

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ОДЕСЬКИЙ НАЦІОНАЛЬНИЙ МОРСЬКИЙ УНІВЕРСИТЕТ
НАВЧАЛЬНО-НАУКОВИЙ МОРСЬКИЙ ГУМАНІТАРНИЙ ІНСТИТУТ
КАФЕДРА «ІНОЗЕМНІ МОВИ ТА ПЕРЕКЛАД»

PROFESSIONAL ENGLISH

FOR ELECTROMECHANICAL ENGINEERS

MASTER'S LEVEL

Methodical Guidelines

KNOWLEDGE
BUILDS
GLOBAL
OPPORTUNITIES



MARITIME
INDUSTRY



ELECTRICAL
ENGINEERING



COMMUNICATION



PROFESSIONAL
DEVELOPMENT



GLOBAL CAREER



SAME OCEAN
– NEW SKILLS
– BRIGHTER FUTURE

ENGLISH
FOR A BRIGHTER
TOMORROW



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CORRESPONDENCE
NEGOTIATIONS
TECHNICAL DOCUMENTATION
SAFETY COMMUNICATION
PROFESSIONAL GROWTH

IDEAS
SKILLS
SOLUTIONS

ENGINEERS
KEEP
THE WORLD
MOVING

PEOPLE
TECHNOLOGY
SAFE OPERATION
CLEANER SEAS

POWER
CONTROL
SAFETY
RELIABILITY

Методичні вказівки
для практичних занять з навчальної дисципліни
«Професійна англійська мова
для здобувачів другого (магістерського) рівня вищої освіти
1 курсу спеціальності J5 «Морський та внутрішній водний
транспорт» (Освітньо-професійна програма «Експлуатація суднового
обладнання і засобів автоматики») денної та заочної форм навчання

Одеса 2026

Методичні вказівки для практичних занять з дисципліни «Професійна англійська мова» для здобувачів другого (магістерського) рівня вищої освіти 1 курсу спеціальності J5 Морський та внутрішній водний транспорт, освітньо-професійна програма «Експлуатація суднового обладнання і засобів автоматики» денної та заочної форм навчання. Тасмасис О.О., Одеса: ОНМУ, 2026. 76 с.

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ПЕРЕДМОВА

Методичні вказівки для практичних занять з дисципліни «Професійна англійська мова» розрахований на здобувачів другого (магістерського) рівня вищої освіти 1 курсу спеціальності J5 «Морський та внутрішній водний транспорт», освітньо-професійної програми «Експлуатація суднового обладнання і засобів автоматики» денної та заочної форм навчання.

Навчальна дисципліна «Професійна англійська мова» є складовою частиною навчальних дисциплін практичного циклу спеціальності J5 «Морський та внутрішній водний транспорт». Методичні вказівки передбачають комплексне вивчення англійської мови, у процесі якого мовні знання інтегруються з розвитком мовленнєвих навичок та формуванням умінь професійного спілкування. Особлива увага приділяється засвоєнню фахової термінології, роботі з автентичними професійно орієнтованими матеріалами, технічною документацією та сучасними інформаційними ресурсами у сфері електроенергетики, електротехніки та електромеханіки. Навчальна дисципліна викладається з урахуванням міжнародних рекомендацій щодо рівня володіння іноземною мовою, сучасних вимог до професійної комунікації та особливостей майбутньої фахової діяльності магістрів.

Методичні вказівки складаються з 8 розділів: з тем професійного спрямування.

Мета методичних вказівок - забезпечити розвиток і вдосконалення іншомовної професійної комунікативної компетентності здобувачів вищої освіти, формування навичок роботи з професійною лексикою та лексико-граматичними конструкціями, опрацювання й перекладу англійської технічної документації та фахової літератури у сфері електроенергетики, електротехніки та електромеханіки. У процесі досягнення цієї мети здобувачі мають набути достатнього рівня професійної комунікативної компетентності, що охоплює мовні, мовленнєві та комунікативні навички, необхідні для ефективного усного й письмового спілкування, роботи з фаховою інформацією та здійснення професійної діяльності англійською мовою.

