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What is Economics



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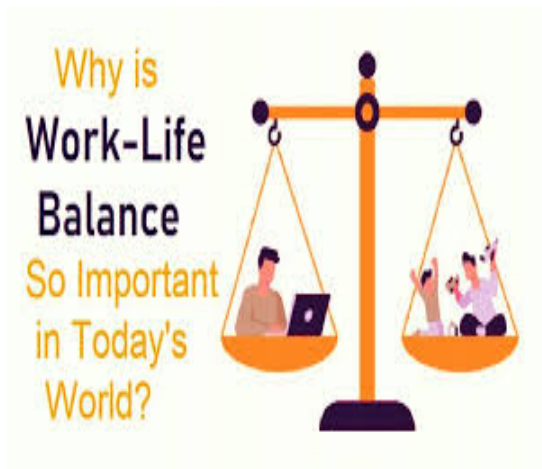
PREFACE

Teaching foreign languages in Uzbekistan has become very important since the first days of the Independence of our country which pays much attention to the rising of education level of people, their intellectual growth. As our first President said: “Today it’s difficult to revalue the importance of knowing foreign languages for our country as our people see their great prosperous future in the cooperation with foreign partners” And of course the education system of the republic has already become one of the most vital fields in the growth of the country. Sufficient education not only prepares a student for a job but also develops the overall personality of an individual. As we notice reforms were implemented in all areas of the country's life, as well as Higher Education system of Uzbekistan, which paves the way to entering the global world. There are taken many steps to accomplish this commitment: Resolution of the President of the Republic of Uzbekistan Sh.M.Mirziyoev on April 20, 2017 No PP-2909 “On measures to further develop the system of higher education”, 610 Resolution of the Cabinet of Ministers of the Republic of Uzbekistan on 11 November 2017 “On measures to further improve the quality of foreign language teaching in educational institutions”, on December 10, 2012 “On measures to further improve the system of learning foreign languages”. All these measures show that our country is giving great attention to the education system, namely to teaching foreign languages.

This book is intended for students and learners whose purpose is extend their knowledge of English, obtain language proficiency and acquire skills to use it in their future profession or life. It encourages them to improve their critical thinking. There are given exercises to enhance all skills for individual work as well as, pair and group work and some extra tasks as searching the net and finding information at home. The book consists of 10 units (two lessons in each) , each lesson contains similar sections which cover different activities and tasks designed to progress different personal learning styles and language skills.

UNIT 1 LESSON 1

WORK - LIFE BALANCE

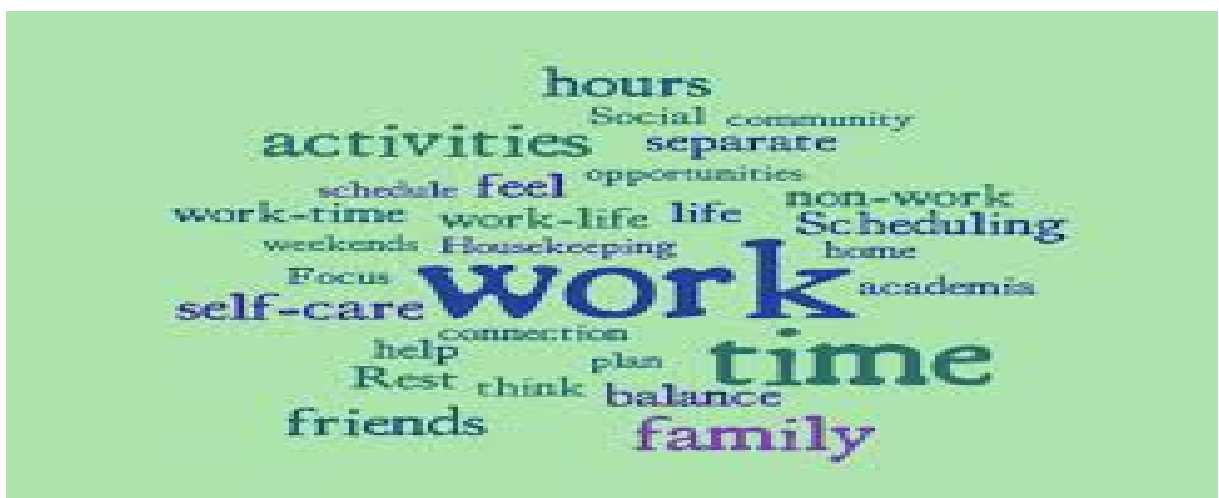


DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is the definition of work-life balance?
2. Does it differ across nationalities and genders?
3. What is the responsibility of organizations to support work-life balance of workers?

Exercise 2. Look at the words in the box and decide what connection they have with “Work life balance”.



READING

Active vocabulary

English	Uzbek	Russian
balance	muvozanat	баланс
personal life	shaxsiy hayot	личная жизнь
conflict	ziddiyat	конфликт
obligation	majburiyat	обязательство
to reduce	kamaytirish	уменьшать
career	martaba	карьера
prioritize	ustuvorlik	приоритеты
leisure	dam olish	досуг
lifestyle	turmush tarzi	образ жизни
to achieve	erishmoq	достигать

Exercise 3. Read and summarize the given text

Work-life balance

Work-life balance is defined as the ability of a worker to balance the time allocated for work, with the time allocated for other parts of their life, such as leisure activities, family, volunteering, healthcare, social gatherings, etc. These various demands on time can often come into conflict, such that people feel that they are unable to attend to all of their responsibilities. Work -life balance refers to the way in which people prioritize their time and effort between professional and personal obligations. It does not mean that the worker should distribute his /her time, but it means creating a lifestyle in which he/she is not overworking.

A good work life balance will leave you with enough time to focus on your personal life, making sure to spend your time with family and friends, enjoy time doing your favorite activities and etc.

There are many factors that could impact on your work balance. For instance, your duties and responsibilities at work your family obligations. Some of these issues are easier to control, whereas others may be a result of different life circumstances. Finding a healthy work -life balance is very important to your overall well-being. It can reduce risks of burnout and stress levels.

The conflict in achieving work-life balance remains a crucial issue for employees and employers alike. Peoples of all genders continue to struggle to achieve balance and may change jobs and careers in order to accommodate the needs of work and family.

Exercise 4. Answer the following questions

1. What is work-life balance?
2. How should one distribute his/her time between life and work?
3. What factors impact work-life balance?
4. What is the effect of achieving work-life balance?

Exercise 5. Find out if the sentence true or false

1. Work-life balance is defined as the ability of balancing the time allocated for work, with the time allocated for other parts of the life.
2. Your duties and obligations at work do not impact on your work-life balance.
3. A healthy work -life balance is very important to overall well-being that can reduce risks of burnout and stress levels.
4. Some people may change their jobs to achieve balance between work and family.

Exercise 6. Read the tips for work-life balance and put them into order according to the importance.

TIPS FOR WORK-LIFE BALANCE

Set specific work hours / Take proper breaks / Accept imperfection /
Make post-work plans / Create a designated workspace / Get dressed for
work / Be good to yourself / Determine achievable goals/

Exercise 7. Read the following stories about work-life balance and give your own opinion.

Anvar: I work for a big furniture company. Our factory is located outskirts of Tashkent, but main office in the city. As I live far from the city I do all my work online from home. That means that I don't waste time travelling to work or making useless chitchat with colleagues. I work on a project basis, and this flexibility is very valuable to me because it means that I can devote some time off for my children or I can schedule any appointments with the teachers of my children. The disadvantage of working without clear office hours is that I have to work late evenings, sometimes even skipping sleep time to finish a task.

Nigora: I work in a sewing shop and do used to do a typical six-day week. As my children are having summer vacations I wanted to spend more time with my children before they start school. I wanted to have several day offs but as we had a lot of work it was impossible. After some negotiations with my boss, we decided to cut my work down to a three-day work week. This of course meant a significant cut in my pay salary too, but I have time to spend with my children and do some preparations to school together.

Lola: I work as an accountant in a big company. I'm a freelancer and work for myself. At first, this was good because I could balance my work with my personal life. But later I had some problems with concentrating on work. When I am home I need to do some housework or some my family members want me to do something

for them or my children need some attention. These kinds of distractions put a stop to finish my tasks on time. Then I decided to go to a Web-café and rent a desk in a co-working space with other freelancers like myself. And I liked that situation because every time I need to get dressed as to go to work and being able to focus in an office environment. The other freelancers in this Web-café do similar kinds of web-based work as mine and so it's nice to have workmates to bounce ideas off as well.

Exercise 8. Make your own story using the picture: How do you balance your work with the states given in the picture.

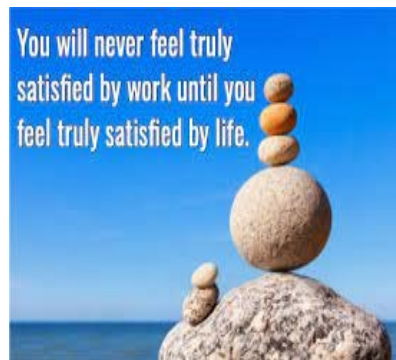


Exercise 9. Match the words with their definitions.

1. distractions	a situation in which different elements are equal or in the correct proportions.
2.to concentrate	involving an extremely important decision or result
3. balance	focus all attention on a particular object or activity.
4.entertainment	a thing that prevents someone from concentrating on something else.
5. crucial issue	a place where people work, such as an office or factory.

6.workplace	the action of providing or being provided with enjoyment.
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Exercise 10. Discuss the quotes in the following pictures

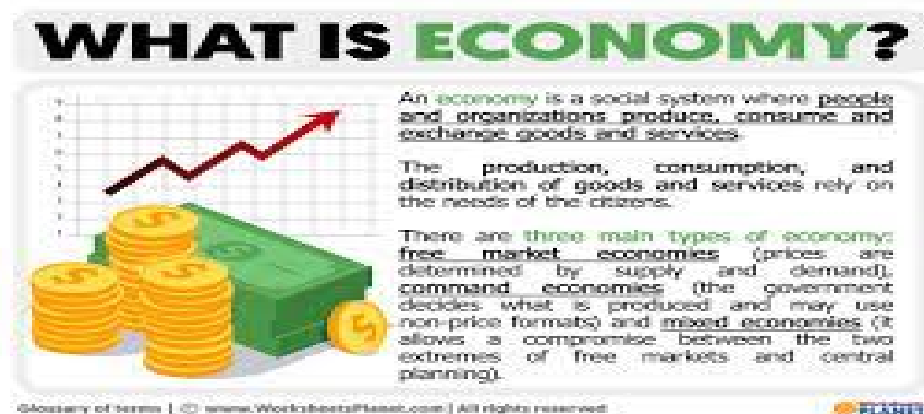


Exercise 11. Write as many words as you can belonging to pros and cons of online work (you can use a dictionary)

Pros of online work	Cons of online work

UNIT 1 LESSON 2

WHAT IS THE ECONOMY?



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is the economy?
2. What measures the growth of economy?
3. Can you say that Uzbekistan is economically stable?

Exercise 2. Look at the words in the box and decide what connection they have with “Economy”.



READING

Active vocabulary

English	Uzbek	Russian
Economy	iqtisodiyot	экономика
experience	tajriba	практика
to participate	ishtirok etish	участвовать
production	ishlab chiqarish	производить
distribution	taqsimlash	распределять
needs	ehtiyojlar	нужды
company	tashkilot	компания
goods and services	tovar va xizmatlar	товары и услуги
employment	bandlik	трудоустройство
to organize	tashkil qilish	организовать

Exercise 1. Read and summarize the given text.

What is the Economy?

The economy is simultaneously mystifying and straightforward. Everyone has experience with the economy. Everyone participates in it. Everyone knows something about it – long before the pinstripe- wearing economist appears on TV to tell you about it. At its simplest, the “economy” simply means all the work that human beings perform, in order to produce the things we need and use in our lives. By work, we mean all productive human activity, not just employment. We need to organize and perform our work (economists call that production). And then we need to divide up the fruits of our work (economists call that distribution). What kind of work are we talking about? Any kind of work is part of the economy; as long as it’s aimed at producing something we need or want. Factory workers, office workers, executives, farmers, teachers, nurses, homemakers, homebuilders- all of

these people perform productive work, and all of that work is part of the economy. What do we produce when we work? Production involves both goods and services. Goods are tangible items that we can see and touch: food and clothes, houses and buildings, electronics and automobiles, machines and toys. Services are tasks that one or several people perform for others: cutting hair and preparing restaurant meals, classroom instruction and brain surgery, transportation and auditing. Where do we perform this work? Productive work occurs almost everywhere: in private companies, in government departments and public agencies, and in the home. Why do we work? We must survive, and hence we require the basic material needs of life: food, clothing, shelter, education, medical care. We may also work because we enjoy it. So when you think about the “economy,” just think about work. What work do we do? What do we produce? And what do we do with what we’ve produced?

Exercise 2. Answer the following questions

1. What do you know about the economy?
2. How people participate in the economy?
3. What does production mean?
4. What are goods and services?

Exercise 3. Find out if the sentence true or false

1. Everyone in the society participates in the Economy.
2. Teachers, office workers, executives cannot be part of the economy.
3. We need to distribute goods and services which we produce.
4. The economy means all work that we perform.
5. Productive work can be met only at schools.

COMPREHENSION

Exercise 1. Match the beginning (1-5) with the endings (a –e)

1. The “economy” simply means

2. Goods are tangible items
3. Services are tasks.....
4. Everyone has experience with the economy as.....
5. Productive work

- a. that people perform for others .
- b. he or she participates in it.
- c. all the work that human beings perform
- d. occurs almost everywhere where producers are responsible.
- e. that we can see and touch

Exercise 2. Find out and circle extra word in each line (if there is one)

- 1). The economy is has simultaneously mystifying and straightforward. Everyone
- 2). has experience with the economy. Everyone may participate in it. The
- 3). “economy” simply means all time the work that human beings perform, in order
- 4). to produce the things we need and use in our lives. By work, we mean many all
- 5). productive human activity, not always just employment. Any kind of work is
- 6). part of the economy, as long as it’s aimed to at producing something we need or
- 7). want. Factory workers, office workers, have executives, farmers, teachers,
- 8). nurses. homemakers, homebuilders- all of these of people perform productive
- 9). work, and all of that work is part of the economy. What do we to produce when
- 10). we work? Production involves both goods and services. Goods are by tangible
- 11). items that we have can see and touch: food and clothes, houses and toys.

Exercise 3. Fill in the table with appropriate words.

General noun	Personal noun	Verb	Adjective
	Producer		

		To distribute	
			Economic
Employment			
	Participant		

WRITING:

Exercise 1. Describe the following with your own words.

productive ,distribution , production ,department ,wants ,to participate , work,
services, instruction , employment , require , economic.

**Exercise 2. Write as many words as you can belonging to Goods and Services
(you can use a dictionary)**

Goods	Services

Exercise 3. Write the summary to the given text

Nigeria becomes Africa's biggest economy

Nigeria has changed the way it measures its gross domestic product (GDP) and has announced it is now Africa's largest economy. It is the first time the continent's most populous nation has claimed the top spot. Nigeria "rebased" its gross domestic product data to incorporate newer industries that were not accounted for under the old GDP measuring rules. The inclusion of sectors such as telecommunications, information technology, movie production and online commerce has pushed the country above the traditional economic powerhouse, South Africa.

Nigeria's statisticians say GDP totalled \$510 billion, considerably bigger than South Africa's GDP of \$370 billion. Rebasing of GDP is what most countries do every three years to account for the economic contributions of new and emerging industries. Nigeria hadn't rebased its economy in two decades. In this time, many new industries have blossomed. Nigeria's chief statistician Dr Yemi Kale said the new figures do not mean Nigerians are suddenly richer.

He explained: "It's just about measuring better and more accurately. It does not mean that within 24 hours, something miraculous has happened." Nigeria's Tribune newspaper wrote: "Although pockets of vast wealth exist, most of Nigeria's estimated 170 million people still live on \$2 a day, while key services such as water and electricity provision are poor."

UNIT 2 LESSON 1

PROJECTS



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What comes to your mind when you hear the word “projects”?
2. Have you ever participated in any projects?
3. What is the responsibility of team leader in doing a project?

Exercise 2. Look at the words in the box and decide what connection they have with “Project”.



READING

Active vocabulary

English	Uzbek	Russian
project	loyiha	проект
objective	maqsad	задача
development process	rivojlanish jarayoni	процесс развития
project phases	loyiha bosqichlari	этапы проекта
observation stage	kuzatuv bosqichi	этап наблюдения
project execution	loyihani amalga oshirish	выполнение проекта
constraint	cheklash	ограничение
deliverables	natijalar	результаты
planning	rejalashtirish	планирование
corrective action	tuzatuv	корректировка

Exercise 3. Read and summarize the given text.

Project management

Project management is the process of leading the work of a team to achieve all project goals within the given constraints. This information is usually described in project documentation, created at the beginning of the development process. The primary constraints are scope, goals of time, budget, and quality. The secondary challenge is to optimize the allocation of necessary inputs and apply them to meet pre-defined objectives. A project management life cycle starts when the project is initiated and ends when the project is either completed or terminated in one way or another.

The objective of project management is to produce a complete project which complies with the client's objectives. In many cases, the objective of project management is also to shape or reform the client's brief to feasibly address the

client's objectives. Once the client's objectives are clearly established, they should influence all decisions made by other people involved in the project – for example, project managers, designers, contractors, and sub-contractors. Ill-defined or too tightly prescribed project management objectives are detrimental to decision-making.

A project is a temporary and unique endeavor designed to produce a product, service, or result with a defined beginning and end (usually time-constrained, and often constrained by funding or staffing) undertaken to meet unique goals and objectives, typically to bring about beneficial change or added value. The temporary nature of projects stands in contrast with business as usual (or operations), which are repetitive, permanent, or semi-permanent functional activities to produce products or services. In practice, the management of such distinct production approaches requires the development of distinct technical skills and management strategies.

There are five phases to a project lifecycle; known as process groups. Each process group represents a series of inter-related processes to manage the work through a series of distinct steps to be completed. This type of project approach is often referred to as "traditional" or "waterfall". The five process groups are:

Initiating: The initiating processes determine the nature and scope of the project. The initiating stage should include a plan that encompasses several areas.

