



Obchodní angličtina

Milan Šudoma



Business English

Vše, co potřebujete
pro rozvoj písemného
i ústního projevu



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a kontrolními cvičeními

Milan Šudoma

Obchodní angličtina

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PŘEDMLUVA

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

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

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

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

Milan Šudoma

OBSAH

Předmluva	III
Chapter 1	
Introduction into Business English	1
Chapter 2	
Business Correspondence	13
Chapter 3	
Getting a Job Human Resources	33
Chapter 4	
Offers and Request	47
Chapter 5	
Complaints	61
Chapter 6	
Language of Meetings	73
Chapter 7	
Logistics	89
Chapter 8	
Production and Manufacturing	101
Chapter 9	
Legal Purposes	111
Chapter 10	
Insurance	121
Chapter 11	
Book Keeping and Financial Administration	131
Chapter 12	
Marketing	143
Exercise Key	155
English – Czech Dictionary	161
Czech – English Dictionary	185

Introduction into Business English

1

OBSAH

Business – or general English?	
Setting the goal	
Basic expressions and vocabulary	
Real-life situation	
Questions	
A bit of grammar.	
Exercise	
Getting better	

■ Setting the Goal

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

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

■ Business – or general English?

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

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

■ Basic expressions and vocabulary

People

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

Companies & Institutions

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

Money – Finance

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

States & Qualities

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

Events

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

Real-life situation

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

1. Writing correct Emails and business letters in English

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

2. Improvement of speaking fluency

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

3. Correction of pronunciation problems

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

4. Elimination of most outstanding and most common errors

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

5. Improve your vocabulary quickly and easily

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

- Knowledge of affixes (prefixes and suffixes)

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

6. Give concise business presentations that promote your company

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

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

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

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

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

Questions

1. What is the executive training program focused on?

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

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

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

3. Stammer and stutter are things you should

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

4. The very building blocks of language consist of

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

5. Experienced, skilled native speakers are indispensable. =

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

■ A bit of grammar

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

Full stop

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

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

Comma

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

Separate a list of items.

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

Separate phrases (clauses).

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

Introduce a direct quote.

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

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

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

Question Mark

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

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

Exclamation Mark

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

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

Semicolon

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

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

Colon

A colon can be used for two purposes:

To provide additional details and explanation.

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

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

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

Exercise 1

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

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

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

■ Getting better

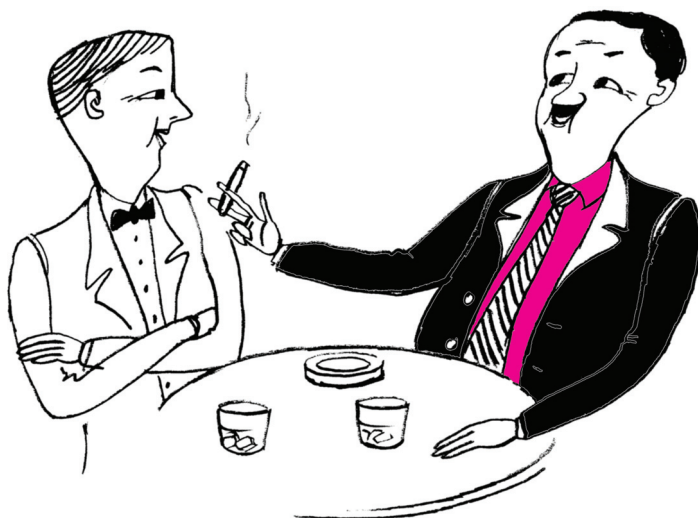
Check if you know all the following words – you will need them a lot.

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

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

■ Vocabulary Checklist

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



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

Business Correspondence

2

OBSAH

Setting the Goal	
Basic Expressions and Vocabulary	
Business writing is different	
Style and Grammar – Pronouns and active versus passive voice	
Useful phrases	
Opening lines	
Closing lines	
When 'Yours faithfully' and when 'Yours sincerely' in a business letter?	
Real-life situation	
Common Phrases for Business Letters	
Effective Emails	
A bit of grammar	
Getting better	
Exercise	
Check Out	
Phrasal Verbs to Remember	

■ Setting the Goal

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

Na konci této lekce byste měli umět:

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