Практичні завдання до розділів призначені для формування мовної компетенції, здатності до коректного граматичного оформлення усних і письмових висловлювань, ефективного засвоєння здобувачами необхідних знань і вироблення стійких навичок фахового усного та письмового спілкування, роботи з англійською літературою.

Методичні вказівки містять лексичні вправи на переклад з англійської мови на українську і навпаки та лексико-граматичні вправи для перевірки знань здобувачів вищої освіти. Підбір завдань відкриває широкі можливості для використання навчального посібника як на заняттях, так і для самостійної роботи здобувачів вищої освіти.

UNIT 1. Understanding the Business World. Electrical Engineering in the Modern Business Environment.

Key words and phrases

Ownership	власність
Goods	товари
Services	послуги
Consumer	споживач
Efforts	зусилля
Production	виробництво
Accounting	облік
Essential	важливий
Purchase	покупка, придбання
To supply	постачати
Processing	кінцева обробка
To indicate	вказати
Cost	ціна, вартість
Profit	дохід
Debt	борг
To hire	наймати
To fire	звільняти
Employer	працедавець, наймач
Employee	робітник, службовець

Read the text

Business has a great influence on your life, probably much greater than you realize. Finding an appropriate definition for the word business is as easy as acquiring a date with your favourite rock star. Each business can be defined, or described, by its type of ownership, the goods produced or services offered, the types of jobs provided, or by the different functions that it performs in your community.

Most businesses produce either goods (products) or services. A person can be both a producer and a consumer of the same product. As a consumer you use many goods and services produced by a variety of businesses. Some of these goods and services are essential to your daily living while others, in the luxury category, are ones that we want more than we need. All of us have different needs and wants, and the efforts of businesses to meet these needs and wants result in an abundance of choice for people. We rely on one another for the goods and services that we as individuals cannot produce. This fact has created a

society where consumers, producers, and businesses — both large and small — are interdependent elements. Remove any element in this chain and there would be no more business as we know it today.

There are many types of businesses but the functions common to most manufacturing businesses communication and personnel. are production, marketing, accounting, Production is one of the essential functions of business. It has many parts, and one of them is purchasing. The purchasing department is responsible for buying the raw materials and supplies necessary to produce the final product as well as to operate the plant. Processing is another part of production, and is the actual changing of raw materials into finished products. Often more than one business is involved in this. Some businesses make only parts while another business assembles the parts into the finished product. The processing method used depends on the final product. For example: bread and cakes need a baking process; most plastic products need a melting process. Another function of production is grading of goods – providing an indication of quality for consumers. Marketing, another of the essential functions of business, involves many procedures, including packaging, storage, advertising, transportation, and research. Most of the products that consumers buy have gone through this marketing cycle. Each part of the process adds to the cost of the product or service, and therefore influences the price that consumers must pay. Accounting departments control the financial side of the business. The accountants are concerned with how the business finances its operations, the profits or losses accumulated by the business, and how the business pays its debts. Accountants also forecast the future by preparing budgets for a year or more ahead that take into account events that are expected to affect the company. Good communications systems are an extremely important aspect of all businesses. Communication of information, both inside and outside of the business, has become critical to the operation of modern businesses. Personnel departments are responsible for the hiring, training, evaluating, and firing of employees, and for maintaining good employer-employee relations. Management coordinates all these functions. The manager's job involves planning, organizing, directing, and controlling.

Exercise 1. Answer the following questions.

1. Why are consumers in the centre of the business world.
2. What is the difference between goods and services? Give three examples of each.
3. What is the difference between a need and a want? Give three examples of each.
4. What are the essential part of production?
5. What is the function of marketing in business?
6. Why do many businesses have a research department?
7. What functions must management team discharge?

Exercise 2. Give the Ukrainian versions for:

consumer, to rely on, to offer the services, to meet needs and wants, to supply the finished goods, essential function, business, purchasing of goods, storage, price, to pay the debt, interdependent.

Exercise 3. Give the English versions for:

власність, забезпечувати якість, виробничий бізнес, обробка, склад, реклама, наймати, сировинний матеріал, виробничі матеріали, платити ціну, мати справу з чимось, отримати дохід, брати до уваги, звільнити працівника. Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need):

business –
consumers –
goods –
producer –
services –
advertising –
marketing –
profit –
storage –
communications –

Exercise 5. Put the following words in the correct order to make complete sentences and remember some basic ideas about “Business and you”.