Planning: The main purpose of planning stage is to plan time, cost, and resources adequately to estimate the work needed and to effectively manage risk during project execution.

Executing: The execution or implementation stage involves proper allocation, coordination, and management of human resources and any other resources such as materials and budgets. The output of this phase is the project deliverables. Monitoring and Controlling: Monitoring and controlling stage is a observation stage where potential problems can be identified in a timely manner and corrective action can be taken, when necessary, to control the execution of the project.

Closing: Closing includes the formal acceptance of the project and the ending thereof. Administrative activities include the archiving of the files and documents. This is a vital phase of the project for the project team to learn from experiences and apply to future projects.

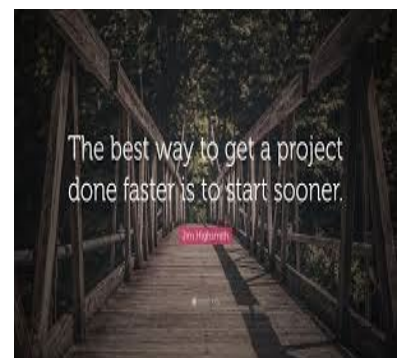
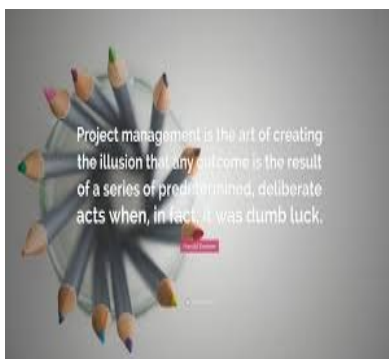
Exercise 4. Answer the following questions

1. What is project management?
2. What are the stages of project?
3. What are the primary constraints for a project?
4. What are the administrative activities?

Exercise 5. Find out if the sentence true or false

1. A project is a temporary and unique endeavor designed to produce a product, service, or result with a defined beginning and end.
2. A project life cycle lasts two month.
3. There are three phases to a project lifecycle; known as process groups.
4. What is a project deliverable.

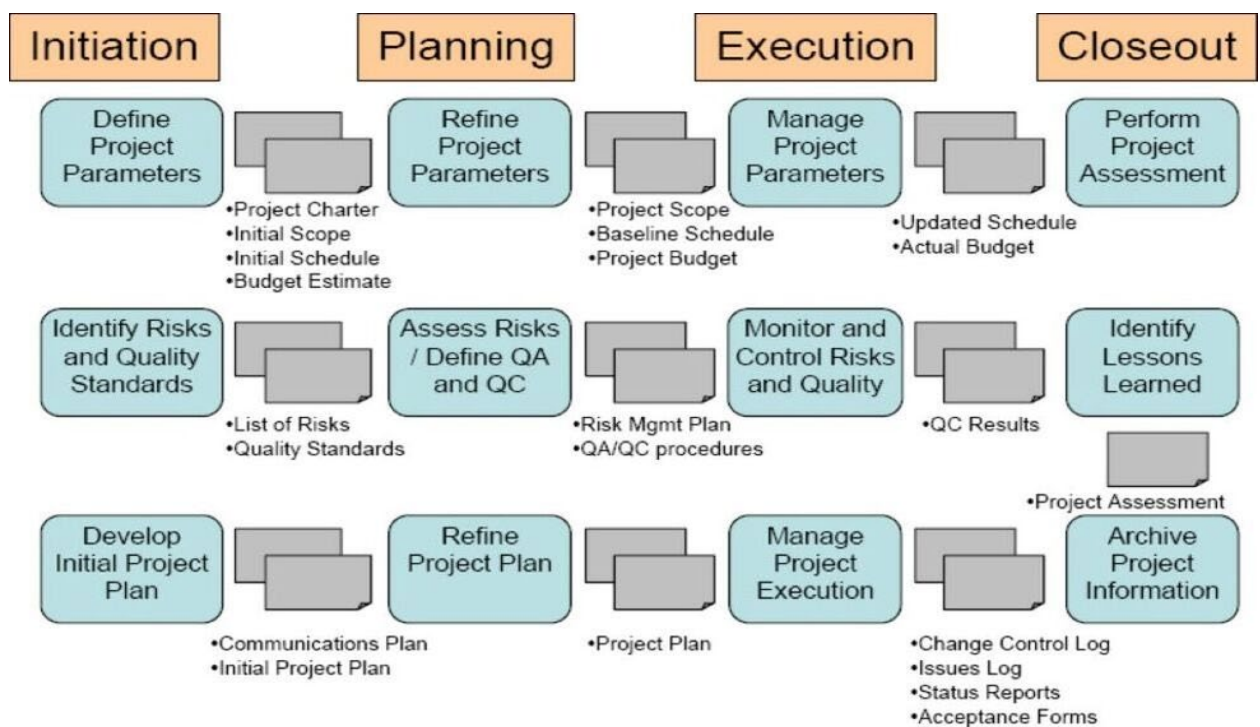
Exercise 6. Discuss the quotes in the following pictures



Exercise 7. Match the words with their definitions.

1. project	a thing able to be provided, especially as a product of a development process
2. timeline	taking the appropriate steps to identify the root cause of a problem
3. deliverable	the sequence of phases through which a project progresses
4. project phase	an individual or collaborative work that is carefully planned to achieve a particular aim
5. corrective actions	a collection of activities within a project
6. project cycle	a schedule for when a process or procedure will be carried out

Exercise 8. Discuss the picture and give information about stages of projects



Exercise 9. Look at the words in the box and decide what connection they have with “Project management”.



Exercise 10. Write as many words as you can belonging to the skills of project manager (you can use a dictionary)



SKILLS OF A PROJECT MANAGER

UNIT 2 LESSON 2

WHAT IS THE ECONOMICS



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is the Economics?
2. What is studied in Economics?
3. What subjects are closely related to Economics?

Exercise 2. Look at the words in the box and decide what connection they have with “Economics”.



READING

Active vocabulary

English	Uzbek	Russian
Economics (subject)	Iqtisodiyot(fan)	Экономика(предмет)
economic activity	iqtisodiy faoliyat	экономическая деятельность
management	boshqaruv	управление
environment	atrof-muhit	окружающая среда
definition	ta'rif	определение
market economy	bozor iqtisodiyoti	рыночная экономика
labour	mehnat	труд
trade	savdo	торговля
economist	iqtisodchi	экономист
precision	aniqlik	точность

Exercise 1. Read and summarize the given text.

What is Economics?

Economics is a social science, not a physical science. (Unfortunately, many economists are confused on this point! They foolishly try to describe human economic activity with as much mechanical precision as physicists describe the behavior of atoms.) Economics is the study of human economic behavior: the production and distribution of the goods and services we need and want. This broad field encompasses several sub-disciplines. Economic history; money and finance; household economics; labor studies and labor relations; business economics and management; international economics; environmental economics; and others. A broad division is often made between micro and macroeconomics. This all seems relatively straightforward. Unfortunately, the dominant stream in modern economics neoclassical economics, makes it more complicated than it needs to be. Instead of addressing broad questions of production and distribution,

neoclassical economics focuses narrowly on markets and exchange. By trading through markets, they can extract maximum well-being from that endowment – just like school kids experience greater happiness by trading their duplicate superhero cards with one another in the playground.

An “efficient” economy is one which maximizes, through trade, the usefulness of that initial endowment – regardless of how output is distributed, what kinds of things are produced, or how rich or poor people are at the end of the day. But some economist prefer to keep things simple and stick with a much broader definition of economics: the study of how humans work, and what we do with the fruits of our labor. Part of this involves studying markets and exchange – but only part. Economics also involves studying many other things: history, technology, tradition, family, power, and even conflict.

Exercise 2. Answer the following questions

1. What does Economics mean?
2. What divisions does Economics have?
3. What does “efficient” economy mean?
4. What is dominant stream of modern Economics?

Exercise 3. Find out Uzbek or Russian equivalents of the following words and word combinations

Economics, social science, physical science, economic activity, production, distribution, goods, services, sub-disciplines, finance, household economics, labour relations, business economics, management, international economics, environmental economics, a broad division, dominant stream, modern economics, neoclassical economics, markets, exchange, trading, well-being, experience output, labour.

COMPREHENSION

Exercise 1. Match the beginning(1-4) with the endings (a –d)

1. Economics is the study
2. Economics encompasses
3. A broad division
4. By trading through markets

- a) is often made between micro and macroeconomics.
- b) of human economic behavior, the production and distribution of the goods and services .
- c) they can extract maximum well-being.
- d) several sub-disciplines like history, finance, management, international economics, environmental economics and others.

Exercise 2. Find out and circle extra word in each line (if there is one)

- 1) Economics is the study of human at economic behavior: the production and
- 2) distribution of the goods and services can we need and want. This broad field
- 3) encompasses has several sub-disciplines. Economic history; money and finance;
- 4) household economics; labor studies and labor relations; business economics
- 5) and management; international economics; environmental economics;
- 6) A broad division in is often made between micro and macroeconomics. This all
- 7) seems relatively straightforward. But, at the dominant stream in modern
- 8) economics neoclassical economics, of makes it complicated than it needs to
- 9) be. Instead of addressing to broad questions of production and distribution,
- 10) neoclassical economics will focuses narrowly on markets and exchange.

Exercise 3. Fill in the table with appropriate words.

General noun	Personal noun	Verb	Adjective
Work			
		To trade	
	Teacher		
			Economically
Market			

WRITING:

Exercise 1. Describe the following with your own words.

Economics, economic activity, production, labor, distribution, services, sub-disciplines, finance, management , exchange, trading, well-being , output .



Exercise 2. Write as many words as you can belonging to Economy and Economics (you can use a dictionary)

Economy	Economics

Exercise 3. Write the summary to the given text

Apple now world's most valuable brand

Apple has overtaken Google to become the most valuable brand in the world. This is according to the analysts Brandz, who compile their annual Top 100 ranking of the world's most valuable brands. Apple's brand is estimated to be worth more than \$153 billion. The tech company knocked Google off the number one position. Google had occupied the top spot for the previous four years. Apple's new ranking consolidates its position as the top-valued technology company on the stock market. Apple's success is due to the popularity of its pioneering and market-leading products. It released its iPad and the tablet has become one of the most popular gadgets on the planet. The Brandz ranking covers companies across the world, making everything from baby food to power plants, as well as financial services and telecommunications. It calculates its brand value by analyzing several factors, including the value of a company's balance sheet, the loyalty of customers, and prospects for future growth.

Apple has grown remarkably in the past decade with a series of hugely iconic and popular products. Its brand value has increased by 859 per cent since 2006. Peter Walsh, a director at Brandz, said Apple's success was due to the desirability of its products. He said Apple had succeeded in becoming a luxury goods brand, making its products more desirable by increasing quality, reliability and price.

UNIT 3 LESSON 1

CUSTOMERS



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is a customer loyalty?
2. What is a customer satisfaction?
3. What manages you to be a loyal and satisfied customer?

Exercise 2. Look at the words in the box and decide what connection they have with “Customer loyalty”.



READING

Active vocabulary

English	Uzbek	Russian
customer	mijoz	покупатель
customer satisfaction	mijozlar ehtiyojini qondirish	удовлетворенность клиентов
customer loyalty	mijozlarning sodiqligi	приверженность потребителей
to encourage	rag'batlantirish	поощрять
market research	bozor tadqiqoti	исследования рынка
survey	so'rov	опрос
to support	qo'llab-quvvatlash	поддерживать
quality	sifat	качество
prospective client	istiqbolli mijoz	предполагаемый клиент
salesperson	sotuvchi	продавец

Exercise 3. Read and summarize the given text.

Customer relationship management

Customer relationship management is a process in which a business or other organization administers its interaction with customers, typically using data analysis to study large amounts of information. CRM systems compile data from a range of different communication channels, including company's website, telephone, e-mail, and social media. The primary goal of CRM systems is integration and automation of sales, marketing, and customer support. Therefore, these systems typically have a dashboard that gives an overall view of the three functions on a single customer view, a single page for each customer that a company may have. The dashboard may provide client information, past sales,

previous marketing efforts, and more, summarizing all of the relationships between the customer and the firm. Operational CRM is made up of 3 main components: sales force automation, marketing automation, and service automation.

Sales force automation works with all stages in the sales cycle, from initially entering contact information to converting a prospective client into an actual client. It implements sales promotion analysis, automates the tracking of a client's account history for repeated sales or future sales and coordinates sales, marketing, call centers, and retail outlets. It prevents duplicate efforts between a salesperson and a customer and also automatically tracks all contacts and follow-ups between both parties.

Marketing automation focuses on easing the overall marketing process to make it more effective and efficient. CRM tools with marketing automation capabilities can automate repeated tasks, for example, sending out automated marketing emails at certain times to customers, or posting marketing information on social media. The goal with marketing automation is to turn a sales lead into a full customer. CRM systems today also work on customer engagement through social media.

Service automation is the part of the CRM system that focuses on direct customer service technology. Through service automation, customers are supported through multiple channels such as phone, email, knowledge bases, ticketing portals, and more.

The main components of CRM are building and managing customer relationship through marketing, observing relationships as they mature through distinct phases, managing these relationships at each stage and recognizing that the distribution of the value of a relationship to the firm is not homogeneous. While building and managing customer relationships through marketing, firms might benefit from using a variety of tools to help organizational design, incentive schemes, customer structures to optimize the reach of their marketing campaign. Through the acknowledgement of the distinct phases of CRM, businesses will be able to benefit from seeing the interaction of multiple relationships as connected transactions. The

final factor of CRM highlights the importance of CRM through the accounting for the profitability of customer relationship.

Exercise 4. Answer the following questions

1. What is a customer relationship management?
2. What are the functions of dashboards?
3. What is the primary goal of marketing automation?
4. What are the main components of customer relationship management?

Exercise 5. Find out if the sentence true or false

1. CRM systems compile data from a range of different communication channels, including all means of communication.
2. Companies might not benefit from customer relationship management.
3. Service automation focuses only on the production system
4. While building and managing customer relationships through marketing companies benefit from their products.
5. Through service automation, customers are supported through multiple channels such as phone, email, knowledge bases, ticketing portals.

Exercise 6. Discuss the quotes in the following pictures



Exercise 7. Read the tips for customer satisfaction and put them into order according to the importance.

TIPS FOR CUSTOMER SATISFACTION

Work and communicate regularly with the client / Reward loyal customers / Listen to your customers / Be transparent / Treat every customer fairly / Offer customer self-service / Ask your customers for their opinion / Offer personalized support / Offer flawless customer service / Respond quickly / Conduct market research.

Exercise 8. Discuss the picture and make a mind map about customer satisfaction



Exercise 9. Match the words with their definitions.

1. marketing	a pleasant feeling that you get when you receive something you wanted
2. design	a person whose job is to sell a product or service in a given territory, in a store, or by telephone
3. satisfaction	the action or business of promoting and selling products or services, including market research and advertising
4. salesperson	the quality of being loyal
5. loyalty	a planned set of activities that people carry out over a period of time
6. campaign	drawing produced to show the look of an object before it is made

Exercise 10. Write as many words as you can belonging to customer loyalty and customer satisfaction (you can use a dictionary)

Customer loyalty	Customer satisfaction

UNIT 3 LESSON 2

WHAT IS MACROECONOMICS?



DISCUSSION:

Exercise 1. Give your opinion about the following

Exercise 1. Read and summarize the given text.

Macroeconomics

Macroeconomics provides us with a bird's eye view of a country's landscape. Instead of looking at the behavior of individual businesses and consumers - referred to as microeconomics - the goal of macroeconomics is to look at overall economic trends such as employment levels, productivity and inflation. The study of the world economy is, therefore, essentially a macroeconomic survey.

Basically, a country's economy is controlled by its money supply- just as the speed of an engine is regulated by its fuel supply- and each Country's monetary policy is the responsibility of its Central Bank.

The Bank of England, the European Bank, the Bank of Japan all regulate their money supply with the same basic goals as the U S Federal reserve; to promote economic growth while keeping inflation in check. Central Banks control the Economy by increasing or decreasing the money supply. Despite the tendency of the news media to concentrate on the latest economic statistics, there is no single indicator that tells us how fast an economy is growing, or if that growth will lead to inflation. For economy to respond to political or fiscal changes may take months or years to implement. Consumers usually don't rush out to buy new houses as soon as a Central Bank announces lower interest rates. Central Banks, therefore, need to be prescient, keeping one eye on inflation, which is the product of an overheating economy, and one eye on employment, which is the product of a slowing economy. Government spending, taxation, and borrowing- called fiscal policy- is also affects the economy, although not drastically as monetary policy. For better or for worse, the major economic influences on our daily lives are essentially the result of macroeconomic decisions.

Exercise 2. Answer the following questions

1. Can you count macroeconomic items?
2. What is inflation?
3. How does inflation rate influence to macroeconomy?

4. What is the role of Central Bank in our country?

Exercise 3. Find out if the sentence true or false

1. By analyzing macroeconomic items you will have information about economic situation in the country
2. Central banks cannot control the economy by increasing or decreasing the money supply
3. Consumers usually don't rush out to buy new houses as soon as a Central Bank announced lower interest rate
4. The economic influences on our daily lives are essentially the result of macroeconomic decision

COMPREHENSION

Exercise 1. Match the beginning(1-4) with the endings (a –d)

1. The goal of macroeconomics
 2. The major economic influences on our daily lives.....
 3. Central Banks control
 4. There is no single indicator that tells us.....
-
- a) are essentially the result of macroeconomic decisions.
 - b) how fast an economy is growing, or if that growth will lead to inflation.
 - c) the Economy by increasing or decreasing the money supply.
 - d) is to look at overall economic trends such as employment levels, productivity and inflation

Exercise 2. Find out synonyms and antonyms to the given words

The word	Antonym	Synonym
to promote		

inflation		
supply		
to indicate		
to regulate		
economic growth		
fiscal changes		
spending		
to concentrate		
essential		
basic		

Exercise 3. Find out Uzbek or Russian equivalents of the following words and word combinations

Macroeconomics, businesses , microeconomics , overall, economic trends , employment levels, productivity , inflation, money supply, to regulate, supply, monetary policy, responsibility, basic goals, to promote, economic growth, tendency, to concentrate, economic statistics, indicator , inflation, fiscal changes,

to implement, interest rate, government spending, taxation, macroeconomic decisions.

