression | dojem |
| improve | zlepšit, zdokonalit |
| inadvertently | neúmyslně, nechtěně |
| insubordinate | neukázněný, neposlušný, vzpurný |
| intense | silný, prudký, ostrý |
| internship | praxe, zácvik (v povolání) |
| interpersonal | mezilidský |
| interrupt | přerušovat |
| intrusive | vtíravý, rušivý |
| invade | narušit |
| issue | věc, záležitost |
| issues | problematika |
| jaw | sanice, čelist |
| job hunting | shánění práce |
| joker | vtipálek |
| keep on track | udržovat |
| labor law | pracovní právo |
| labour market | pracovní trh |
| lack | postrádat, nemít |
| lasting | trvalý |
| law | zákon |
| limp-wristed | slabý, chabý |
| links to | kontakty, vazby |
| managerial | manažerský |
| manner | způsob |
| measure | měřit |
| measurement | rozměr, mír, velikost |
| mindset | přístup, postoj |
| mining | hornictví |
| miss | nestihnout |

| | |
|--------------------------|--------------------------------------|
| mission | poselství |
| mission statement | formulace hlavního cíle organizace |
| misunderstanding | neporozumění |
| monitor | dohlížet, kontrolovat |
| myriad | nespočetný, obrovský |
| narrative | příběh, historka |
| navigate | řídit, vést |
| needs | potřeby |
| negotiation | vyjednávání |
| nervous | nervózní |
| network | sít |
| nod | kývnout |
| note | (po)všimnout si něco |
| objective | cíl |
| obscure | nejasný, neznámý, těžko pochopitelný |
| occur | objevit se, vyskytnout se |
| offensive | urážlivý, hrubý |
| offer | nabízet |
| option | volba, možnost |
| overdo | přehánět, přehnat |
| paramount | nejdůležitější |
| part- time job | na poloviční úvazek |
| participant | účastník |
| participate | zúčastnit se |
| particular | konkrétní, jednotlivý, specifický |
| patience | trpělivost |
| patient | trpělivý |
| penalty | rest, pokuta |
| perceive | postřehnout, vnímat |
| perception | vnímání |
| perform well | dařit se |
| performance | výkon, výkonnost, provádění |
| persuade | přesvědčit |
| persuasion | přesvědčování |
| pitch | výška, poloha (hlasu) |
| placement | umístění |
| pledge | přislíbit, zavázat se |
| plumber | instalatér, opravář |
| posture | držení těla |
| prevent | vyhnout se, zamezit, zabránit |
| primary ly | především |
| primary | základní |
| principle | zásada |
| probability | pravděpodobnost |
| procedure | postup |
| progress | pokrok |
| prominently | nápadně |
| proofreading | korektura |
| properly | vhodně, patřičně |
| provide | poskytovat |
| provoke | zlobit, dráždit, provokovat |

| | |
|----------------------------|--|
| public | veřejnost |
| pull the plug on | utnout, omezit |
| punctual | dochvilný |
| punish | potrestat |
| purpose | účel, smysl, záměr |
| purpose | záměr, účel, smysl |
| put off | odradit |
| put sb. at ease | uklidnit někoho |
| quarrying | těžba |
| rainforest | deštný prales |
| raise awareness | vzbudit pozornost |
| rapport | vztah |
| reach | dosáhnout |
| recent | nedávný |
| recovery | zotavení, zlepšení |
| recruiter | náborový pracovník |
| recruitment | nábor, přijímání, získávání zaměstnanců |
| redundancy | nadstav, propuštění nadbytečných zaměstnanců |
| refrain from | zdržet se čemu, vyhnout se čemu |
| regarding | ohledně, týkající se |
| reinforce | posílit, podpořit |
| relaxed | uvolněný |
| remark | poznámka |
| renewable | obnovitelný |
| rent | pronajímat, nájem |
| repercussion | dopad, odezva, následek |
| reprimand | pokárat, napomenout |
| request | prosba, přání |
| require | vyžadovat |
| research | výzkum |
| resentment | rozhořčení, popuzení, vztek |
| resolution | předsevzetí, odhodlání, rozhodnutí |
| respond | reagovat |
| responsibility | zodpovědnost |
| result in | mít za následek |
| retail | maloobchod |
| reveal | ukázat, odhalit |
| reward | odměnit, odměna |
| rough | krutý, hrubý, tvrdý |
| ruin | zničit, kazit |
| rule | pravidlo |
| run into each other | setkávat se navzájem |
| rush | spěchat, hnát se |
| satisfaction | spokojenost |
| scale | měřítka, škála |
| seamless | jednolitý, souvislý |
| seek | hledat |
| seem | jevit se, zdát se |
| self-indulgent | požitkářský |
| serve | sloužit |