1. Majority/ meet/ the/ Without/ basic/ people/ needs/ employment/ of/ their/ could/ not.
2. A/ both/ the/ person/ product/ consumer/ of/ a/ can/ producer/ same/ and/ be/a.
3. Success/ depends/ The/ its/ business/ employees/ on/ a/ greatly/of.
4. Department/ budget/ business/ a/ The/ for/ accounting/ the/ prepares.
5. Manager/ which/ There/ employee/ are/doing/ when/ job/ must/ a/ times/ is/ criticize/ in/ a/ way/ an/ the.

Exercise 6. Complete the following text with the words and phrases from the box using them in the appropriate form

The success of a business _____ greatly on its employees. If _____ like their jobs, receive reasonable wages and _____, and find their work surroundings pleasant, they are usually efficient workers. That means that employees work harder and produce more than they would if they were not happy. The extra _____ means more sales for the business, which

could mean more profit for the company and therefore more _____ for the employees. The personnel department is _____ for the overall performance of employees. One of the tasks of employees in the _____ department is that of accepting _____ from potential employees before these applicants are interviewed. The personnel department usually decides who will be selected for the _____. Then the successful applicants must be trained for particular jobs, and the training _____ are also the responsibility of the personnel department. There are many other duties in this department. Records of all employees are kept here to help select employees for promotions or transfers. The personnel manager is responsible for settling employee problems with the _____ of the business. Negotiating wage contracts between the employees and the employers, which can be a very difficult and lengthy task, can also involve the personnel manager. In general, the personnel department is responsible for obtaining qualified employees, _____ them for specific tasks, and for maintaining good relations between _____ and employees.

Program, employee, personnel, to depend, employer, responsible, position, income, owner, production, application, salary, to train.

Exercise 7. Comment on the following:

“A business exists to create a customer” (Peter Drucker).

Exercise 8. Agree or disagree with the following statements:

1. Entrepreneurs are the people who attempt to make a profit by starting their own business.
2. There are three functions common to most manufacturing businesses.
3. Services are items of value that have been produced.
4. Employment can be added to the list of basic needs for survival.
5. Businesses were formed to help satisfy the needs and wants of individuals and families.
6. Businesses are not interdependent.
7. The purchasing department is responsible for distribution the goods and services from the producers to the consumers.
8. Businesses use research to develop new products, better-quality products, and lower-priced products.
9. Advertising is a part of communications.
10. The success of any business depends greatly on its employees.

Exercise 9. Say what you have learned about:

1. types of goods; the difference between goods and services;
2. the differences between needs and wants;
3. the role of the personnel department;
4. components (parts) of the production process;

5. the functions of business which are the most common to manufacturing businesses;
6. the factors of business influence on your life.

Exercise 10. Give a free translation.

Після проголошення державної незалежності в Україні бізнес розвивається на основі різних форм власності, що формуються відповідно до чинного законодавства. Почав розвиватися і у сфері комерції та послуг, значною мірою обминувши виробництво. Це спричинено: А) недосконалою законодавчою базою; Б) браком економічних знань у справі сучасного менеджменту, недостатнім володінням необхідними навичками, досвідом; В) неналежним управлінням, намаганням почати бізнес, який немає шансів на успіх. Однак помилково вважати, що різні організаційні форми бізнесу можуть розвиватися самотійно. Перехід до регульованої ринкової економіки потребує не лише відповідної правової бази, а й надання відповідної допомоги цим формам бізнесу, а також умілої організації, керівництва (управління) й контролю.

Exercise 11. Write an essay on one of the following topics.

1. Why is it not possible to satisfy all the needs and wants of everyone? Would your needs and wants change if you moved to a sunny, warm island in the Caribbean?
2. Assume that someone has given you \$5000 to spend in any way that you choose. List at least five different ways you would use this money and explain why.
3. Most of the fresh fruits that Ukrainians eat in winter are grown in Southern countries. Research the production and marketing functions necessary for Ukrainians to have fresh fruits in winter and present your findings in a report.

Exercise 12. Read the following texts and discuss them.