WRITING:

Exercise 1. Describe the following with your own words.

landscape ,survey , engine, fuel ,to promote, rush, taxation ,fiscal policy, drastically, growth, interest rate, monetary policy.



Exercise 2. Write as many words as you can belonging to macro and microeconomics (you can use a dictionary)

Macroeconomy	Microeconomy

Exercise 3. Write the summary to the given text

Asia has most of the world's billionaires

A newly-published report on global wealth says that for the first time, Asia has more dollar billionaires than the USA. According to the Global Rich List from the research institute Hurun, there were 1,453 people whose personal worth was \$1

billion or more at the end of January. Asia had 608 billionaires, compared with 440 in the USA and 324 in Europe. Moscow came top of the list of billionaire capitals of the world with 76 of the world's mega-rich; New York, Hong Kong, Beijing and London followed. The world's wealthiest person is Mexican telecom tycoon Carlos Slim, who has \$66 billion. He is followed by US investor Warren Buffett and Amancio Ortega, boss of the fashion brand Zara.

The report's author, Luxembourg accountant Rupert Hoogewerf, believes there are a lot more billionaires in the world. He said that for every billionaire he found, he probably missed another two. This means it might be more accurate to say there are 4,000 billionaires living a life of luxury. Mr Hoogewerf also believes that the number of wealthy Chinese will continue to rise as more business leaders target worldwide markets. He said: "Chinese entrepreneurs are preparing their international expansion plans. It is a very new concept but growing very fast." The report says the youngest billionaire is Facebook founder Mark Zuckerberg, 28, who is 42nd on the list and has a personal fortune of \$17 billion.

UNIT 4 LESSON 1

WORKING ONLINE



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What can you say about online working ?
2. What is the most preferable online job?
3. Are you interested in online working ?

Exercise 2. Look at the words in the box and decide what connection they have with “Working online”.



READING

Active vocabulary

English	Uzbek	Russian
assistant	yordamchi	помощник
copywriter	matn teruvchi	копирайтер
designer	dizayner	дизайнер
discipline	intizom	дисциплина
schedule	jadval	расписание
flexible	moslashuvchan	гибкий
remote	masofaviy	удаленный
productive	samarali	продуктивный
to cope with	engish	справиться
coach	murabbiy	тренер

Exercise 3. Read and summarize the given text.

Working online

Today, the increasingly widespread technological development seems to be rhythmic with the increasing number of workers working online. There are so

many people who turn to the internet and make it as the main platform to work in modern times. Online work is any form of profession that someone does by relying on the internet as a liaison between himself and his clients or customers.

Opting to work online has both its pros and cons. It's important to evaluate and decide whether it's worth your time. If, however, you must, then you need to learn better time management tips and maintain high discipline levels to be able to outshine the cons.

Advantages of online working:

Commute Research has shown that too much time is wasted when employees have to commute to work. On average, an employee working and commuting within the city will be forced to spend more than an hour on traffic jams. However, being able to work online means that you are able to avoid the traffic rush to and from work.

Quality family time Most women find it hard balancing their work and family. Working online can allow you work from home giving you the much-needed flexibility to spend time with your family. You can plan your schedule so that you have more time for your family than when you have to commute or have to work late in the office.

Save on costs This is one of the advantages of working online. Without the need to commute and buy breakfast or lunch, you also do not need to fresh your wardrobe every season you will be able to save money.

Flexibility Online work requires internet, a laptop and your personal time management. This makes you more flexible and means you can be able to work from anywhere.

Disadvantages of online working

Laxity Lack of self-discipline can make one become less productive. It's very easy to start work late based on the fact that you don't have an official time to clock in at work. If not handled properly, one can easily start procrastinating on their tasks due to other factors.

Distractions Whether it's from your children or your favorite programme that airs during work time, it's quite easy to lose focus when working from home.

Missed networking opportunities Unless you are an introvert, being unable to interact with your colleagues can make one feel isolated and lonely. Not being able to chat with your colleagues and the assignments given can lead to boredom.

Internet dependency Any online work is internet based. In the event of a power outage, you will be forced to lose several hours of work time affecting your deadlines. Moreover, if your internet is down, you won't be able to get any work done.

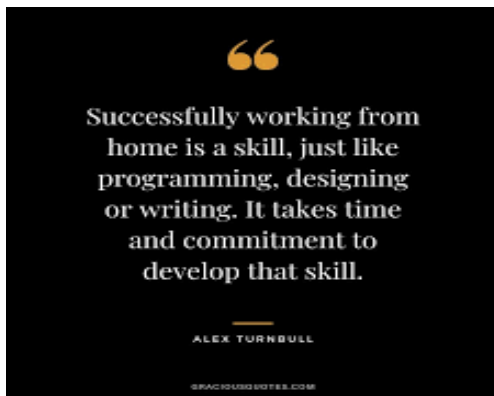
Exercise 4. Answer the following questions

1. How does technology impact on working online ?
2. What are the advantages of working online ?
3. What are the disadvantages of working online ?
4. What causes internet dependency ?
5. Is there time or place requirement for online working?

Exercise 5. Find out if the sentence true or false

1. Online work is any form of profession that someone does no matter where he /she is relying on the internet.
2. An employee wastes too much time to commute to work.
3. Lack of self-discipline can make any worker become less productive .
4. Most workers especially women find it hard balancing their work and other family responsibilities.
5. You can cope with online task even if you do not have internet access.

Exercise 6. Discuss the quotes in the following pictures



Exercise 7. Combine the words listed below into meaningful two or three word expressions as possible.

- | | | |
|----------|---------------|-------------|
| internet | online | development |
| schedule | dependency | working |
| remote | technological | balance |
| work | offline | productive |

Exercise 8. Fill in the table with the appropriate words.

General noun	Personal noun	Verb
Dream		
	Worker	

Accounting		
	Designer	
		To commute
Management		



Exercise 9. Read the tips for working online and give your own opinion

9 Tips for Working Remotely



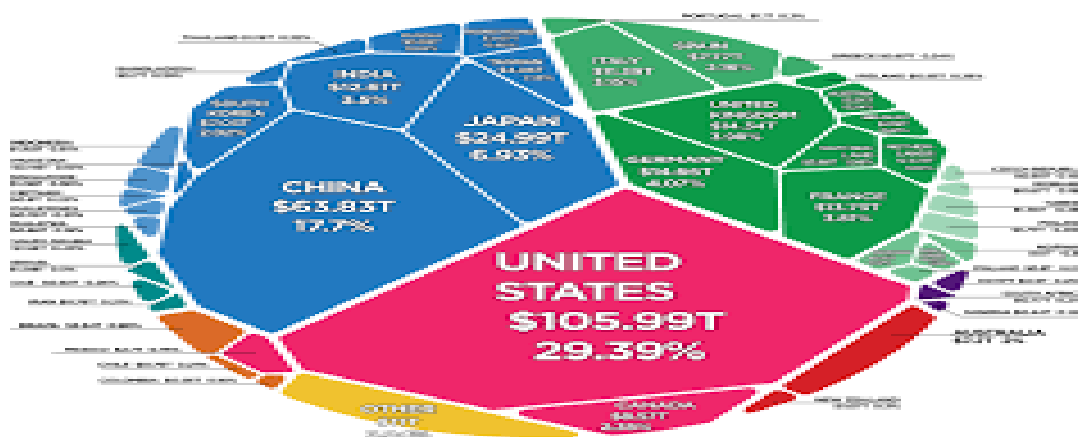
Exercise 10. Write as many words as you can belonging to pros and cons of working online (you can use a dictionary)

<p style="text-align: center;">Pros of working online</p>	<p style="text-align: center;">Cons of working online</p>

UNIT 4 LESSON 2

HOW IS WEALTH DETERMINED AROUND THE WORLD?

(part 1)



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What comes to your mind when you hear the word wealth?
2. What indicates the wealth of the country ?
3. Do you think that Uzbekistan is wealthy country?

Exercise 2. Look at the words in the box and decide what connection they have with “Wealth”.



READING

Active vocabulary

English	Uzbek	Russian
wealth	boylik	богатство
to determine	aniqlamoq	определять
income	daromad	доход
to fluctuate	o'zgarib turmoq	колебаться
law of supply	taklif qonuni	закон предложения
law of demand	talab qonuni	закон спроса
to depend on	bog'liq bo'lmoq	зависеть от
stock	aktsiya	акция
exchange rates	almashinuv kursi	обменный курс
salary	oylik maosh	зарплата

Exercise 1. Read and summarize the given text.

HOW IS WEALTH DETERMINED AROUND THE WORLD?

A nation's wealth can best be determined by looking at its people. But what aspects do we look at first? Are Japanese workers better off because they have higher salaries than Canadians? Are Swedish consumers better off because they have more mobile telephones than Brazilians? Are the Italians better off because they have a higher savings rate than Americans?

There many ways to determine wealth. Most economists define the wealth as what a person owns, such as stocks, real estate, money in the bank. However, most people look first to their income to see how well off they are. The problem in comparing incomes around the world is that most countries use different currencies. Is a French salary of 100,000 euros worth more than an English salary of 80,000 British pounds? Not if a pound worth almost two euros.

Also, exchange rates are constantly fluctuating, and the "price" of each currency is determined by foreign exchange markets around the world just as the value of wheat or apples are determined-by the law of supply and demand. No one really knows what a currency worth. Basically a currency is simply worth whatever someone is willing to pay for it. For example, if the foreign exchange markets think that the Mexican economy is set to boom, they will buy Mexican pesos and sell euros or yen or any other currencies they think will be relatively weak in the years to come.

Comparing wealth around the world is also made difficult by differences in the cost of living from one country to another. If a Big Mac or a two room apartment costs twice as much as in Tokyo as in Los- Angeles, a high salary in Japan does not mean that Japanese worker is better off. A salary is only worth what it can buy-and that depends on the local prices of goods and services.

Exercise 2. Answer the following questions

1. What is the best way of determining a nation's wealth?
2. What is the main problem in comparing incomes around the world?
3. How do we determine the "price" of each currency?
4. What is a salary worth?

Exercise 3. Find out if the sentence true or false

1. A nation's wealth can best be determined by looking at its financial policy.
2. There is no problem in comparing incomes of nations.
3. Basically a currency is simply worth whatever a person is willing to pay for it.
4. There is no difficulties in comparing wealth around the world .

COMPREHENSION

Exercise 1. Match the beginning(1-4) with the endings (a –d)

1. A nation's wealth
2. Comparing wealth around the world
3. The problem in comparing incomes around the world
4. Basically a currency is simply worth

- a) is also made difficult by differences in the cost of living from one country to another.
- b) whatever someone is willing to pay for it.
- c) is that most countries use different currencies.
- d) can best be determined by looking at its people.

Exercise 2. Combine the words listed below into meaningful two or three word expressions as possible.

- | | | |
|---------|----------|---------|
| rate | nation | cost of |
| product | demand | wealth |
| supply | exchange | market |
| living | standard | law of |

Exercise 3. Find out and circle extra word in each line (if there is one)

- 1).There many ways to determine wealth. Most economists is define the wealth as
- 2).what when a person owns, such as stocks, real estate , money in the bank.
- 3).However, most people look first to their income till to see how well off they are.
- 4).The problem in comparing at incomes around the world is that most countries use
- 5).different currencies. Is a French salary of 100,000 euros did worth more than an
- 6).English salary of 80,000 British pounds? Not if a pound has worth almost two.
- 7).No one really knows at what a currency worth. Basically a currency is simply
- 8).worth whatever will someone is willing to pay for it.
- 9).Comparing wealth to around the world is also made difficult by differences in the
- 10).cost of living from one country is to another.

WRITING:

Exercise 1. Describe the following with your own words.

a salary, to be better off, to be worth , cost of living, income , salary, currency, to determine, wealth, exchange markets, worker, financial policy.

Exercise 2. Write as many words as you can belonging to Wealth (you can use a dictionary)

Wealth

Exercise 3. Write the summary to the given text

Money makes us worry

A new study from the BBC shows that looking after money isn't easy. Over 109,000 people took part in the BBC's Big Money Test. It was one of the biggest ever studies on the psychology of money. One of the biggest findings is that money makes many people feel bad. Researchers say over 40 per cent of us always worry about spending money; a third of us constantly worry about money; and the same percentage feel guilty when spending money on themselves. The study found that women like to go shopping to make themselves feel better about life, while men are more likely to save their cash. Women are more generous with their money and are also more likely to suffer from money problems. The researchers also looked at ways shops try and make us spend our money. It showed how stores are continually looking at new ways to make us buy things on impulse. It asks why candies and chocolate are always by the checkout in supermarkets; why "everyday essentials like bread and milk are at the back of shop so you have to walk through as many aisles as possible to reach them;" and why the perfume and jewelry sections are always at the front of a department store. The test says that buying things on impulse can be bad for our finances: "People who bought goods impulsively were three times more likely to go bankrupt, and four times more likely to run out of money by the end of the week."

UNIT 5 LESSON 1

FINANCE



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What comes to your mind when you hear the word finance?
2. Can you explain your financial position ?

Exercise 3. Read and summarize the given text.

Finance

Finance is the study and discipline of money, currency and capital assets. It is related with economics, the study of production, distribution, and consumption of money, assets, goods and services. Finance activities take place in financial systems at various scopes, thus the field can be roughly divided into personal, corporate, and public finance.

In a financial system, assets are bought, sold, or traded as financial instruments, such as currencies, loans, bonds, shares, stocks, options, futures, etc. Assets can also be banked, invested, and insured to maximize value and minimize loss. The financial system consists of the flows of capital that take place between individuals and households (personal finance), governments (public finance), and businesses (corporate finance). "Finance" thus studies the process of channeling money from savers and investors to entities that need it. Savers and investors have money available which could earn interest or dividends if put to productive use.

Individuals, companies and governments must obtain money from some external source, such as loans or credit, when they lack sufficient funds to operate.

Personal finance is defined as "the mindful planning of monetary spending and saving, while also considering the possibility of future risk". Personal finance may involve paying for education, financing durable goods such as real estate and cars, buying insurance, investing, and saving for retirement. Personal finance may also involve paying for a loan or other debt obligations. The main areas of personal finance are considered to be income, spending, saving, investing, and protection.

Corporate finance deals with the actions that managers take to increase the value of the firm to the shareholders, the sources of funding and the capital structure of corporations, and the tools and analysis used to allocate financial resources. While corporate finance is in principle different from managerial finance, which studies the financial management of all firms rather than corporations alone, the concepts are applicable to the financial problems of all firms, and this area is then often referred to as "business finance".

Public finance describes finance as related to sovereign states, sub-national entities, and related public entities or agencies. It generally encompasses a long-term strategic perspective regarding investment decisions that affect public entities. These long-term strategic periods typically encompass five or more years. Central banks, such as the Federal Reserve System banks in the United States and Central banks of Uzbekistan, are strong players in public finance. They act as lenders of last resort as well as strong influences on monetary and credit conditions in the economy.

Exercise 4. Answer the following questions

1. Where do financial activities take place?
2. What do the financial assets consist of?
3. What is the role of Central banks in finance?
4. What are the types of finance?

Exercise 5. Find out if the sentence true or false

1. Finance deals only with the cash flow of a country.
2. Financial asset can be banked, invested, and insured to maximize value and minimize loss of its holders.
3. Public finance is related to sub-national entities and other governmental entities or agencies.
4. Financial activities take place in Central bank of a country.
5. Corporate finance may involve paying for education, financing durable goods, buying insurance, investing, and saving.

Exercise 6. Combine the words listed below into meaningful two or three word expressions as possible.

financial	resources	minimize
management	public	corporate

problem

maximize

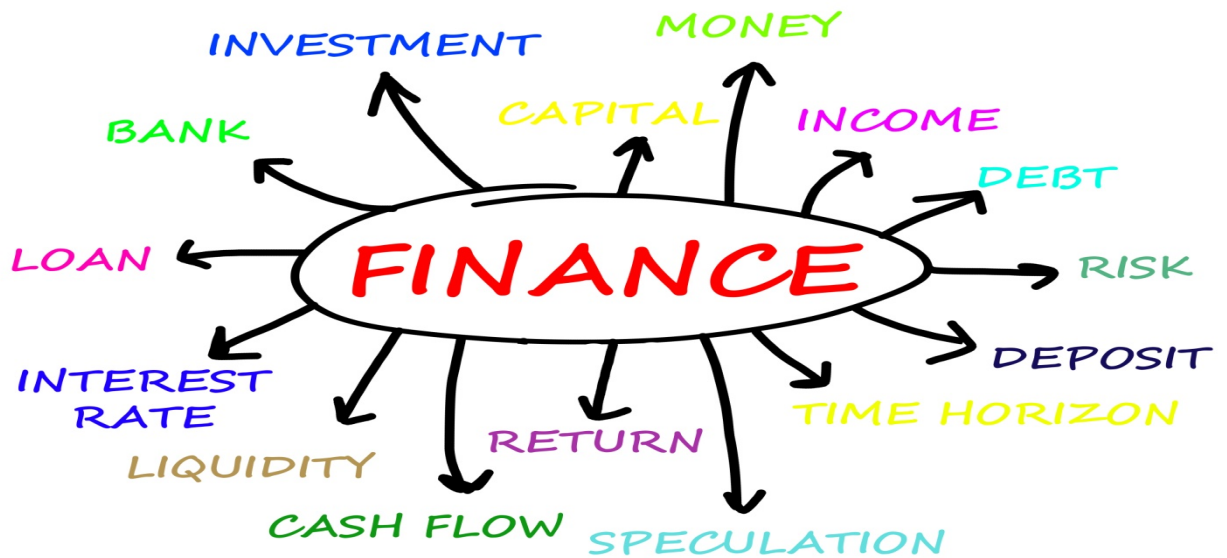
personal

finance

entity

debt

Exercise 7. Look at the words in the box and decide what connection do they have with “Finance”.



Exercise 8. Match the words with their definitions.