Dictionary

| | |
|--------------------------|-------------------------------|
| service | služba |
| set | stanovit |
| shape | formovat |
| share | sdílet |
| shareholder | akcionář |
| shortage | nedostatek |
| sign | známka, symbol |
| skill | dovednost |
| smelly | páchnoucí, smradlavý |
| smoothly | plynule, hladce, bez problémů |
| sniffle | rýma |
| social | společenský |
| solicitor | právní zástupce, advokát |
| soundproof | zvukotěsný |
| sprain | vyvrtnout, vymknout |
| stable | stabilní |
| stakeholder | akcionář |
| stare | zírat, civět |
| start out | začít něčím |
| steadfast | pevný, stálý, neměnný |
| stick with | držet se při kom |
| strength | síla, silná stránka |
| stringent | tvrdý, přísný |
| strive | snažit se |
| struggle | snažit se, usilovat |
| subsequent | následný |
| substandard | pod úroveň standardu |
| subtly | jemně, nepatrně |
| successful | úspěšný |
| succint | stručný |
| supervision | dohled |
| supplier | dodavatel |
| support | podporovat |
| survey | průzkum, šetření |
| take into account | vzít v úvahu |
| tardy | nedochvilný, pomalý |
| task | úkol |
| thoroughly | důkladně, řádně |
| threat | hrozba |
| tool | nástroj |
| torrid | horká (doba apod.) |
| touch | dotýkat se |
| trade | obchodovat |
| tradesman | obchodník |
| transfer | přesun |
| trump | přebít trumfem |
| turns | formulace |
| unclear | nejasný |
| uncooperative | nespolupracující |
| understanding | porozumění |
| unearth | objevit, odkrýt |

| | |
|--------------------|---------------------------------|
| unique | jedinečný |
| unless | když, pokud ne |
| unnerving | nervující, deptající, zdrcující |
| unnoticed | bez povšimnutí |
| uphold | podporovat |
| upright | vzpřímeně, rovně |
| upward | nahoru, vzrůstající |
| vacancy | volné místo |
| value | hodnota |
| various | různý, různorodý |
| vary | lišit se, různit se |
| victory | vítězství |
| visible | očividně, viditelně |
| vital | nezbytný, důležitý |
| vow | slibovat |
| vulnerable | zranitelný |
| warrant | vyžádat |
| weakness | slabá stránka |
| wealth | bohatství |
| wholesale | velkoobchod |
| willingness | ochota |
| workforce | zaměstnanci |
| workload | pracovní zatížení |
| wrist | zápěstí |
| wrongdoing | páchání zla, provinění |























LITERATURA

- [1] ALLISON, J. and P. EMMERSON, 2013. *The Business Intermediate, Student's book*. London: Macmillan. ISBN 978-0-230-43788-3.
- [2] ASPINALL, T. and G. BETHEL, 2007. *Test your business vocabulary in use*. Cambridge: CUP. ISBN 987-0-521-53254-9.
- [3] DYNDA, A. a E. DYNDOVÁ, 2004. *Česko-anglický obchodní poradce*. Praha: Pragoeduca. ISBN 80-7310-017-7.
- [4] CHYLKOVÁ, M., 2015. *English Grammar Workbook (Professional English 1-3)*. Karviná: SU OPF. ISBN 978-80-7510-171-6.
- [5] KARPETA, J., 2013. *Business English 3*. Karviná: SU OPF. ISBN 978-80-7248-832-2.
- [6] MURPHY, R., 2006. *English Grammar in Use. 3rd Edition*. Cambridge: CUP. ISBN 0521537622.
- [7] TURNBULL, J., 2015. *Oxford Advanced Learner's Dictionary*. 9th Edition. Oxford: OUP. ISBN 978-0-19-479879-2.

SHRNUTÍ STUDIJNÍ OPORY

Touto kapitolou končí opora **Cizojazyčná příprava AJ 3**, která vás jazykově připravila pro odbornou komunikaci v oblastech: **Corporate Culture – Work Culture and Placement, Corporate Culture – Work Organization and Responsibility, Customer Support – Call Centres, Customer Support - Customer Service and Telephoning, Dealing with Problems, Careers – Career Choices, Careers – Job interviews**. Uvedenou slovní zásobu je možné použít v jakémkoli firemním či obchodním prostředí. Dále je možné v rámci prohlubování jazykových znalostí využít řadu lexikálních a gramatických cvičení, které jsou opatřeny klíčem. A v neposlední řadě jsou v textu uvedeny webové odkazy, které slouží k dalšímu jazykovému vzdělávání. Všem studentům přejeme hodně úspěchů a chuti se dále jazykově rozvíjet.

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 |

Pozn. Tuto část dokumentu nedoporučujeme upravovat, aby byla zachována správná funkčnost vložených maker. Tento poslední oddíl může být zamknut v MS Word 2010 prostřednictvím menu Revize/Omezit úpravy.

Takto je rovněž omezena možnost měnit například styly v dokumentu. Pro jejich úpravu nebo přidávání či odebrání je opět nutné omezení úprav zrušit. Zámek není chráněn heslem.

Název: **Cizojazyčná příprava AJ 3**

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

Vydavatel: Slezská univerzita v Opavě
Obchodně podnikatelská fakulta v Karviné

Určeno: studentům SU OPF Karviná

Počet stran: 125

Tato publikace neprošla jazykovou úpravou.