I met Richard about 10 years ago when I came to South America to work for Pan-America Company. Richard worked for the same Company. He was a short pleasant man of 22, who easily made friends with people and I liked him.

Soon after I arrived, Pan-America Co signed a contract for the construction of a plant. I made most of the calculations and Richard only helped me because he wasn't very good at this job.

In January a few representatives of the customers together with the President of the company, Mr Prossert, arrived from the USA. The next day our company manager invited all of them to go and see the construction of the plant. They decided to go there by train. The manager asked Richard and me to pick up Mr Prossert at the hotel and take him to the station.

On the way to the station Mr Prossert asked me a lot of questions and I often answered: "I'm afraid I don't know, sir. We haven't made any calculations on that."

Although I knew the job better than Richard I was very much surprised when Richard began to speak: "I did these calculations last night," he said, "just for pleasure." "Oh," said Mr Prossert, "That's very interesting. Well, now, probably you could tell me about..."

And Richard could. He knew everything. He answered all the questions Mr Prossert asked him. When we got to the station Mr Prossert said goodbye to Richard (However he didn't say good-bye to me.) On our way back to the office I told Richard what I thought of him.

"Your information wasn't true. Why did you give him that kind of information?" I said. "You see, John, if the President of a big company wants to know something, why can't I tell him everything he wants." "But what is he going to think if he checks the information?" "Do you think he'll remember it? What he is going to remember is you and me. He is going to remember that Pan-America Co has a clever young man, Richard by name, who could tell him everything he wanted to know and the other man who couldn't answer his questions".

Some time later I remembered all that. I read in one of the newspapers that Richard is Vice-President of a big American Company. As to me I'm still doing my ordinary everyday job for Pan-America Co.

Electrical Engineering in the Modern Business Environment

Key words and phrases

electrical engineering	електротехніка
industrial environment	промислове середовище
business environment	бізнес-середовище
electrical equipment	електричне обладнання
power systems	енергетичні системи
design and installation	проєктування та монтаж
product development	розроблення продукції
project management	управління проєктами
procurement	закупівлі/постачання
quality assurance	забезпечення якості
technical consulting	технічне консультування
strategic decision-making	прийняття стратегічних рішень
energy efficiency	енергоефективність
renewable energy sources	відновлювані джерела енергії
electrification	електрифікація
manufacturing	виробництво
operating costs	експлуатаційні витрати
reliability	надійність

market demand	ринковий попит
technical competence	професійна технічна компетентність
communication skills	комунікативні навички
problem-solving skills	навички вирішення проблем
project-management skills	навички управління проєктами
non-specialists	неспеціалісти
technical reports	технічні звіти
contractor	підрядник
technical specifications	технічні специфікації
international standards	міжнародні стандарти
professional publications	професійні публікації
professional networks	професійні мережі
employment opportunities	можливості працевлаштування
sustainability	сталий розвиток
environmental impact	вплив на навколишнє середовище
energy consumption	споживання енергії
smart grids	інтелектуальні електромережі
energy-storage solutions	рішення для зберігання енергії
customer satisfaction	задоволеність клієнтів
competitiveness	конкурентоспроможність
business awareness	розуміння бізнес процесів
engineering practice	інженерна практика
technical expertise	технічна експертиза/професійна компетентність

Electrical engineering has become one of the key disciplines shaping the modern industrial and business environment. Traditionally, electrical engineers were primarily associated with the design, installation and maintenance of electrical equipment and power systems. Today, however, their professional responsibilities extend far beyond purely technical tasks. Engineers increasingly participate in product development, project management, procurement, quality assurance, technical consulting and strategic decision-making.

The transformation of the electrical engineering industry is closely connected with technological development and global economic change. The increasing demand for energy efficiency, renewable energy sources, electrification and automation has created new markets for engineering companies. At the same time, digital technologies have fundamentally changed the way engineering projects are designed, implemented and managed. Computer-aided design, industrial automation, the Internet of Things, artificial

intelligence and digital monitoring systems enable companies to improve productivity, reduce operating costs and increase the reliability of technical systems.