1. currency	money received, especially on a regular basis through investments
2. income	property consisting of land or buildings
3. financial resources	a sum of money that is owed or due
4. real estate	a system of money in general use in a particular country
5. debt	the total amount of money being transferred into and out of a business, especially as affecting liquidity

6. cash flow	assets that are obtained or controlled as a result of past transactions
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Exercise 9. Read the tips for finance management and put them into order according to the importance.

Tips for finance management

set financial goals, avoid bad debts, buy real estates, budget before you spend, make regular debt payments, save for emergency fund, create a budget , spend less than you earn, get a wise advisor ,have more than one income, save for emergency fund, track your expenses, create an emergency fund .



Exercise 10. Write as many words as you can belonging to finance and financial instruments (you can use a dictionary)

Finance and financial instruments

UNIT 5 LESSON 2

**HOW IS WEALTH DETERMINED AROUND THE WORLD?
(PART 2)**

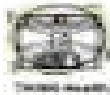
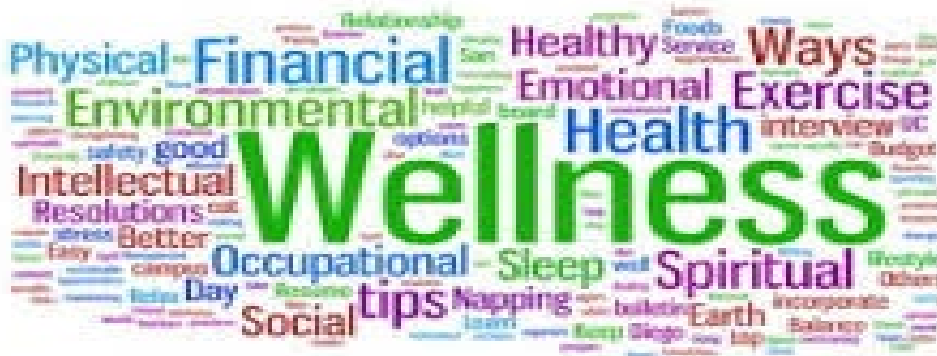


DISCUSSION:

Exercise 1. Give your opinion about the following

1. How the wealth determined in the world ?
2. Which countries are considered to be wealthy ?
3. Which fields should be developed in Uzbekistan to make it a wealthy country?

Exercise 2. Look at the words in the box and decide what connection they have with “Wealth of nations”.



Source: Columbia Health Engagement Research 2008

READING

Active vocabulary

English	Uzbek	Russian
set up	belgilamoq, tartibga solmoq	Настраивать
purchasing power	sotib olish qobiliyati	покупательная способность
to purchase	sotib olish	Покупать
to compare	solishtirish	Сравнивать
to afford	qurbi yetmoq	позволить себе
significantly	sezilarli	Существенно
to calculate	hisoblamoq	Вычислять
to consider	nazarda tutmoq	Рассматривать
reliable	ishonchli	Надежный
average	o'rtacha	Средний

Exercise 1. Read and summarize the given text.

HOW IS WEALTH DETERMINED AROUND THE WORLD?

Comparing wealth around the world is also made difficult by differences in the cost of living and currency difference from one country to another. Economists have, therefore, set up a system to adjust each country's currency by its "purchasing

power". This is done by looking at the goods and services that people usually purchase in their daily lives. The price of this "basket" of products –including everything from housing to haircuts, from food to movie tickets – is then compared between countries, giving us a more reliable exchange rate , usually referred as to as purchasing power parity (PPP).

Most PPP's are based on a basket of goods and services used by people in rich countries, which skews the results somewhat. The monthly purchase of a primary school teacher in Paris are obviously quite different from those of a teacher in Jakarta, who could rarely afford such "luxuries" as a high –tech medical care or air travel. For example, if the spending patterns of teachers in developing countries were used to determine the PPP in the following list, the PPP adjusted salaries in India, Kenya or Indonesia would be significantly higher.

In an attempt to make things simple, The Economist has resorted to calculating a PPP using the price of hamburgers around the world, called Big Mac Index. This still does not solve the problem, however the Mc Donald's hamburgers is considered a luxury in some countries. In Nairobi, for example, it takes an average worker almost three hours to earn enough to buy a Big Mac, in Tokyo and in Los Angeles it takes 10 minutes. However calculated, purchasing PPP does provide us with valuable insights into what salaries actually buy in each country, giving us a better idea of who in the world is really better off.

Exercise 2. Answer the following questions

- 1.What does "PPP" stand for?
- 2.What is PPP based on?
- 3.Why had The Economist set up a system of PPP?

4.How had The Economist calculate PPP around the world?

Exercise 3. Find out if the sentence true or false

- 1.Purchasing power of a currency is determined by looking at the salaries of people.
- 2.Purchasing power of a currency is determined by looking at the goods and services that people usually purchase in their daily lives.
- 3.The spending patterns of workers and teachers are the same around the world.
- 4.The best way of calculating a PPP around the world using the price of hamburgers.

COMPREHENSION

Exercise 1. Match the beginning(1-4) with the endings (a –d)

1. Economists have set up a system
 2. However calculated, purchasing PPP
 3. The price of the “basket” of products –including everything from housing to haircuts.....
 4. Most PPP’s are based on a basket of goods and services
- a) usually referred as to as purchasing power parity (PPP).
b) to adjust each country’s currency by its “purchasing power”.
c) used by people in rich countries, which skews the results somewhat.
d) does provide us with valuable insights into what salaries actually buy in each country.

Exercise 2. Find out synonyms and antonyms to the given words

The word	Antonym	Synonym
to purchase		
salary		

to determine		
valuable		
average		

Exercise 3. Find out Uzbek or Russian equivalents of the following words and word combinations

to determine the wealth, to compare the wealth, a salary , set up a system , to adjust, country’s currency, “purchasing power”, goods and services, to purchase, daily lives, housing , reliable exchange rate , an average worker, developing countries, solve the problem, valuable insights, purchasing power parity (PPP).

WRITING:

Exercise 1. Describe the following with your own words.

to set up , spending patterns, reliable , to calculate, to afford ,to provide, housing, to purchase, to adjust, exchange rate, salary, better idea, valuable insights.



Exercise 2. Search the NET find and write information about the economic wealth of Uzbekistan (you can use words and word patterns of this unit)

Exercise 3. Write the summary to the given text

The best companies to work for

A new report has identified the top 25 companies in the USA to work for. The report comes out every year and always has some surprises. It ranked the best places to work in 2019 by taking a survey of employee satisfaction. Top of the list was Google, which has become famous for its excellent working conditions. Google knocked Facebook off of the number one position. A Google software engineer earns an average salary of \$119,000 a year. He or she also gets free access to a gym, laundromat, sports facilities and a place which looks after their pets when the employee goes on holiday. One ex-employee said Google staff is so happy that it is unusual for anyone to take time off. Another survey released at the same time shows a slightly different picture. The careers website Glassdoor asked employees to rate how happy they are with their company, career opportunities, pay, culture, and values. It found that the consulting firm Bain and Company was the best place to work. Russ Hagey, Global Chief Talent Officer at Bain and Co. said: "We are incredibly proud to be named the number one best place to work." He added that: "For more than 40 years, we have placed significant focus on creating an outstanding professional and personal work experience that in turn has fueled our growth anchored in a mission of delivering results for clients and organizations around the globe."

UNIT 6 LESSON 1

MOTIVATION

The simplest definition of motivation boils down to wanting (Baumeister, 2016.)



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What comes to your mind when you hear the word “Motivation” ?
2. What or who motivates you the most ?
3. What feelings or actions are followed by motivation ?
4. Can you tell any motivational story ?

Exercise 2. Look at the words in the box and give definitions to them.



READING

Active vocabulary

English	Uzbek	Russian
desire	istak	желание
intrinsic	ichki	внутренний
extrinsic	tashqi	внешний
persistent	doimiy	настойчивый
reward	sovrin	награда
challenge	qiyinchilik	
confident	o'ziga ishongan	уверенный в себе
satisfaction	qoniqish	удовлетворение
to impress	taassurot qoldirish	впечатлить
behavior	xulq-atvor	поведение

Exercise 3. Read and summarize the given text.

Motivation

Motivation is an internal process. Whether it is defined as a drive or a need, motivation is a condition inside the person that desires a change, either in the self or the environment. People want a change in behavior, thoughts, feelings, self-concept, environment, and relationships.

The essence of motivation is energized and persistent goal-directed behavior.

When we are motivated, we move and take action.

Motivation is influenced by the satisfaction of needs that are either necessary for sustaining life or essential for wellbeing and growth.

Motivations are primarily separated into two categories: extrinsic and intrinsic.

Extrinsic

Doing an activity to attain or avoid a separate outcome .Chances are, many of the things you do each day are extrinsically motivated.

“Extrinsic motivation is a construct that pertains whenever an activity is done in order to attain some separable outcome.”

Like exercising to lose weight, learning to speak English to impress your friends, or getting to work on time to avoid being yelled at by your boss.

“Extrinsic motivation is doing something for the external rewards you get from it.

Intrinsic

An internal drive for success or sense of purpose. When intrinsically motivated, a person is moved to act for the fun or challenge entailed rather than because of external products, pressures, or rewards.”

Hopefully you have a handful of actions you perform each day that fall under this bucket. Your job may not provide obvious sources of intrinsic motivation, but perhaps you head out for a run because you enjoy the experience of unplugging and pounding the pavement or help your neighbor carry their groceries up the stairs because you genuinely feel good doing it.

“Intrinsic motivation is doing something because it feels good to you. You feel internally rewarded for doing it. In a job, this can be doing work that feels purposeful, enjoying time with your teammates or achieving goals you’ve set for yourself.”

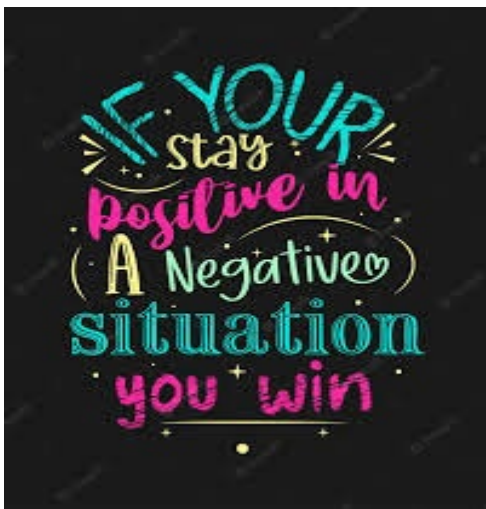
Exercise 4. Answer the following questions

1. What is motivation influenced by?
2. What are the sources of motivation ?
- 3.What is extrinsic motivation ?
4. What is intrinsic motivation ?

Exercise 5. Find out if the sentence true or false

1. Motivation is pushed by some sources.
2. The essence of motivation is energized and persistent goal-directed behavior.
3. There are three categories of motivation.
4. When intrinsically motivated, a person is pushed by some situation.

Exercise 6. Discuss the quotes in the following pictures



Exercise 7. Find out synonyms and antonyms to the given words

The word	Antonym	Synonym
confidence		
success		
intrinsic		
persistent		
inspiration		
encourage		

Exercise 8. Look at the words in the box and decide what connection do they have with “Motivation”.



Exercise 9. Read the tips for motivation and give your opinion.

10 Tips For Increasing Motivation

- FIND YOUR INSPIRATION
- SET TIMEFRAMES
- START SMALL
- TALK ABOUT YOUR GOALS
- WRITE THINGS DOWN
- FOCUS ON THE GOOD NOT THE BAD
- REMEMBER THERE WILL BE UPS AND DOWNS
- CELEBRATE SMALL WINS
- INVITE A FRIEND
- REACH OUT FOR SUPPORT



Exercise 10. Write as many words as you can belonging to extrinsic and intrinsic motivation (you can use a dictionary)

Intrinsic motivation	Extrinsic motivation

UNIT 6 LESSON 2

CREDIT AND CREDIT CARDS



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is a credit ? What types of credit do you know?
2. How can you obtain a credit ?
3. Do you use credit cards ? Can you speak about pros and cons of using credit cards?

Exercise 2. Look at the words in the box and give definitions to them.

Credit , money management , loyalty, production, banking facilities, travelling, store cards, to afford, expensive purchases, trade , buying on credit, to cover , credit card, emergencies branded credit cards, corporate cards, employment, types of credit, human activity , credit schemes.

READING

Active vocabulary

English	Uzbek	Russian
several	bir qancha	несколько
properly	muvofiq tarzda	правильно
convenience	qulaylik	удобство
unnecessary	zarur bo`lmagan	ненужный
to cover	qoplamoq	покрывать
purchase	harid	покупка
additional	qo`shimcha	дополнительный
embossed	zarb qilingan, bosilgan	рельефный
launched	ishga tushirilgan	запущенный
revolving	aylanuvchi	вращающийся

Exercise 1. Read and summarize the given text.

CREDIT AND CREDIT CARDS

There are several ways why you see credit being used everywhere.

1. For convenience: credit can make life a lot easier if used properly. It is convenient, especially if you don't have enough money. Credit makes it unnecessary to carry large amounts of cash while shopping.

2. For emergencies: using credit under unusual conditions may be helpful. There may be times when you don't have enough money to cover an emergency. Emergencies don't always happen when you have money for them.

3. For expensive purchases. Some items, such as an automobile, a refrigerator or a house, cost a lot of money. Many people want or need these things could be bought

only when people had the money for them, many people would never be able to afford them.

There are good reasons for using credit. However, it must be used wisely. When buying on credit, consumers should decide whether the additional cost is worth it.

The modern credit card was the successor of a variety of merchant credit schemes. It was first used in the 1920s, in the United States, specifically to sell fuel to a growing number of automobile owners. In 1938 several companies started to accept each others cards. Western Union had begun issuing charge cards to its frequent customers in 1921.

The concept of customers paying different merchants using the same card was invented in 1950 by Ralph Schneider and Frank Mc Namara, founders of Diners Club, to consolidate multiple cards. Later other types of credit cards were issued. Credit cards became an effective way of using banking facilities abroad for those who were travelling around the world. In 1966 Barclays in the UK launched the first credit card outside of the U.S. There are now countless variations on the basic concept of revolving credit for individuals, (as issued by banks and accepted by a network of financial institutions), including organization-branded credit cards corporate –user credit cards, store cards and so on.

Exercise 2. Answer the following questions

1. Can you explain the meaning of credit?
2. Who is a debtor and creditor?
3. Are credit cards increasingly used instead of cash or cheques to pay for goods and services?
4. What is cardholders PIN?
5. Can purchases by credit cards also be made by mail, over the telephone or on the Internet?

Exercise 3. Find out if the sentence true or false

1. Credit makes it unnecessary to carry large amount of cash while shopping.

2. Before buying on credit you have got to be sure you have a reason for getting the item in the first place.
3. When you get credit you have to pay percentages for the sum which you borrowed from the bank
4. If you have a credit card, you shouldn't take with you a lot of cash.
5. Credit cards are used only in developed countries.
6. Credit cards are not increasingly used instead of cash or checks to pay for goods and services

COMPREHENSION

Exercise 1. Match the beginning(1-4) with the endings (a –d)

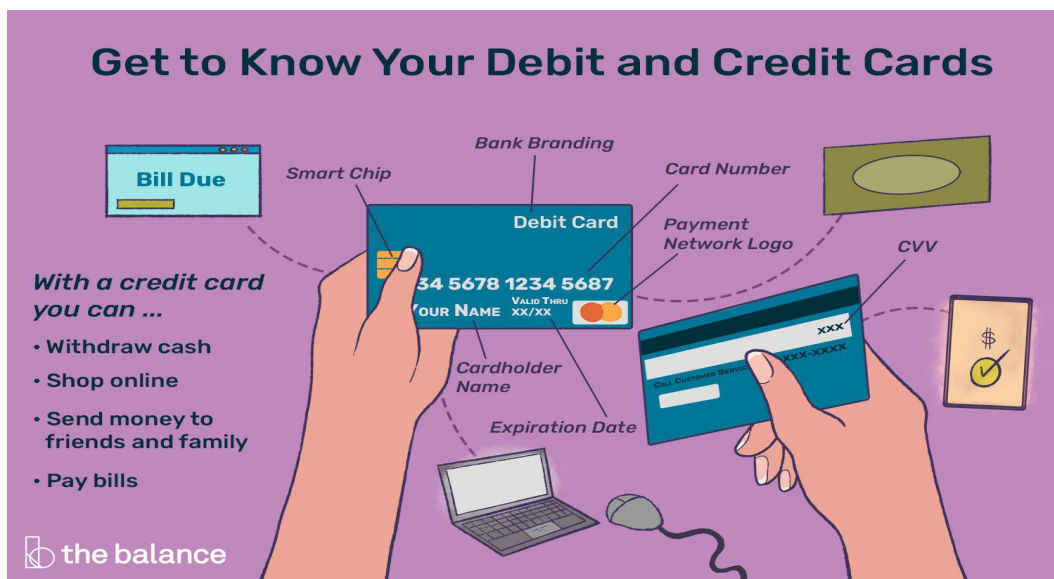
1. When buying on credit
 2. Credit makes it
 3. Credit cards
 4. The modern credit card
- a) was the successor of merchant credit used in the 1920s.
 - b) became an effective way of using banking facilities abroad for those who were travelling around the world.
 - c) consumers should decide whether the additional cost is worth it.
 - d) unnecessary to carry large amounts of cash while shopping.

Exercise 2. Match the words (1-6) with their definitions(a-f)

- | | |
|------------|-------------|
| 1.credit | 4.cost |
| 2.cash | 3.expensive |
| 5.purchase | 6.money |

- a) the act or process of buying sth
- b) costing a lot of money
- c) what you earn by working or selling things, and use to buy things
- d) an arrangement that you make, with a shop / store for example, to pay later for sth you buy
- e) money in the form of coins or notes / bills
- f) the amount of money that you need in order to buy, make or do smth

Exercise 3. Describe the picture and get the knowledge about the types of plastic cards.



Exercise 3. Fill in the table with appropriate words.