In this environment, engineering companies have become complex organisations in which different departments must work closely together. Development and design engineers cooperate with manufacturing specialists, quality managers, procurement departments, marketing teams and field-service engineers. A new electrical product, for example, cannot be successfully developed without considering not only its technical characteristics but also its manufacturing cost, reliability, safety, maintenance requirements and potential market demand.

The business environment also influences the skills required from modern electrical engineers. Technical competence remains essential, but it is no longer sufficient. Engineers are expected to communicate effectively with colleagues, managers, customers and suppliers. They may have to explain complex technical information to non-specialists, participate in negotiations, prepare technical reports, evaluate suppliers or contribute to project planning. Consequently, communication, teamwork, problem-solving and project-management skills have become an important part of engineering competence.

Globalisation has further increased the importance of professional English. Electrical engineers frequently work with international standards, technical specifications, equipment manuals and scientific and professional publications written in English. They may also communicate with foreign manufacturers, contractors and customers. The ability to understand and produce accurate professional English therefore gives engineers access to international technologies, professional networks and employment opportunities.

Another important characteristic of the modern engineering business environment is the growing emphasis on sustainability. Companies are expected to reduce energy consumption, minimise environmental impact and develop more efficient technologies. Electrical engineers can contribute to these objectives through the design of energy-efficient electrical systems, renewable-energy installations, electric transportation technologies, smart grids and advanced energy-storage solutions.

Thus, the modern electrical engineer is not simply a technical specialist. An effective engineer must understand how engineering decisions influence production costs, product quality, customer satisfaction, safety and the overall competitiveness of a company. The ability to combine technical expertise with business awareness and professional communication has become an essential requirement for successful engineering practice.

Comprehension Questions

1. How has the role of electrical engineers changed in the modern business environment?
2. What factors have contributed to the transformation of the electrical engineering industry?

3. How do digital technologies influence the design and management of engineering projects?
4. Why is cooperation between different departments important for the successful development of a new electrical product?
5. What factors, apart from technical characteristics, should be considered when developing a new product?
6. Why is technical competence alone no longer sufficient for a modern electrical engineer?
7. What communication and interpersonal skills are increasingly important for electrical engineers?
8. Why has professional English become particularly important in the electrical engineering industry?
9. How can electrical engineers contribute to sustainable development?
10. What technologies can help companies improve energy efficiency and reduce their environmental impact?
11. Why does an electrical engineer need to understand the relationship between technical decisions and business performance?
12. What qualities and competencies does the text identify as essential for a successful modern electrical engineer?

UNIT 2. Job Search and Career Development. Employment and Career Opportunities for Electrical Engineers.

Key words and phrases

Post	посада
Resume (curriculum vitae)	резюме
Accomplishments	досягнення
Employer	роботодавець
Employee	працівник, службовець
Employment contract, labour agreement	контракт з працівником, трудова угода
Salary	заробітна платня

Read the text

In most parts of the world it is common to submit a typed CV (curriculum vitae – British English) or resume (American English). This contains all the unchanging information about you: your education, background experience. This usually accompanies a letter of application. Interviews may take many forms in business today: from the traditional one-to-one interview to panel interview where several candidates are interviewed by a panel of interviewers, to “deep-end” interviews where applicants have to demonstrate how they can cope in actual business situations. Moreover, the atmosphere of an interview may vary from the informal to the formal and from the kindly to sadistic. Fashions seem to change quite rapidly in interview techniques and the only rules that applicants should be aware of may be “Expect the unexpected” and “Be yourself”! In different countries, different trades and different grades, the salary that goes with a job may be only part of the package: perks* like a company car or cheap housing loans, bonuses paid in a “thirteen months”, company pension schemes, generous holidays or flexible working hours may all contribute to the attractiveness of a job. *perk - also perquisite, i.e. money, goods, or advantages that one gets regularly and legally from one’s work in addition to one’s pay

The following may serve as the body of a model application letter:

“Dear Mr. Brown, I noted with interest your advertisement in today’s All About Accounting. You will see from the enclosed curriculum vitae that I have five years experience as a Personal Assistant, three of which have been in the field of marketing and public relations. My responsibilities have included all types of secretarial work, arranging and attending presentations, working with clients and solving problems that arise. Although I have an excellent relationship with my present employers I feel that my prospects with them are limited and that there would be more scope for my talents with a larger, more dynamic company. If you consider that my qualifications and experience are suitable, I should be available for interviews any time. Yours sincerely,”

The following may serve as the body of a model resume:

CURRICULUM VITAE

Name	Helena Antoniuk
Date of birth	25 February 1977
Present address	4, Kyivska vul., kv.114 Ternopil
Telephone number	(035) 228 1245
Marital status	Single
Education and qualifications	1994-1999 Ternopil Academy of National Economy, Institute of Economy & Management Diploma with honours 1984-1994

Ternopil Secondary School № 3
School Leaving Certificate

Work experience 2001-till present Junior Economist, Sales Director's
Office, "Leader ltd"

Responsibilities searching potential clients and carrying out negotiations;
forming the client base of the Sales Office; drawing out
reports for the work which has been done.

1999-2001 Secretary to Sales Director, "Leader ltd"
Responsibilities secretarial work including typing, shorthand;
correspondence; filing; answering customers' calls; mail; general office
duties.

Other information

While studying I have attended various evening courses of German
(intermediate level) & French (elementary level). I'm computer literate
and I can make minutes from shorthand notes

Interests bowling languages, mountain skiing, computer programs,

References

Prof. Verko, head of the Economy Department, TANE Miss
Harchinsky, Sales Director, "Leader ltd"

Exercise 1. Answer the following questions.

1. What is a resume?
2. What is an application letter?
3. What is an interview? What forms can it have?
4. What perks would you like to have from your job?
5. What responsibilities does a Personal Assistant have as it is described in the text?

Exercise 2. Give the Ukrainian versions for:

CV, resume, to submit, education, background experience, a letter of application,
interview, salary, housing loans, bonuses, attractiveness of a job, secretarial work,
arranging and attending presentations, working with clients, solving problems,
qualifications and experience.

Exercise 3. Give the English versions for: звертатися за роботою; надавати резюме;
документи, що додаються; роботодавець; перспектива; реклама; засоби масової
інформації; досвід роботи; вирішення проблем; обов'язки; очікувати

неочікуваного; бути самим собою; схема нарахування пенсії; позика; привабливість роботи.

Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need):

work –
job –
resume –
employer –
employee –
responsibilities –
experience –
salary –
skills –
job advertisement –

Exercise 5. Put the following words in the correct order to make complete sentences and remember some basic ideas about using job advertisements effectively.

1. Remember / want ads / you / that / only / are / use / of / the methods / may / one.
2. Reading / the want ads / will / useful / information / all / you / learn / general.
3. Avoid / make / offers / ads / unrealistic / that / ads.
4. Analyze / which / to / interest / you / ads / are / of.
5. Determine / for / job / your / qualifications / that.
6. Act / effectively / cheerful / quickly / stay / and.

Exercise 6. Complete the text with the words and phrases from the box, using them in the appropriate form.

Conditions of employment in Ukraine (a) _____ by the Labour Code. The main requirements under Ukraine's employment legislation are as follows: • Ukrainian labour legislation requires employers to follow statutory requirements as to the working time, overtime and time-off from work. In Ukraine, working time (b) _____ to 40 hours a week. An employer may introduce a six-day working week, in which case the working day may not exceed seven hours. Shorter working time is ensured for some categories of employees; • the amount of I _____ shall meet the minimum threshold established by the legislation in force (as of 1 January 2009 it is UAH 605). Wages and all other payments due to employees shall be in UAH only; • employees may at any time (d) _____ the employment relationship. The notice period is at least two (e) _____. In contrast, employers may terminate the employment relationship only in cases that are expressly envisaged by the Ukrainian Labour Code and provided that all applicable formalities are met. The statutory termination notice is two months; • an employee's minimum annual

holiday entitlement is 24 (f) _____ days, However, it may be longer depending on the number of years worked, working conditions and the employee's (g) _____; • normal (h) _____ age is 55 years for women and 60 years for men.

All enterprises must ensure employment of (i) _____ persons according to quotas specified in the law. The quota for any enterprise equals to 4% of the total number of employees or one (j) _____ where the enterprise employs from 15 to 25 (k) _____. Failure to employ handicapped within the quota can attract a (l) _____ amounting to the enterprise's annual average salary per each working place for handicapped not (m) _____ by a handicapped person.