General noun	Personal noun	Verb
	Inventor	

Debt		
		To purchase
Credit		
	Issuer	
		To use

WRITING:

Exercise 1. Describe the following with your own words.

credit ,credit card, additional cost , banking facilities, buying on credit, merchants, extra cost, poor credit rating , to pay percentages , charge for.

Exercise 2. Write as many words as you can belonging to credit and credit card (you can use a dictionary)



Credit	Credit card

Exercise 3. Write the summary to the given text

Thinking much makes us feel tired

Have you ever wondered why thinking too much makes you tired? A new study has found out some answers to this question. Researchers from the Paris Brain Institute looked at why mental effort makes us tired. They found that when people think a lot, the brain releases a chemical called glutamate. Too much glutamate upsets the brain's functions. It means the brain tells the body it is tired and that it must rest. People who spend more than six hours working on a task that requires a lot of thought are more likely to feel tired. A period of rest allows the brain to return to normal. This explains why a power nap is good for us. A power nap can be as short as 20 minutes, but can make us feel totally refreshed.

The research team looked at the behaviour of 40 participants in their research. Twenty-four of these had to perform challenging tasks. These included looking at a computer screen and matching different letters that appeared. The other 16 participants did a similar, but easier task. Both teams worked for six hours, and had two ten-minute breaks. The researchers scanned the brains of the participants. They found that the group who had the more difficult task had higher levels of glutamate in their brain. Study author Antonius Wiehler said: "It would be great to find out more about how glutamate levels are restored." He asked: "Is sleep helpful? How long do breaks need to be to have a positive effect?"

UNIT 7 LESSON 1

ETHICAL BUSINESS



DISCUSSION:

Exercise 1. Give your opinion about the following

- 1. What does ethics mean to you ?
- 2. How would you describe "Ethical business" ?
- 3. What are the main issues of business ethics ?
- 4. What feelings or actions are followed by business ethics ?

Exercise 2. Look at the words in the box and give definitions to them.



READING

Active vocabulary

English	Uzbek	Russian
ethical standards	axloqiy me'yorlar	этические стандарты
applied ethics	amaliy axloq	прикладная этика
business ethics	biznes etikasi	деловая этика
ethical principles	axloqiy tamoyillar	этические принципы
business environment	biznes muhiti	бизнес среда
behavior	xulq-atvor	поведение
prohibitory	taqiqlovchi	запрещающий
execution	ijro	исполнение
regulations	qoidalar	нормативные документы
ethics management	axloqiy boshqaruv	управление этикой

Exercise 3. Read and discuss the text

Business ethics

It is a well known fact that management plays a vital role in shaping the future of any organization as the optimum utilization of all resources hinges upon the efficacy of the management. The core of a successful management lies in its clarity of vision, plan of action and more importantly execution of the plan of action, the real gamut of operations as it were, and it is here that the importance of ethics comes into being.

Business ethics are an integral constituent of corporate governance if it is seen as the aggregate of conventions, procedures, regulations, and policies, which guide the way a firm is directed and controlled. The effective management of the relationships among the many stakeholders involved in the organization, and the attainment of its goals require that ethical standards be set, monitored and maintained.

The rights of employees, suppliers, customers, and the community at large cannot in the long term be protected and ensured if the firm's directors and executives act, and allow others to act, in ways that are less than ethical.

Business ethics is a form of applied ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and business organizations as a whole.

Applied ethics is a field of ethics that deals with ethical questions in many fields such as technical, legal, business and medical ethics.

According to Jones Parker 2020, business ethics consists of a set of moral principles and values that govern the behavior of the organization with respect to what is right and what is wrong. It spells out the basic philosophy and priorities of an organization in concrete terms. It also contains the prohibitory actions at the workplace.

Business ethics theory is a study of business activities, decisions and situations where the right and wrongs are addressed. The main reasons for this are the power and influence of business in any given society is stronger than ever before.

Businesses have become a major provider to the society, in terms of jobs, products and services. Business collapse has a greater impact on society than ever before and the demands placed by the firm's stakeholders are more complex and challenging. Business ethics helps us to identify benefits and problems associated with ethical issues within the firm and business ethics is important as it gives us a new light into present and traditional view of ethics.

Exercise 4. Answer the following questions

1. What is the theory of Applied ethics?
2. What is the theory of Business ethics?
3. What is the impact of ethics on business ?
4. What problems are associated with business ethics ?

Exercise 5. Find out if the sentence true or false

1. Business ethics helps us to identify benefits and problems associated with ethical issues within the firm.
2. Business ethics does not contain the prohibitory actions at the workplace.
3. Business ethics is only relevant to the managers and heads of the company .
4. Business ethics is a form of applied ethics that examines ethical principles .

Exercise 6. Discuss the quotes in the following pictures



Exercise 7. Match the words with their definitions.

1. Ethics	the moral principles that act as guidelines for the way a business conducts itself and its transactions.
-----------	--

2. Business ethics	the quality of being honest.
3. Applied ethics	moral principles that govern a person's behaviour or the conducting of an activity.
4. Honesty	the quality of being honest and having strong moral principles that you refuse to change
5. Responsibility	is a branch of ethics devoted to the treatment of moral problems, practices, and policies in personal life
6. Integrity	the state or fact of having a duty to deal with something or of having control over someone.

Exercise 8. Look at the words in the box and decide what connection do they have with “Ethics”.



Exercise 9. Find out synonyms and antonyms to the given words

The word	Antonym	Synonym
Ethics		
Responsibility		
Conscience		
Integrity		
Honesty		
Moral		
Fairness		

ETHICAL DECISION MAKING

**Employer
Responsibilities
and Employee
Rights**

Business Ethics

An icon of a hand holding a wrench, set within a circular frame with a pink background and white sparkles.

Exercise 10. Write as many words as you can belonging to the following topics.

Rights of employees	Responsibilities of employers

UNIT 7 LESSON 2

ADVANTAGES AND DISADVANTAGES OF CREDIT



DISCUSSION:

Exercise 1. Give your opinion about the following

1. Explain advantages of a credit .
2. Explain disadvantages of a credit.
3. Can you speak about credit system of Uzbekistan?
4. Do you use credit cards (if yes in what cases)?

Exercise 2. Look at the following suggestions and give your opinion.



READING

Active vocabulary

English	Uzbek	Russian
obvious	aniq	очевидный
customers	xaridorlar	клиенты
discount	chegirma	скидка
charge foruchun to'lov	взимать плату за.....
total amount	umumiy hisob	ИТОГО
poor credit rating	qoniqarsiz kredit reytingi	плохой кредитный рейтинг
cash	naqd pul	наличные
service	xizmat	услуга
demand	talab	требование
to expand	kengaytirish	расширять

Exercise 1. Read and summarize the given text.

Advantages and disadvantages of credit

There are some obvious advantages to using credit and at least one may not be so obvious. For instance, if you buy on credit, you may get better service. Customers who use credit and buy at a place over a long period get notices of sales or receive special discounts.

Buying on credit can help you take advantage of sales to purchase items you had planned to buy sometimes in the future. Sales, after all, don't come at your

convenience! While you are saving money for new furniture, for instance, some of the pieces you want may be offered at reduced prices, but for a limited amount of time. The people who make their living on credit are better off. Billing clerks, collection agents and credit managers are working more. The whole economy is healthier, up to point.

In using credit, you would be wise to know the disadvantages as well. There is a cost or charge for credit. This cost of credit is charged for the use of goods or services while they are still being paid for.

Another disadvantage of using credit is that you may buy more than you can afford. For some people, easy credit provides too much of a temptation to buy things that are not really needed and cannot be paid for. A person's credit rating is his or her reputation for making payments on time.

Another disadvantage results from getting too much credit. Consumers who buy on credit and then cannot make all of their payments create costs for creditors. Because creditors must collect what is owed, there are extra costs for billing, recordkeeping and other office work. These costs are passed on to other customers in the form of higher prices for goods and services.

Exercise 2. Answer the following questions

1. What may happen if a person may not be able to keep up with the credit payments?
2. What is the cost of credit?
3. What is a person's credit rating?
4. Can one's credit rating influence to the next agreements?

Exercise 3. Find out if the sentence true or false

1. Buying on credit can not help you take advantage of sales to purchase items you had planned to buy sometimes in the future.

- 2.If you buy on credit you may get better service
- 3.You can not use the product while you are still paying for it.
- 4.The people who make their living on credit are better off.
- 5.Missed or late payments may result in poor credit rating.

COMPREHENSION

Exercise 1. Match the words (1-6) with their definitions(a-f)

- | | |
|-------------|---------------|
| 1. discount | 4. payment |
| 2. consumer | 5.poor credit |
| 3.price | 6.rate |

- a) the amount of money that you have to pay for smth
- b) type of credit, having very little money
- c) a person who buys goods or uses services
- d) a sum of money paid or expected to be paid
- e) a fixed amount of money that is charged or paid for smth
- f) an amount of money that is taken off the usual cost of smth

Exercise 2. Find out and circle extra word in each line (if there is one)

- 1). Buying on credit can help you to take advantage of sales to purchase items you
- 2). had planned to buy sometimes had in the future. Sales, after all, don't come at
- 3).your convenience! While you are saving many money for new furniture, for
- 4).instance, some of the pieces you want may have be offered at reduced prices, but
- 5).for a limited amount of time. The people will who make their living on credit are
- 6).better off. Billing clerks, collection agents and credit managers are working more.
- 7).The whole economy is lots healthier, up to point. In using credit, you would be
- 8).wise to know the much disadvantages as well. There is a cost or charge for

9).credit. This cost of credit is charged for the to use of goods or services while they
 10).are still being paid for.

Exercise 3. Find out synonyms and antonyms to the given words

The word	Antonym	Synonym
A fixed amount		
Poor credit		
Discount		
To purchase		
Temptation		
Little money		

WRITING:

Exercise 1. Describe the following with your own words.

credit , credit card, discount, additional cost , extra cost, poor credit rating , limited amount, to pay percentages , charge for , recordkeeping, .



Exercise 2. Write as many words as you can belonging to pros and cons of credit (you can use a dictionary)

Pros of Credit card	Cons of Credit card

Exercise 3. Write the summary to the given text

Africa museum to be one of the world's greatest sights

A yet-to-be-opened museum in Accra, Ghana is getting people across the world excited. The Pan African Heritage Museum is set to open in August 2023. TIME Magazine said it will be among the top 100 world's greatest places to visit. TIME wrote: "It will house archives, exhibits, galleries, and a theater, [and will be] a key destination for visitors interested in connecting with Africa's history and its people's heritage." Ghana's president said the museum will "provide a natural residence and resting place for all the looted cultural artefacts of our continent, which are housed in foreign museums and which will be returned to us". A digital version of the museum was launched on May the 5th.

The man who thought of the idea for the museum is Kojo Acquah Yankah. He is a former newspaper editor, MP and cabinet minister. He said the idea came to him after seeing 5,000 people of African descent at an event for the 375th anniversary of the forced arrival of Africans in the USA. He said: "This inspired me to create the museum to unite Africans and people of African descent." He wants "to raise the self-confidence of Africans as a people with a rich history and heritage". He added: "The museum is special because it's the only one bringing all African heritage together under one roof." He said there are fewer than 2,000 museums in Africa, compared with over 30,000 in Europe and in the USA.

UNIT 8 LESSON 1

CULTURE



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is culture for you?
2. What can you say about Uzbek culture?
3. Do you think that culture is important for a nation?

Exercise 2. Look at the words in the box concerning “Culture” and give definitions to them.



READING

Active vocabulary

English	Uzbek	Russian
culture	madaniyat	культура
art	san'at	искусство
culture shock	madaniy hayrat	культурный шок
cultural diversity	madaniy xilma-xillik	культурное разнообразие
architecture	arxitektura	архитектура
ritual	marosim	ритуал
religion	din	религия
authentic	haqiqiy	аутентичный
cultural change	madaniy o'zgarish	культурное изменение
cultural environment	madaniy muhit	культурная среда

Exercise 3. Read and summarize the given text.

Culture is an umbrella term which encompasses the social behavior, institutions, and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups. Culture is often originated from or attributed to a specific region or location.

Cultural change: Cultural change, or repositioning, is the reconstruction of a cultural concept of a society. Cultures are internally affected by both forces encouraging change and forces resisting change. Cultures are externally affected via contact between societies. Cultural universals are found in all human societies. These include expressive forms like art, music, dance, ritual, religion, and technologies like tool usage, cooking, shelter, and clothing. The concept of material culture covers the physical expressions of culture, such as technology,

architecture and art, whereas the immaterial aspects of culture such as principles of social organization

(including practices of political organization and social institutions), mythology, philosophy, literature (both written and oral), and science comprise the intangible cultural heritage of a society.

Culture shock: Culture shock is an experience a person may have when one moves to a cultural environment which is different from one's own; it is also the personal disorientation a person may feel when experiencing an unfamiliar way of life due to immigration or a visit to a new country, a move between social environments, or simply transition to another type of life. One of the most common causes of culture shock involves individuals in a foreign environment.

Common problems include: information overload, language barrier, generation gap, technology gap, skill interdependence, formulation dependency, homesickness (cultural), boredom (job dependency), ethnicity, race, skin color, response ability (cultural skill set). There is no true way to entirely prevent culture shock, as individuals in any society are personally affected by cultural contrasts differently.

Cultural diversity: Essentially, cultural diversity is about bringing people together from a diverse set of backgrounds and cultures, then creating an environment that not only recognizes the differences between those cultures and backgrounds, but celebrates them. It helps create a safe space for people to be authentically themselves.

Cultural diversity includes:

Race, Ethnicity, Sexual orientation, Religion, Language

Gender, Age, Disability.

A diverse workforce is a major benefit to your organization; bringing together people from different backgrounds and cultures can help drive innovation, foster

new ideas, and create a work environment that values equality, respect, and collaboration.

Exercise 4. Answer the following questions

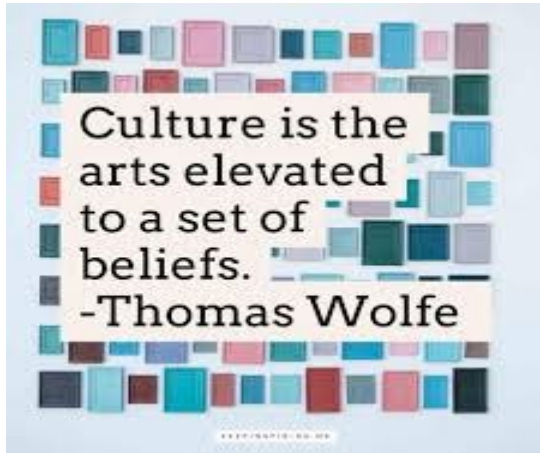
1. What is culture consist of ?
2. What are the factors affected culture?
3. What is the most common cause of culture shock?
4. What are the main factors of cultural diversity?

Exercise 5. Find out if the sentence true or false

1. Culture encompasses the social behavior, and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups .
2. The expressive forms like art, religion, laws mean cultural diversity of a nation.
3. Cultural diversity brings benefit to the organization; bringing together people from different backgrounds and cultures can foster new ideas.
4. Culture shock is an experience a person may have when he/she works with different people.

Exercise 6. Discuss the quotes in the following pictures

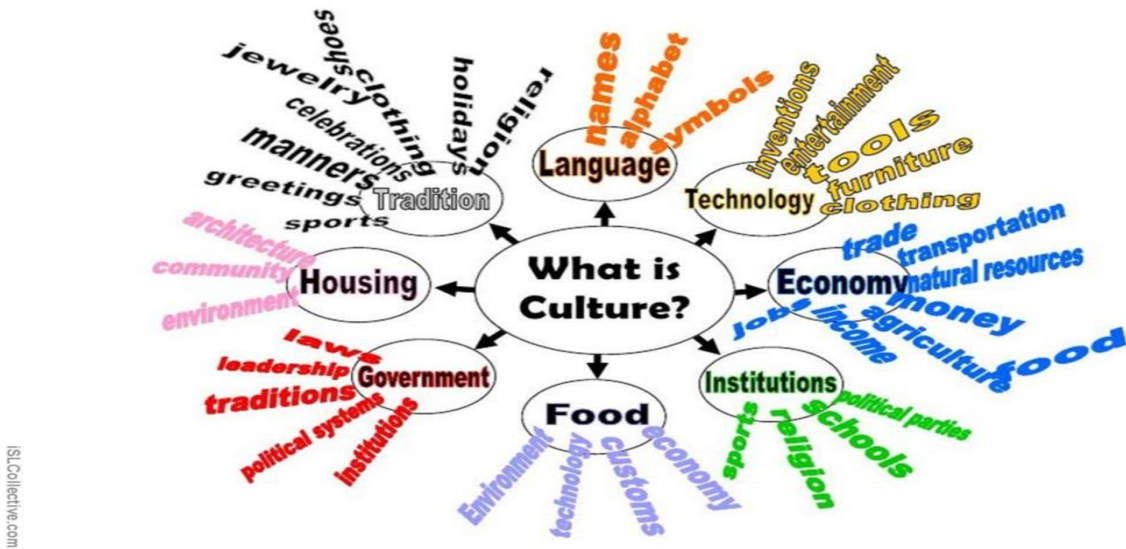




Exercise 7. Match the words with their definitions.

1. culture	the expression or application of human creative skill and imagination
2. religion	the feeling of disorientation experienced by someone when they are suddenly subjected to an unfamiliar culture, way of life, or set of attitudes
3. architecture	the part of a picture, scene, or design that forms a setting for the main figures or objects
4. art	the arts and other manifestations of human intellectual achievement
5. culture shock	the art or practice of designing and constructing buildings
6. background	a particular system of faith and worship

Exercise 8. Discuss the picture and give information about states connected with “Culture”.



Exercise 9. Look at the words in the box and decide what connection do they have with “Culture”.



Exercise 10. Write as many words as you can belonging to the Culture and Art (you can use a dictionary)

CULTURE	ART

UNIT 8 LESSON 2

WHAT IS EURO



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is a currency?
2. What information have you got about the euro (€)?
3. Is euro used in Uzbekistan?

Exercise 2. Look at the words in the box concerning “Currency” and give definitions to them.