Individual, to govern, to occupy, monthly wage, retirement, to limit, handicap, workplace, fine, calendar, week, position

Exercise 7. Comment on the following.

“Genius without education is like silver in the mine” (Franklin).

Exercise 8. Agree or disagree with the following statements.

“Golden rules” for writing CV

1. Adapt your resume to the information you have gathered about the employer and the job you want.
2. Use action verbs, they will bring your resume to life (analyzed – аналізував administered, managed – вів справи, керував; completed – завершив; created – створював; evaluated – визначав (кількість, вартість), підраховував; implemented – впроваджував; improved – удосконалював; investigated – досліджував, вивчав; organized – організував; participated – брав участь; performed – виконав; planned – планував; proposed – запропонував; provided – забезпечив; researched – досліджував; solved – вирішив (проблему, задачу); streamlined – модернізував; supervised – завідував; supported – підтримував).
3. Avoid pronoun “I”. Describe your skills and capabilities by using as many specific words as possible.
4. Highlights your accomplishments and achievements.
5. Keep it simple and clear: 2 pages at most.
6. Be truthful. Don't exaggerate or misrepresent yourself. Remember that the employers check the information.
7. Don't mention salary.
8. Avoid long sentences. Use the minimum number of words and phrases but avoid abbreviations.
9. Looks are important, the resume should be typed with plenty of white space and wide margins. Place headings at the left side of the page, and the details relating to them on the right side.

10. Make sure of date
11. Don't sign or date the resume.
12. Always send an original of your resume. Don't send a photocopy.
13. Keep copies of resumes on file for future reference. Once you have a job, update your resume on a regular basis.

Exercise 9. Say what you have learned about:

1. resume and its all possible definitions;
2. application letter and its way of writing;
3. requirements for employment in Ukraine.

Exercise 10. Give a free translation of the following text.

Ніхто нічого вам не винен, в тому числі і роботу, за її отримання потрібно боротися. Різниця між щасливцем та невдахою визначається тим, як вони ведуть свої справи, а не зовнішніми факторами, на зразок кризи на ринку праці. Чим більше часу ви витратите на визначення того, чим ви вирізняєтеся з 19 інших людей, які могли б виконати аналогічну роботу, тим вищі ваші шанси. В жодному разі не приймайте рішень виходячи з того що є в наявності. Зі всією настирливістю прагніть саме до тієї роботи, яку ви найбільше хочете отримати. Якщо ви визначили для себе, яку роботу ви шукаєте, поясніть це своїм оточуючим. Чим більше очей та вух вам допомагає, тим краще. Організації прагнуть наймати переможців. Подайте себе як подарунок долі для їхньої фірми. Не дай вам Бог виглядати жалюгідним жебраком! Залишившись без роботи, займайтеся пошуком нового місця 24 години на добу. Хорошу роботу отримує тільки той, хто здатний наполегливо її шукати. Налаштуйтеся на те, що ви можете отримати тисячі відмов. Це нормально. З правильним настроєм чергова відмова не буде вибивати вас з колії і наступна спроба обов'язково буде успішною для вас!

Exercise 11. Write an essay on one of the following topics.

1. The information you'd advice to exclude from the resume.
2. Give a short description of a person you like in your professional life.
3. Describe a person whom you regard as successful and define the qualities needed to achieve success.

Exercise 12. Read the following text and discuss it.

A manager who has an understanding of what the employee wants from work will have a better chance of having more satisfied and productive employees. Studies of employee motivation point out that people work for many different reasons. The reason or reasons a person behaves a certain way is called a motive. Employee motivation is the reason an employee works a certain way on the job. There are many explanations of what motivates employees. One theory was developed by A. Maslow. Maslow's hierarchy of needs theory explains that an individual has many different levels of needs.

SELF-ACTUALIZING

Realizing of individual potential, creative talents, personal future fulfillment

ESTEEM

Self-prospect, respect of others, recognition, achievement

SOCIAL

Friendship, affection, acceptance

SAFETY

Security, protection from physical harm, freedom from fear of deprivation

PHYSIOLOGICAL

Food, water, air, rest, sex, shelter (from cold, storm)

This theory suggests that when one level of needs is satisfied, the next level has the greatest influence on a person's behaviour.