READING

Active vocabulary

English	Uzbek	Russian
to establish	o'rnatmoq	установить
to abandon	rad etish	отказаться
to circulate	aylanish, muomalada bo'lish	вращаться
account	hisob raqami	учетная запись
executive board	ijroiya komitet	исполнительный совет –
divergent	farqli	расходящийся
to replace	o'rnini almashtirish	заменять
currency	pul birligi	валюта
economic zone	iqtisodiy hudud	экономическая зона
inflation	inflyatsiya	инфляция

Exercise 1. Read and summarize the given text.

WHAT IS THE EURO?

The world's newest currency, the euro (€), was established on January 1, 1999, when eleven countries—Germany, France, Italy, Spain, Portugal, Ireland, Austria, Finland, Belgium, Luxembourg, and the Netherlands—decided to permanently abandon their national currencies and form the so-called "euro area." Even though actual euro coins and notes were only allowed to circulate after January 1, 2002, the

member currencies were joined together by common consent: from that day on, none of the currencies would ever again be allowed to fluctuate against the others. The euro had already become a virtual currency in the sense that people could open checking accounts in euros, buy euro-denominated stocks and bonds, and pay credit card bills with euros—rather than the usual French francs, German marks, or Italian lire. The European Central Bank (ECB), was established in Frankfurt, with full responsibility for deciding exchange rate and monetary policy in the eleven countries that made up the euro area. The ECB's governing council is made up of the central bank presidents of each member country, as well as the six members of the ECB executive board.

One of the ECB's first tasks was to deal with each member country's divergent economic priorities. Just as it is hard for the Federal Reserve to balance the needs of each region of the United States, ECB found it difficult to treat all the various countries of the European Union as a single economic zone. It was decided, therefore, to try to make the economies of the euro area converge as much as possible, especially in the areas of inflation, growth and unemployment.

Exercise 2. Answer the following questions

1. When was the euro established?
2. What are the responsibilities of ECB?
3. Who are the members of ECB?
4. Why Greece was refused entry into the euro zone?

Exercise 3. Find out if the sentence true or false

1. The euro was established after world war 2.
2. 11 European countries decided to abandon their national currency and form "euro zone"

3. One of the ECB's first tasks is to deal with country's divergent economic priorities.

4. Members of the ECB executive board are economists from all member countries.

COMPREHENSION

Exercise 1. Match the beginning(1-4) with the endings (a –d)

1. The euro had already become a virtual currency

2. The European Central Bank (ECB).....

3. ECB found it difficult

4. One of the ECB's first tasks

a) was established in Frankfurt, with full responsibility for deciding exchange rate and monetary policy in the euro area.

b) to treat all the various countries of the European Union as a single economic zone.

c) was to deal with each member country's divergent economic priorities.

d) that people could open checking accounts in euros, buy euro-denominated stocks and bonds, and pay credit card bills.

Exercise 2. Combine the words listed below into meaningful two or three word expressions as possible.

member

circulation

national

zone

country

bank

currency

central

common

Exercise 3. Fill in the table with appropriate words.

General noun	Personal noun	Verb	Adjective
			responsible
	banker		
			divergent
excursion			
		to replace	
			central

WRITING:

Exercise 1. Describe the following with your own words.

to abandon , to fluctuate ,currency , monetary policy, responsibility, to pay, stock , inflation, to establish, to treat, euro zone, exchange rate.

Exercise 2. Search the NET find and write information about the currency of Uzbekistan and any other currencies (you can use words and word patterns of this unit)



Exercise 3. Write the summary to the given text

Half of the world's population have headaches

If you get regular headaches, you are not alone. A new report says half of us suffer from them. Researchers from the Norwegian University of Science and Technology looked at 357 different studies on headaches from 1961 to 2020. The report was published in "The Journal of Headache and Pain". The studies were mainly from rich countries. They included information on general headaches, migraines, and headaches from tension. The researchers said that 52 per cent of people in the study suffered from some form of headache every year. The lead researcher, Lars Jacob Stovner, was surprised that the numbers were so big and that so many people got headaches.

The researchers found that women are more likely to get headaches than men. They said 17 per cent of women get migraines, compared to 9 per cent of men. Six per cent of women get headaches on 15 or more days a month, while the number is three per cent for men. Mr Stovner said: "What is clear is that overall, headache disorders are highly prevalent worldwide and can be a [great pain]." He said more people are getting headaches, saying: "The data does suggest that headaches and migraine rates may be increasing." Stovner added that more research was needed. He said it was important, "to analyze the different causes of headaches...to target prevention and treatment more effectively".

READING

Active vocabulary

English	Uzbek	Russian
change	o'zgartirish	изменение
conditions	sharoitlar	условия
beliefs	e'tiqodlar	убеждения
to improve	yaxshilash	улучшить
significant	ahamiyatli	существенный
to imply	nazarda tutish	подразумевать
to redefine	qayta belgilash	переопределить
disruptive	buzuvchi	разрушительный
developmental change	rivojlantirish o'zgarishlari	изменение развития
change management	o'zgarishlarni boshqarish	управление изменениями

Exercise 3. Read and summarize the given text.

Change is a general transition of something or phase to another state condition. Implies movement toward a goal, an idealized state, or a vision of what should be and movement away from present conditions, beliefs, or attitudes. It is the project, initiative or solution being introduced in the organization to improve the way work gets done, solve a problem, or take advantage of an opportunity.

In business as in life, few things stay the same. Companies must be willing to move with the times and adjust their operations in response to increased competition, technological advances, stakeholder expectations and other pressures. True business change is more than just a rudder shift. It's the result of a structured and planned process to make the company more efficient and profitable.

In simple terms, business change is the act of moving the company from where it is now to where it wants to be. The change can be relatively small, such as improving the company's billing procedures, to utterly transformative, such as reformulating entire product and service offerings in the light of unexpected competition. There are three types of change in a business context: developmental, transitional and transformational change.

Developmental change: A developmental change occurs when a business wishes to improve a process or procedure, such as updating the payroll system or refocusing its marketing strategy. Developmental change usually occurs in response to technology upgrades or internal cost drives that aim to improve the efficiency of a work process.

Transitional change: A transitional change is an act of replacing major processes with new ones, such as automating your manual production line or adopting a new ERP installation. It also includes mergers and acquisitions and other actions. Transitional changes are frequently driven by a desire to remain competitive in the marketplace. The business is likely will have to reconsider its job functions, processes, culture and relationships to manage the change effectively.

Transformational change: Transformational change is the most disruptive since it requires a fundamental shift in the way a company operates. For example, a company might embark on a completely new mission or restructure the whole product line using new, proprietary operating systems. Navigating a transformation is complex, requiring significant skill from the management team and outside help from change specialists. When the change process is complete, the organization is unrecognizable from what it was before.

Change management: Change management (sometimes abbreviated as CM) is a collective term for all approaches to prepare, support, and help individuals, teams, and organizations in making organizational change. It includes methods that

redirect or redefine the use of resources, business process, budget allocations, or other modes of operation that significantly change a company or organization.

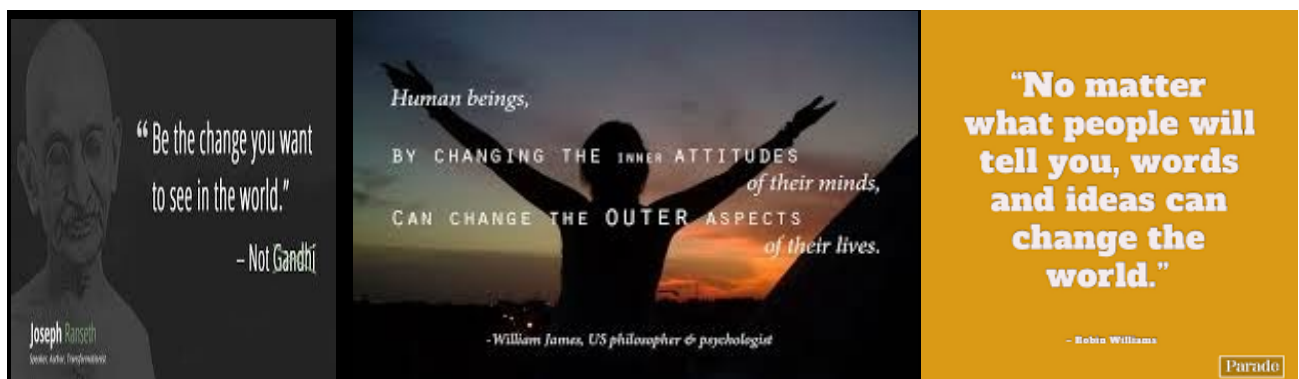
Exercise 4. Answer the following questions

1. What is change?
2. What is the main cause of developmental change?
3. What is an act of replacing major processes with new ones?
4. What happens when change process is complete?

Exercise 5. Find out if the sentence true or false

1. Change is a general transition of something or phase to another state condition.
2. Developmental change usually occurs in response to peoples attitude to change.
3. Transformational change is the most disruptive which requires a fundamental shift in the way a company operates.
4. What causes change management .

Exercise 6. Discuss the quotes in the following pictures



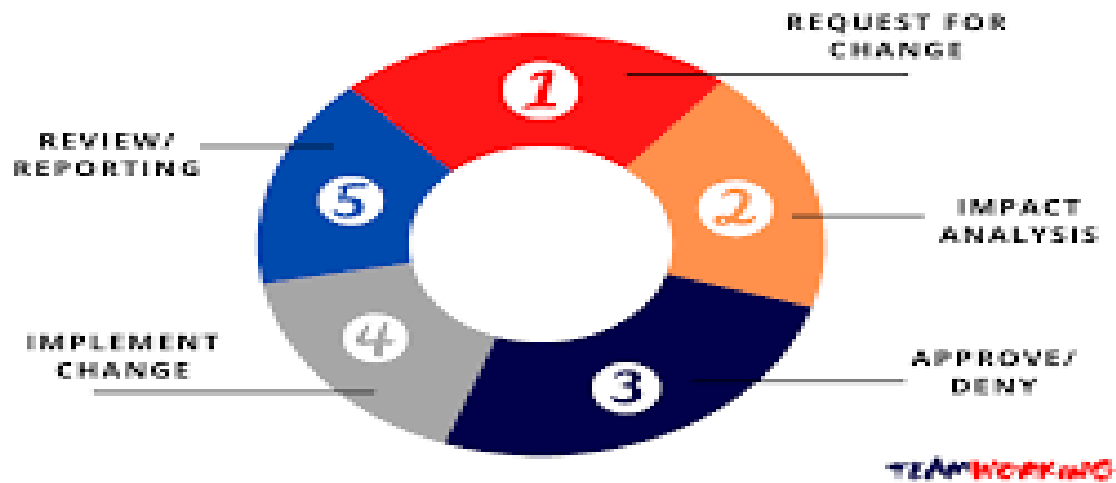


Exercise 7. Match the words with their definitions.

1. change	a complete change in an organization, designed to bring big improvements
2. disruptive	any modification of a machine, device or article undertaken to achieve compliance with this regulation
3. transformational change	an act or process through which something becomes different
4. developmental change	a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies
5. process change	causing radical change in an existing industry or market through being innovative.
6. change management	the process of change that occurs in human beings throughout development

Exercise 8. Discuss the picture and give information about stages of “Change management process”

Change Management Process



Exercise 9. Look at the words in the box and decide what connection do they have with “Change management”.



Exercise 10. Write as many words as you can belonging to the skills of change management (you can use a dictionary)



CHANGE MANAGEMENT

UNIT 9 LESSON 2

WHAT IS A CENTRAL BANK?



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is a Central bank?
2. What are the duties of a Central bank?
3. What information have you got about the Central bank of Uzbekistan?

Exercise 2. Look at the words in the box concerning “Banking” and give definitions to them.



READING

Active vocabulary

English	Uzbek	Russian
to adjust	moslashtirmoq	приспособиться
cranking	xarakatlantirish	проворачивание
watchdog	nazoratchi	наблюдатель
intervene	aralashish	вмешиваться
prudent	mulohazali	благоразумный
treasury	g'azna	казна
bond	obligatsiya	облигация
charter	nizom	устав
financial panic	moliyaviy tushkunlik	финансовая паника
foreign currency	xorijiy valyuta	иностранная валюта

Exercise 1. Read and summarize the given text.

WHAT IS A CENTRAL BANK

Just as a prudent driver keeps an eye on the road ahead and a steady hand on the wheel, a country's central bank tries to keep the economy on course. A central bank looks at economic data such as factory orders, housing,

consumer credit, retail sales, manufacturing, and construction and employment figures in an effort to keep the economy from overheating . Central banks print only enough currency to satisfy the everyday needs of business and consumers. But a central bank is much more than a national piggy bank. Besides coordinating a country's monetary policy, the central bank serves as a watchdog, supervising the country's banking and financial system. In most countries, the central bank is given a considerable degree of independence. The activities and responsibilities of central banks vary widely from country to country. The Central Bank of the Republic of Uzbekistan represents a centralized control system. For the performance of assigned tasks it creates the appropriate services and establishments, which work on the basis of rules confirmed by the Board of the Central Bank.

The Bank of England, for example, is responsible for printing the money as well as supervising the banking system coordinating monetary policy.

The European Central Bank head oversees the monetary policy for all the countries in the euro area, but is limited in how much it can intervene in each country.

In the United States, central bank duties are divided among several different agencies: the U.S. Treasury borrows money for the government's use by issuing Treasury notes and bonds .

The Bank of Japan, like many other central banks, acts as a banker to the government, issuing the government's checks and holding its deposits of foreign currency.

During times of financial panic, central banks often act as a "lender of last resort", in order to preserve the stability of the country's financial system.

Exercise 2. Answer the following questions

1. What are the functions of Central Banks?

2. Which organization conduct the monetary policy in the country?

2.What is the duty of Japanese Central Bank?

3.How the Central Banks overcome financial panics?

Exercise 3. Find out if the sentence true or false

1. The central bank of each country creates and manages monetary policy in the country.

2. The activities and responsibilities of central banks are very narrow from country to country.

3. The Bank of Japan, like many other central banks acts as a banker to the people, issuing the commercial bank's checks.

4. During times of financial panic, central banks often act as a "borrower of last resort" in order to preserve the stability of the country's financial system.

COMPREHENSION

Exercise 1. Match the words (1-6) with their definitions(a-f)

1. account

4. crisis

2. duty

5. foreign currency

3. deposit

6. bank

a) a time of great danger, difficulty or confusion when problems must be solved or important decisions must be made .

b) an organization that provides various financial services, for example keeping or lending money.

c) the system of money that a foreign country uses

d) an arrangement that smb has with a bank, to keep money in there.

e) a sum of money that is paid into a bank account.

f) something that you feel you have to do because it is your moral or legal responsibility.

Exercise 2. Find out synonyms and antonyms to the given words

The word	Antonym	Synonym
Legal		
To lend money		
Important		
To manage		
To overcome		
Central		

WRITING:

Exercise 1. Describe the following with your own words.

central bank , economic data, manufacturing, construction , employment, currency, to satisfy , to be responsible ,supervising , monetary policy

Exercise 2. Write information about the functions of Central Bank according to the picture



Exercise 3. Write the summary to the given text

Most of the rivers damaged by people

A new study shows that 86 per cent of the world's rivers have been damaged by human activity. The study was conducted by researchers from a university in Toulouse, France. They examined data on over 2,500 rivers around the world. They did not look at rivers in the polar regions of the Arctic and Antarctica or in deserts. The scientists looked into changes to biodiversity over the past 200 years. They discovered that biodiversity in over half of rivers has been seriously damaged by humans. The researchers said there were many reasons for this damage. A big reason is the introduction of new species of fish into rivers. Other reasons include pollution, dams, overfishing, farming and climate change.

The researchers say the worst-hit rivers are in western Europe and North America. This is because these regions have large and rich towns and cities. The lead researcher said: "Rivers which have the most economic development around them,

like the Mississippi River, are the most strongly impacted." The River Thames in London was one of the worst-affected rivers in the study. The least-impacted rivers are in Africa and Australia. The researcher said: "This is probably due to a slower rate of industrialization in Africa and low population density around rivers in Australia." He added that rivers in many rich nations are unrecognisable compared with how they were 200 years ago.

UNIT 10 LESSON 1

COMMUNICATION



DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is communication ?
2. What types of communication do you know ?
3. What are the modern way of communication ?
4. Which type of communication do you prefer the most ?

Exercise 2. Look at the words in the box concerning “Communication” give definitions to them.



READING

Active vocabulary

English	Uzbek	Russian
communication	aloqa	коммуникация
information	ma`lumot	информация
interaction	o'zaro ta'sir	взаимодействие
sender	jo'natuvchi	отправитель
recipient	qabul qiluvchi	получатель
message	xabar	сообщение
descriptor	tavsiflovchi	дескриптор
invention	kashfiyot	изобретение
efficient	samarali	эффективный
device	qurilma	устройство

Exercise 3. Read and summarize the given text.

COMMUNICATION

Developing effective communication and cooperation skills are an essential part of every relationship, affecting everything from our professional development to our personal social interactions. Whether verbally or nonverbally, through writing or visual imagery, it's important to understand how we share information, ideas and emotions with others.

Interest in communication has been stimulated by advances in science and technology, which, by their nature, have called attention to humans as communicating creatures. Among the first and most dramatic examples of the inventions resulting from technological ingenuity were the telegraph and telephone, followed by others like wireless radio and telephoto devices. The development of popular newspapers and periodicals, broadcasting, motion pictures,

and television led to institutional and cultural innovations that permitted efficient and rapid communication between a few individuals and large populations; these media have been responsible for the rise and social power of the new phenomenon of mass communication.

Communication, the exchange of meanings between individuals through a common system of symbols. The term requires an element of success in transmitting or imparting a message, whether information, ideas, or emotions.

The process of communication is a sequence of events in which a sender transmits a message to a recipient. The message can be verbal or nonverbal as long as the recipient is able to understand it. The necessary components that need to be present for the process of communication to occur include the sender, the recipient, and the message.

The sender: The sender is any individual or group who needs to share an idea or concept, to communicate information, express some feeling with other people and transmits the message.

The message: The message is the information that is being passed on during the communication process. Messages may be given more formal descriptors, such as speech, email, post, story or article, news or feature item, film or video, program, show, book, song, and comments or discussion concerning any of the above. In order for effective communication to take place, it's vital that the message is able to be easily understood.

The recipient: In the communication process, the "recipient" is the listener, reader, or observer—that is, the individual or the group of people to whom a message is directed. The receiver is also called the "audience" or decoder who gets the message, understands it, and responds if appropriate

Exercise 4. Answer the following questions

1. What is the essential part of effective communication ?
2. What is a message ?
3. What is the role of a sender in communication ?

4. What are the types of messages ?

Exercise 5. Find out if the sentence true or false

1. Sending messages is the only way of modern communication.
2. Telegraph and telephone are the first and most dramatic examples among the communication inventions.
3. The information that is being passed on during the communication process is a message.
4. The person who sends the message is also called “decoder”.

Exercise 6. Discuss the quotes in the following pictures













Exercise 7. Match the words with their definitions.


1. communication	Someone who sends any type of message
------------------	---------------------------------------

2. message	the imparting or exchanging of information by speaking, writing, or using some other means
3. sender	a type of oral communication where the message is transmitted through the spoken words
4. recipient	information sent without the use of verbal language
5. verbal	a verbal, written, or recorded communication sent to or left for a recipient
6. non-verbal	Someone whom the message is sent

Exercise 8. Read the following suggestions on improving interpersonal communication skills and give your opinion about them.

HOW TO IMPROVE YOUR INTERPERSONAL COMMUNICATION SKILLS

- 1 **Figure out what skills you need to improve** 
-  **2 Watch other people how they communicate**
- 3 **Learn to control your emotions when speaking** 
-  **4 Reflect on your interactions by keeping notes**
- 5 **Practice your communication skills** 
-  **6 Acknowledge others**
- 7 **Be an active listener and avoid distracting other** 
-  **8 Attend online classes and workshops**
- 9 **Get a mentor** 
-  **10 Record yourself when you are communicating with others.**

 ONE EDUCATION

Exercise 9. Look at the picture of effective communication skills and choose three the most effective ones .



Exercise 10. Write as many words as you can belonging to the following types of communication.



Verbal	Nonverbal	Written

UNIT 10 LESSON 2

WHAT IS GLOBALIZATION



What is Globalization?



Process in which businesses begin operating internationally.

The tendency towards international investment, trade, IT, and the outsourcing of manufacturing across borders.

The transmission of ideas, values and meaning across the world.

In some cases, the decline in the importance of the nation state.

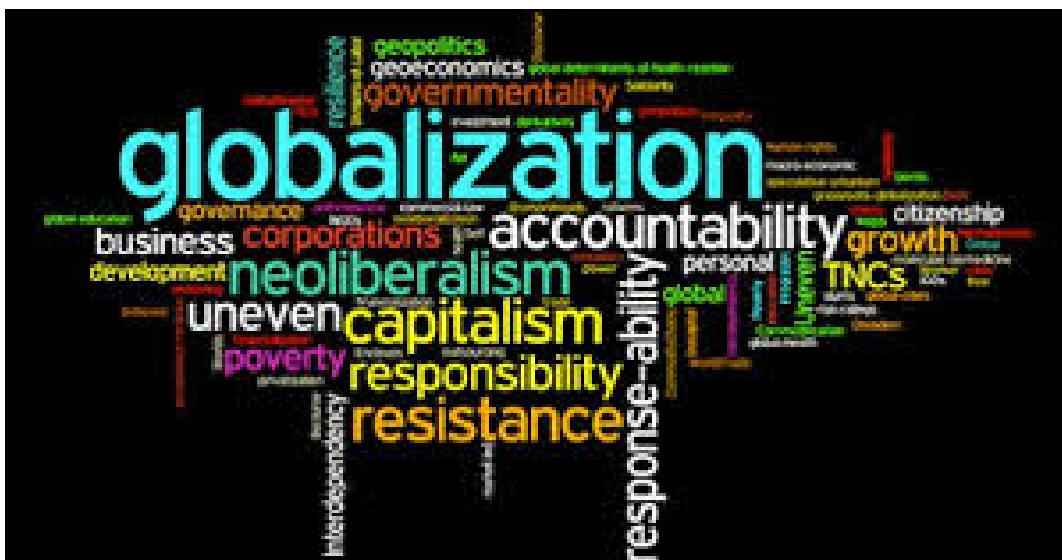
A worldwide movement toward economic, financial, communications, and trade integration.

DISCUSSION:

Exercise 1. Give your opinion about the following

1. What is Globalization in your opinion?
2. What can you say about impact of globalization on economy?
3. Speak about global changes in Uzbekistan.

Exercise 2. Look at the words in the box concerning “Globalization” and give definitions to them.



READING

Active vocabulary

English	Uzbek	Russian
interaction	o'zaro ta'sir	взаимодействие
poverty	qashshoqlik	бедность
exploitation	ishlatmoq	эксплуатация
wealthy	boy	богатый
buying up	sotib olib o'zini qilib olmoq	скупка
resources	resurslar	ресурсы
fault	ayb	вина
literacy	savodxonlik	грамотность
to escape	qochib qutilmoq	избежать
enormously	juda katta hajmda	чрезвычайно

Exercise 1. Read and summarize the given text.

GLOBALIZATION

Globalization is the process of interaction and integration among people, companies, and governments worldwide. Globalization has accelerated since the 18th century due to advances in transportation and communications technology. This increase in global interactions has caused a growth in international trade and

the exchange of ideas, beliefs, and culture. Globalization is primarily an economic process of interaction and integration that is associated with social and cultural aspects. However, disputes and international diplomacy are also large parts of the history of globalization, and of modern globalization. Economically, globalization involves goods, services, data, technology, and the economic resources of capital.

Many critics of globalization say that it is a major cause of poverty, that it opens up developing countries to exploitation by big foreign corporations, and that it results in people in wealthy countries losing jobs when cheaper foreign imports put their companies out of business.

They also criticise foreigners for “buying up” local companies and creating a homogenized world run by multinational corporations not accountable to any government. Globalization for all its faults helps economies grow- which means improving standards of living for billions of people around the world. The United Nations Human Development Index, an indicator of literacy and standard of living in countries around the world, shows that during the last years of the twentieth century, more than a billion people around the world escaped absolute poverty through economic growth. Those countries that embraced globalization have enjoyed rates of growth that were, on average, 50 percent higher than those with closed borders.

Globalization, we must note, does benefit some people more than others. Access to technology and capital has created new jobs for workers in developing countries, and those countries and companies with technology and capital to sell have also benefited enormously from globalization.

Exercise 2. Answer the following questions

1. How is globalization described in the text?
2. What is the critics’ opinion of globalization?
2. Can globalization influence on the world economy?

3 .What are the benefits of globalization?

Exercise 3. Find out if the sentence true or false

1. Globalization opens up developing countries to exploitation by big foreign corporations.
2. Globalization results in people in wealthy countries losing jobs.
3. Globalization doesn't help economies grow which means improving standards of living.
4. Access to technology and capital has created new jobs for workers in developed countries.

COMPREHENSION

Exercise 1. Match the words (1-6) with their definitions(a-f)

- | | |
|--------------|-----------------------|
| 1. literacy | 4. standard of living |
| 2. indicator | 5. poverty |
| 3. benifit | 6. wealth |

- a) the state of being poor
- b) a large amount of money, property, etc. that a person or country owns
- c) the ability to read and write
- d) the amount of money and level of comfort that a particular person or group has
- e) money provided by the government to people who need financial help because they are unemployed, ill / sick, etc.
- f) a sign that shows you what smth is like or how a situation is changing

Exercise 2. Combine the words listed below into meaningful two or three word expressions as possible.

financial	economy	situation
government	opinion	assistance
world	country	capital
developed	critics	problems

Exercise 3. Fill in the table with appropriate words.

General noun	Personal noun	Verb	Adjective
		to criticize	
			developed
assistance			
	diplomat		
			financial
		to embrace	

WRITING:

Exercise 1. Describe the following with your own words.

globalization, interaction, integration, to accelerate, increase, growth, exchange of ideas, economic process , beliefs, poverty, to embrace .

Exercise 2. Write as many words as you can belonging to pros and cons of globalization (you can use a dictionary)



Pros of Globalization	Cons of Globalization

Exercise 3. Write the summary to the given text

“Warm banks” spread in the U.K. as heating costs rise

The U.K. is one of the world's richest countries, but people are finding it increasingly difficult to pay energy bills. Electricity and gas bills could rise fourfold by the winter. Even people on good salaries are feeling the pinch. Lower-paid workers and those who have retired may soon be faced with a stark choice of heating or eating. Local governments have devised a makeshift solution. They are converting communal areas like libraries into spaces where people can go to stay warm for free. These are called "heat banks". Money-saving expert Martin Lewis said he is dumbfounded by the idea of warm banks in a supposedly wealthy country. The U.K. already has hundreds of food banks for those who struggle to afford to eat.

Britons are already taking drastic measures to avoid skyrocketing energy costs. One woman has disconnected her refrigerator and is storing perishable goods in cold water. A man has turned off his electric kettle and is drinking water instead of hot coffee. Last winter, an older lady used her free bus pass to sit on a warm bus all day instead of sitting at home in the cold. Many people are furious with the government and fossil fuel companies. Giant oil companies are making record profits, and the government is reluctant to implement a one-off "windfall tax". The U.K.'s National Energy Action group said that each year, around 11,400 deaths are caused by cold weather. They predict this figure will rise further next year.

WORDLIST

UNIT 1.1

Balance - equal distribution of smth like weight, amount, unit, etc

Ex: She has difficulty in finding balance between her life and job.

Personal life - someone's personal relationships, interests, and activities as distinct from their public or professional life.

Ex: I don't really think that his personal life has any obstacles to get this position.

Conflict - a serious state or condition of disagreement or argument .

Ex: There is a conflict between what the company wants to be produced and what the employees do with the production.

Obligation - a condition or act of action to which a person morally or legally bound to do something.

Ex: Every person has an obligation at work and in the family which has to be balanced.

To reduce (v) - to make smth smaller or to bring to less in amount or size.

Ex: the board decided to reduce the number of workers because of reduction in demand for their product.

Career (n) - an occupation undertaken for a significant period of a person's life and with opportunities for progress; working permanently in or committed to a particular profession.

Ex: My daughter is studying economy and now concentrating on a career as an economist in a foreign company.

To prioritize - designate or treat (something) according to their relative importance.

Ex: We are planning to hire a new staff with the skill to prioritize and control multiple tasks at the same time .

Leisure -opportunity afforded by the time when you are free from work or other duties and use it for enjoyment.

Ex: My daughter likes reading and one of her leisure activity is of course reading.

Lifestyle - the way and style in which a person lives.

Ex: The secret of her health and beauty is that she always follows a healthy lifestyle.

To achieve -successfully bring about or reach (a desired objective or result) by effort, skill, or courage.

Ex: After 3 months of English courses she achieved her goal and got her IELTS certificate with band 8.

UNIT 1.2

Economy - the state of a country or region in terms of the production and consumption of goods and services and the supply of money.

Ex: The economy of our country is growing rapidly year by year.

Experience – a practical contact with and observation of facts or events.

Ex: Internship programs are good factor of gaining experience.

To participate - take part in an action or become involved in an activity.

Ex: She is good at art and loves to participate in different events.

Production -the action of processing or manufacturing from components or raw materials.

Ex: Because of COVID 19 our company had to cut production of electronic appliances by 15%.

Distribution - the action and way in which something is shared out among a group

Ex: Distribution of goods in companies is fulfilled by distribution chanel managers.

Needs - the things and states one must have for a desirable , satisfactory life

Ex: Needs and wants of people in today's developing world are unlimited.

Company – the state or condition of making a commercial business.

Ex: Our company has been dealing with home appliances since its organization.

Goods and services - the products and services that are bought and sold in an economic system.

Ex: Our company provides quality goods and services which meet people's wants

Employment - the situation or state of having paid job or occupation.

Ex: Employment rate in our country is rising year by year.

To organize –making preparations or arrangements for an activity or event

Ex: I liked the graduation party which I attended yesterday, it was organized by our department.

UNIT 2.1

Project – a team, collaborative or individual task or work which is aimed to achieve a certain planned target.

Ex: Each member of our team has got exact tasks to fulfill the project to meet the deadline.

Objective – a goal or a purpose of achieving smth.

Ex: Our objective is to meet the shipment and delivery terms of our customers.

Development process – process for producing the project / activities and measures to take, to develop or confirm the project.

Ex: The project has had less than expected reviews and also a tricky development process.

Project phases - a collection of tasks and activities needed to be done to fulfill the project.

Ex: Next week we will present our new project, we are in the last phase now.

Observation stage –a stage in which a project members acquires data about the project.

Ex: As soon as when we finish collecting data we move from observation stage to the next.

Project execution –a stage in which project members put into action all the data collected in the previous stages.

Ex: Mr Azizov and his team is in charge of the execution of this project, I hope they are ready for it.

Constraint -the state of having less or being restricted.

Ex: His decision to buy a new car was postponed because of financial constraints.

Deliverables – something that must be provided or completed as part of a project.

Ex: All our deliverables are ready we can start launching our project.

Planning - a stage in which all project processes and activities required to ensure project success and to create a comprehensive set of plans.

Ex: The project planning phase is a roadmap which helps project members to execute the task.

Corrective action - an action or stage in which problem-solving methods can be applied to the whole project

Ex: As the deadline is next week our team leader had to take corrective actions about the project.

UNIT 2.2

Economics (subject) - a subject which deals with the production, consumption and other trends of Economy.

Ex: I am studying economics at Tashkent Institute of Finance.

Economic activity – an activity where resources and intermediaries are combined to manufacture a product or service.

Ex: Examples of economic activities can be any individual or entity which deals with producing goods and services .

Management - a process of organizing and controlling people or situation.

Ex: This is one of the best companies in the world and management is always in a high level.

Environment – the way, condition or surroundings in which people or creatures live and exist.

Ex: Environment in this place is very friendly and peaceful.

Definition – explanation or meaning of a word or sentence.

Ex: Can you give the definitions of the following words if they are all new for me.

Market economy - an economic system in which economic decisions and the pricing of goods and services are guided by the interactions of a country's individual citizens and businesses.

Ex: After independence our country became open and transitioned to the Market economy step by step.

Labour – physical or practical work which involves effort.

Ex: Every employee should receive certain amount of payment for the result of his labour.

Trade - the activity of buying and selling, or exchanging, goods and/or services between people or countries

Ex: Trade between these countries are expanding because of the rise of manufacturing quality products.

Economist – a person who deals with economics

Ex: Mr Baratov is one of the best economists I have ever worked with in this company.

Precision - condition or fact of being correct and accurate.

Ex: Issues and problems in our company are always discussed and solved with the highest level of precision.

UNIT 3.1

Customer - a person who buys goods or services from a shop or business

Ex: Pariza is a tough customer, I don't suggest you to go shopping with her.

Customer satisfaction- It is a measure of how products and services supplied by a company meet or surpass customer expectation.

Ex: An organization's main focus must be to satisfy its customers.

Customer loyalty - customers' willingness to return to a company in order to purchase its services or products

Ex: Learn about all the strategies to improve your customer loyalty and make your customers loyal to your brand.

To encourage - to inspire with courage, spirit, or hope

Ex: She was encouraged to continue by her early success.

Market research - a strategy companies employ to determine the viability of a new product or service, involving the use of surveys, product tests, and focus groups.

Ex: We hired Mr Zokirov to do a market research for our company as he is one of the best specialists of this field.

Survey - to take a general or comprehensive view of or appraise as a situation, area of study.

Ex: We conducted a survey about this product and only after positive results we decided to launch it.

To support - to agree with and give encouragement to someone or something because of your desire.

Ex: I always try to support my children in all their beginnings and it always shows the result.

Quality - an essential or distinctive characteristic, property or attribute.

Ex: This company has got a lot of customers as the quality of products they produce are very high.

Prospective client - is a person or organization interested in making a purchase, with financial resources required, and the power to make purchasing decisions.

Ex: Mr Saidov is one of our prospective clients, we have been cooperating with him for more than twenty years.

Salesperson - a person whose job is selling things in a shop or trading points directly to customers.

Ex: I started work in this department store as a salesperson 3 years ago and now I am a chief manager of this place.

UNIT 3.2

Macroeconomics - is the branch of economics that studies the behavior and performance of an economy as a whole.

Ex: Economics is divided into two categories, micro and macroeconomics, but this has not always been the case.

Consumer - people or organizations that purchase products or services

Ex: Ugly customers are people who can become aggressive easily, or even vicious.

Economic trend - all the economic indicators that are the subject of economic forecasting.

Ex: The economic impact of trends in our country under different scenarios, you can find it in our journal.

To regulate - to control something, especially by making it work in a particular way or according to regulations.

Ex: I am sending you the last financial statement which allows you to regulate the output of the company.

Responsibility - the quality or state of being responsible.

Ex: The responsibility for the company's publicity lies on Mr Avazov.

Statistics - form of mathematical analysis that uses quantified models, representations and synopses for a given set of experimental data or real-life studies.

Ex: Statistics shows that unemployment rate is significantly decreasing in our country.

Inflation - generally quoted in percentages and is the measure of the average price at which a select basket of goods and services in a country rises over a specific period.

Ex: Last year inflation rate was the lowest for the whole period of our company.

Indicator - a number or ratio (a value on a scale of measurement) derived from a series of observed facts

Ex: The raising number of certified students indicates that the quality of education is also raising.

Interest rate - amount of interest due per period, as a proportion of the amount lent, deposited, or borrowed (called the principal sum).

Ex: This bank has got a lot of clients, one of the reasons for that is low interest rate they offer to their customers.

To implement - to put into effect agreement or any task.

Ex: We are going to implement this plan into the production from the next quarter.

UNIT 4.1

Assistant - a person who assists someone : helper

Ex: Google Assistant supports both text or voice entry and it will follow the conversation whichever entry method you're using.

Copywriter - the act or occupation of writing text for the purpose of advertising or other forms of marketing.

Ex: Copywriter writes a copy or script for an advertisement, based largely on information obtained from a client designer

Discipline - to rule following behavior, regulation, order, control and authority. It may also refer to punishment.

Ex: It was a school noted for its rigid discipline.

Schedule - a list of planned activities to be done showing the times or dates.

Ex: You should follow the schedule while making arrangements which we sent you yesterday.

Flexible - capable of being bent, usually without breaking; easily bent

Ex: They hastened towards the flexible tubes, helping the wounded man to his own.

Remote - far away in distance

Ex: Learning English is becoming popular even in remote districts of our country.

Productive - resulting in or providing a large amount or supply of something

Ex: My students are most productive at the beginning of the week especially in the mornings.

To cope with - to deal successfully with a difficult situation or a person in a difficult situation

Ex: We need to discuss several suggestions by specialists to cope with the problem.

Coach - someone whose job is to teach people to improve at a sport, skill, or school subject

Ex: The new coach of this team is very experienced; they have not lost any game in the last season.

UNIT 4.2

Wealth - a large amount of money or valuable possessions that someone has.

Ex: You intend to relieve him of some of his excess wealth.

To determine - to conclude or ascertain, as after reasoning, observation

Ex: The purpose, the site, the material determine the shape.

Income - the consumption and saving opportunity gained by an entity within a specified timeframe

Ex: Her income is a good deal reduced since the war.

To fluctuate – to shift back and forth or to change continually.

Ex: It's a spectrum and we all fluctuate between its many polarities.

Law of supply - fundamental principle of economic theory which states that, keeping other factors constant, an increase in price results in an increase in quantity supplied.

Ex: At the last lesson the teacher explained us what does the law of supply mean.

Law of demand –other factors being constant (ceteris paribus), price and quantity demand of any good and service are inversely related to each other.

Ex: Law of demand shows whether we need this product in our markets or not.

To depend on - to be up to something or someone;

Ex: The quality of education depends on the experience of teachers as well as knowledge of students.

Exchange rates - The rate at which one currency will be exchanged for another currency.

Ex: Foreign exchange rate changes every week in different countries according to the issue of a central bank.

Salary - a form of periodic payment from an employer to an employee, which may be specified in an employment contract.

Ex: They have a lot of experienced and loyal employees in their company, as they pay a good salary.

UNIT 5.1

Currency - 1. A system of money in general use in a particular country;

2. The fact or quality of being generally accepted or in use.

Ex: The currency of the country is accepted as means of payment.

Stock - is a type of security representing ownership in a corporation.

Ex: I decided to buy some stocks of this company as their going to increase in price soon.

Consumption - the action of using up a resource.

Ex: Industrialized countries should reduce their energy consumption.

Bond – 1. a relationship between people or groups based on shared feelings, interests, or experiences;

2. a promise by a borrower to pay a lender their principal and usually interest on a loan.

Ex: Governments or companies usually issue bonds to cover their financial debts.

External source - External sources of finance refer to money that comes from outside a business.

Ex: Money that comes from external sources mostly saved for charity by many families.

Financial instruments - a monetary contract that can be traded, such as a stock, bond, derivative, etc.

Ex: Every investor knows that investing in a financial instrument is subject to risk.

Assets - a valuable property or item that a company or a person owns.

Ex: Assets of this company value more than \$3bln.

Capital flow- the movement of money for the purpose of investment, trade, or business operations.

Ex: Net capital flows comprise the sum of this monetary, financial, real property, and equity claims.

To allocate- distribute (resources or duties) for a particular purpose.

Ex: In past years we didn't allocate enough funds to infrastructure maintenance.

Dividend- a sum of money paid regularly (typically annually) by a company to its shareholders out of its profits.

Ex: Shareholders expect the companies that they invest in to return profits to them, but not all companies pay dividends.

UNIT 5.2

Set up - 1.Place or erect something in position;

2.Establish a business, institution, or other organization.

Ex: Zilola set up her first business borrowing money from a bank, but now she is one of the leading businesswomen in this city .

Purchasing power - the financial ability to buy products and services.

Ex: The younger age group's purchasing power has also increased.

To purchase - acquire (something) by paying for it; buy.

Ex: Mr. Azizov spotted the manuscript at a local auction and purchased it for a fortune.

To compare- estimate, measure, or note the similarity or dissimilarity between.

Ex: Individual schools compared their facilities with those of others in the area.

To afford - have enough money to pay for.

Ex: The best that he could afford was this car.

Significantly- in a sufficiently great or important way as to be worthy of attention; in a way that has a particular meaning.

Ex: Utility bills have increased significantly this year.

To calculate- 1. determine (the amount or number of something) mathematically;
2. intend (an action) to have a particular effect.

Ex: He calculated all pros and cons and decided to take IELTS exam next year.

To consider – 1. think carefully about , typically before making a decision;
2. look attentively at.

Ex: Each application is considered on its merits.

Reliable - 1. consistently good in quality or performance;
2. able to be trusted.

Ex: You can ask Mr Avazov to prepare the statement he is very reliable person.

Average- a number expressing the central or typical value in a set of data, in particular the mode, median, or (most commonly) the mean, which is calculated by dividing the sum of the values in the set by their number.

Ex: The average temperature in this region in summer raises up to 30°C above the normal.

UNIT 6.1

Desire - a strong feeling of wanting to have something or wishing for something to happen.

Ex: He resisted public desires for choice in education.

Intrinsic - belonging naturally; essential.

Ex: Access to the arts is intrinsic to a high quality of life.

Extrinsic - not part of the essential nature of someone or something; coming or operating from outside.

Ex: Nowadays there are fewer extrinsic pressures to get married.

Persistent - continuing firmly or obstinately in an opinion or course of action in spite of difficulty or opposition.

Ex: He has been a persistent critic of the project.

Reward - a thing given in recognition of service, effort, or achievement.

Ex: The holiday was a reward for 40 years' service with the company.

Challenge- a call to someone to participate in a competitive situation or fight to decide who is superior in terms of ability or strength; invite (someone) to engage in a contest; dispute the truth or validity of.

Ex: It is possible to challenge the report's assumptions.

Confident - feeling or showing confidence in oneself or one's abilities or qualities.

Ex: We require outgoing, confident people able to approach large groups.

Satisfaction- fulfillment of one's wishes, expectations, or needs, or the pleasure derived from this.

Ex: I looked round with satisfaction.

To impress- make (someone) feel admiration and respect; make a mark or design on (an object) using a stamp or seal.

Ex: They immediately impressed the judges.

Behavior - the way in which one acts or conducts oneself, especially towards others.

Ex: Her behavior is often appalling. He was notorious for his violent and threatening behavior.

UNIT 6.2

Several - more than two but not many in number.

Ex: Harmony resulted from this distinct recognition of their several responsibilities.

Properly - correctly or satisfactorily; in the strict sense; exactly.

Ex: Algebra is, properly speaking, the analysis of equations.

Convenience - the state of being able to proceed with something without difficulty.

Ex: Services should be run to suit the convenience of customers, not of staff.

Unnecessary - not needed.

Ex: Some people feel that holiday insurance is unnecessary.

To cover - put something on top of or in front of (something), especially in order to protect or conceal it; extend over (an area).

Ex: The table had been covered with a checked tablecloth.

Purchase- acquire (something) by paying for it; buy.

Ex: Mr. Gill spotted the manuscript at a local auction and purchased it for £1,500.

Additional - added, extra, or supplementary to what is already present or available.

Ex: We require additional information.

Embossed- (of a surface or object) decorated with a design that stands out in relief.

Ex: A magnetic disk with an embossed pattern is provided

Launched - set (a boat) in motion by pushing it or allowing it to roll into the water; start or set in motion (an activity or enterprise).

Ex: The town's lifeboat was launched to rescue the fishermen.

Revolving - move in a circle on a central axis; move in a circular orbit around; treat as the most important element.

Ex : Their whole lives revolved around the company.

UNIT 7.1

Ethical standards - a set of principles established by the founders of the organization to communicate its underlying moral values.

Ex: Ordinarily any company or entity must insist on the highest ethical standards for successful businesses.

Applied ethics - The branch of ethics that examines questions of moral right and wrong arising in specific areas of practical concern, as, for example, in medicine or business.

Ex: In its early years, Jewish medical ethics was predominantly an applied ethics.

Business ethics - the implementation of policies and procedures regarding topics such as fraud, bribery, discrimination, and corporate governance.

Ex: There should be a code of business ethics which indicates how clients are to be served.

Ethical principles - part of a normative theory that justifies or defends moral rules and/or moral judgments

Ex: Our former CEO was very introvert man by nature and with strong ethical principle.

Business environment - the sum of all conditions, events, and influences that surround and affect business activities and growth.

Ex: Improving the competitiveness of the business environment in Astana by supporting entrepreneurship.

Behavior- the way in which one acts or conducts oneself, especially towards others.

Ex: Many students did not like Anvar for his violent and threatening behavior.

Prohibitory - officially refusing to allow something:

Ex: Hundreds of cases were appealed from convictions for violating the prohibitory act, often prosecuted on purely technical grounds by plainly guilty defendants.

Execution - the legal punishment of killing someone

Ex: In many countries execution is still the penalty for murder.

Regulations - an official rule or the act of controlling something.

Ex: You should follow all requirements and regulations of the company if you are going to work with us.

Ethics management - the process of accounting for morals while overseeing an organization

Ex: Ethics management is a type of management, in which additional virtuous notions, such as morality, justice, virtue and respect are integrated.

UNIT 7.2

Obvious - easy to see, recognize, or understand

Ex: They have a small child so for obvious reasons they need money

Customers - People who buy goods or a service from a company or business.

Ex: We have got a lot of customers but Malika is one of our regular and loyal customers, who always gets discounts.

Discount - a reduction in the usual price

Ex: They usually give you a discount if you buy multiple copies.

Charge for - a price asked for goods or services

Ex: Our standard charge for this type of service is 15000 soum.

Total amount – the number that you get when you add several numbers together or when you count how many things there are in a group.

Ex: These include a welfare cap that limits the total amounts that can be claimed, such as in housing benefit.

Poor credit rating – a negative assessment of your finances by a credit reference agency based on your history of borrowing.

Ex: Our bank can not provide you with a credit card because of your poor credit rating.

Cash - money in the form of notes and coins, rather than cheques or credit cards

Ex: I usually want cash in advance rather than cheques beforehand for my job.

Service - the act of dealing with customers in a shop, restaurant, or hotel by taking their orders, showing or selling them goods, etc.

Ex: I don't like to dine in this café because the service is very slow here.

Demand - to ask for something forcefully, in a way that shows that you do not expect to be refused

Ex: He has always demanded the highest standards of behavior from his children.

To expand - to increase in size, number, or importance, or to make something increase in this way

Ex: They expanded their business and opened several outlets in the city.

UNIT 8.1

Culture - the way of life, especially the general customs and beliefs, of a particular group of people at a particular time.

Ex: I like the Uzbek culture as it is one of the most ancient cultures in the world.

Art - the making of objects, images, music, etc. that are beautiful or that express feelings

Ex: I enjoyed the ballet, but it wasn't really great art.

Culture shock - the feeling of disorientation experienced by someone when they are suddenly subjected to an unfamiliar culture, way of life, or set of attitudes.

Ex: Students or workers often experience culture shock when they first come to a foreign country.

Cultural diversity - the existence of a variety of cultural or ethnic groups within a society.

Ex: As a nation we are proud of our great cultural diversity.

Architecture - the art and practice of designing and making buildings

Ex: I like the clean-cut shapes of classical architecture.

Ritual - a way of doing something in which the same actions are done in the same way every time.

Ex: Coffee and the newspaper are part of my morning ritual.

Religion - the belief in and worship of a god or gods, or any such system of belief and worship

Ex: The new government has promised all citizens the right to practise their religion.

Authentic- if something is authentic, it is real, true, or what people say it is

Ex: He was there and saw what happened, so his is the only authentic account.

Cultural change - the process in which an organization encourages employees to adopt behaviours and mindsets that are consistent with the organization's values and goals.

Ex: For most employers, the cultural change starts with job advertisements, which must no longer make reference to age.

Cultural environment – the behavior or beliefs of a certain group of people based on factors influencing their culture.

Ex: He has no direct access to the mind of the people living in this other cultural environment.

UNIT 8.2

To establish - to start a company or organization that will continue for a long time

Ex: These methods of working were established in the last century.

To abandon - to leave a place, thing, or person, usually for ever

Ex: By the time the rebel troops arrived, the village had already been abandoned.

To circulate- to go around or through something, or to make something go around or through something

Ex: Paper money and coins are permitted to circulate in our country.

Account - an arrangement with a bank to keep your money there and to allow you to take it out when you need to

Ex: I have enough money in my account to buy a new car.

Executive board - a board of directors who are engaged in the operation of any entity.

Ex: Today we will have annual meeting of the executive board and probably we vote for a new director.

Divergent - different or becoming different from something else

Ex: They hold widely divergent opinions but it took them five years to discover that.

To replace- to take the place of something, or to put something or someone in the place of something or someone else

Ex: Tourism has replaced agriculture as the nation's main industry.

Currency-the money that is used in a particular country at a particular time

Ex: The Central Bank intervened in the currency markets today to try to stabilize the exchange rate.

Economic zone - an area of sea around a country, where that country alone is allowed to fish, mine etc

Ex: The business has helped to turn the province into a booming economic zone.

Inflation - a general, continuous increase in prices

Ex: We had some financial problems which were caused by inflation.

UNIT 9.1

Change - make (someone or something) different; alter or modify.

Ex: His life changed completely when he graduated from the university and began working in this company.

Condition - the state of something with regard to its appearance, quality, or working order.

Ex: They left flat in the terrible condition-there was mess everywhere.

Belief - an acceptance that something exists or is true, especially one without proof.

Ex: No one should be judged on his/her beliefs and values in the society.

To improve - make or become better.

Ex: The company needs to improve performance in all these areas.

Significant - sufficiently great or important to be worthy of attention; noteworthy.

Ex: The result is highly significant for the future of the province.

To imply - indicate the truth or existence of (something) by suggestion rather than explicit reference.

Ex: Early reports implied that Mr Azizov's death was not an accident.

To redefine-define again or differently.

Ex: The new constitution redefined the powers of the president.

Disruptive - causing or tending to cause disruption.

Ex: This girl had a disruptive influence on the rest of employees in our company.

Developmental change - change that uses what exists and improves it with minimal progress for an organization.

Ex: We decided to launch this product last week but it is still at a developmental change.

Change management - a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies.

Ex: To succeed in business and grow in production change management is necessary for companies.

UNIT 9.2

To adjust-alter or move (something) slightly in order to achieve the desired fit, appearance, or result.

Ex: If the curriculum is too difficult for your students you can adjust it.

Rank - turn the crankshaft of (an internal combustion engine) in order to start the engine.

Ex: This car must be broken, try cranking the engine.

Watchdog - monitor (a person, activity, or situation).

Ex: How can we watchdog our investments?

Intervene -take part in something so as to prevent or alter a result or course of events.

Ex: He acted outside his authority when he intervened in the lecture.

Dispute-a disagreement or argument.

Ex: They have been unable to resolve the dispute over working conditions.

Prudent-acting with or showing care and thought for the future.

Ex: It's always prudent to read a contract properly before signing it.

Treasury-the funds or revenue of a state, institution, or society.

Ex: This must be one of the richest cathedral treasuries in Europe.

Bond-a relationship between people or groups based on shared feelings, interests, or experiences.

Ex: These women all lead very different lives, but they share a common bond.

Charter- written grant by the sovereign or legislative power of a country, by which a body such as a city, company, or university is founded or its rights and privileges defined.

Ex: Our company received its charter in 2005 and since then we have been providing travelling services to people.

Financial panic- a sudden, drastic, widespread economic collapse.

Ex: Careful planning at this stage will help to avoid a financial panic.

Foreign currency-the currency used by a foreign country as its recognized form of monetary exchange.

Ex: The best-known foreign currencies include the U.S, dollar, euro, British pound.

UNIT 10.1

Communication - the imparting or exchanging of information by speaking, writing, or using some other medium

Ex: He has a very good communication skill which helps during the negotiations.

Information - facts provided or learned about something or someone.

Ex: You can get all information about our products in our website or in a call center.

Interaction - reciprocal action or influence.

Ex: Language games are usually intended to encourage student interaction.

Sender - a person who sends or transmits a message, letter, email, etc.

Ex: As we are out of this product, please return to sender and explain everything.

Recipient - a person or thing that receives or is awarded something.

Ex: This latest cut in government spending will affect income support recipients and their families.

Message - a verbal, written, or recorded communication sent to or left for a recipient who cannot be contacted directly.

Ex: You can send a message and we will call you back.

Descriptor - a word or expression used to describe or identify something.

Ex: They have issued a description of the man who was accused in this murder.

Invention - the action of inventing something, typically a process or device.

Ex: Fax machines were a wonderful invention at the time.

Efficient - achieving maximum productivity with minimum wasted effort or expense.

Ex: This process makes efficient use of limited resources.

Device - a thing made or adapted for a particular purpose, especially a piece of mechanical or electronic equipment.

Ex: Secure your bike with this simple locking device.

UNIT 10.2

Interaction - reciprocal action or influence.

Ex: Language games are usually intended to encourage student interaction.

Poverty - the state of being extremely poor.

Ex: The bankruptcy of the organization brought poverty to the city.

Exploitation - the action or fact of treating someone unfairly in order to benefit from their work.

Ex: Britain's exploitation of its natural gas reserves began after the Second World War.

Wealthy - having a great deal of money, resources, or assets; rich.

Ex: I hope he is the right man to help us, he's a very wealthy man.

Buying up - pay to acquire a large amount or the whole stock of something.

Ex: He had been able to buy up hundreds of acres.

Resources-a stock or supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively.

Ex: Local authorities complained that they lacked resources.

Fault - an unattractive or unsatisfactory feature, especially in a piece of work or in a person's character.

Ex: We've missed the plane and it's all your fault!

Literacy- the ability to read and write.

Ex: All the children are tested in basic literacy.

To escape - break free from confinement or control.

Ex: Last news says that three prisoners have escaped from the prison.

Enormously - to a very great degree or extent; considerably.

Ex: She was looking forwards to the meeting enormous

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