Frederik Herzberg developed another theory of job satisfaction. It suggests that job satisfaction and job dissatisfaction come from two different sets of factors. One set he referred to as "motivating" factors, and the other set he called "hygiene" factors. The motivating factors (recognition, achievement, responsibility, opportunity for advancement, and the job itself) relate to internal satisfaction and influence employees to improve their performance. The set of hygiene factors (salary, company policies, working conditions, and relationships with other employees) are separate from the job itself. He suggests that hygiene factors must be present in order to prevent job dissatisfaction, but it is those motivating factors that influence employees to maximize their performance on the job.

These theories show that employee performance is a complex topic to understand. Developing a work environment where the employee meets the needs of the business and the business meets the needs of the employee is what the most successful managers work at.

Which of the following would motivate you to work harder (higher salary; good team; job security; holidays, opportunities to travel; good working conditions; interesting; creative work; promotion opportunities; threat of redundancy; fringe benefits; hard working boss...). Choose your top five and rank them in order of priority.

Scripture maintains that man does not live by bread alone, but the need hierarchy suggests that man lives by bread alone when there is no bread. What does it mean?

Opportunities for Electrical Engineers

Key Words and Phrases

professional field	професійна галузь
electromechanical engineer	інженер-електромеханік
installation and maintenance	монтаж та технічне обслуговування
power generation	виробництво електроенергії
power transmission	передача електроенергії
power distribution	розподіл електроенергії
renewable energy technologies	технології відновлюваної енергетики
electrical infrastructure	електрична інфраструктура
industrial automation	промислова автоматизація

automated production lines	автоматизовані виробничі лінії
robotics	робототехніка
commissioning	введення в експлуатацію
troubleshooting	пошук та усунення несправностей
equipment reliability	надійність обладнання
safe operation	безпечна експлуатація
energy-storage systems	системи зберігання енергії
intelligent electrical networks	інтелектуальні електричні мережі
multidisciplinary team	міждисциплінарна команда
technical manuals	технічні посібники/інструкції
postgraduate education	післядипломна освіта
technical expertise	технічна компетентність
emerging technologies	новітні технології
international employment opportunities	міжнародні можливості працевлаштування

to pursue a career in electrical engineering — будувати кар'єру в електротехніці

to be involved in the design and development of... — брати участь у проектуванні та розробленні...

to be responsible for the operation and maintenance of... — відповідати за експлуатацію та технічне обслуговування...

to work with advanced technologies — працювати з передовими технологіями

to improve the performance and reliability of equipment — підвищувати продуктивність і надійність обладнання

to develop professional competencies — розвивати професійні компетентності

to gain practical experience — здобувати практичний досвід

to meet technical requirements — відповідати технічним вимогам

to manage multidisciplinary teams — керувати міждисциплінарними командами

to communicate with international partners — спілкуватися з міжнародними партнерами

to remain competitive in the labour market — залишатися конкурентоспроможним на ринку праці

to adapt to technological changes — адаптуватися до технологічних змін

to update professional knowledge — оновлювати професійні знання

to take advantage of career opportunities — використовувати кар'єрні можливості

to enhance career prospects — покращувати кар'єрні перспективи

Electrical engineering is a broad and rapidly developing professional field that offers a wide range of career opportunities. Electrical engineers are involved in the design, development, installation, operation and maintenance of electrical and electromechanical systems. Their expertise is required in many industries, including power generation and distribution, manufacturing, transportation, automation, telecommunications, renewable energy and marine engineering.

One of the major areas of employment is the energy sector. Electrical engineers can work with power generation, transmission and distribution systems, as well as with

renewable energy technologies such as solar, wind and hydropower. The growing demand for energy efficiency and sustainable power systems is creating new opportunities for specialists who can design and maintain modern electrical infrastructure.

Another important field is industrial automation. Modern manufacturing companies increasingly use automated production lines, robotics, sensors and computer-based control systems. Electrical and electromechanical engineers are responsible for designing, commissioning, monitoring and maintaining these systems. They may also be involved in troubleshooting and improving the performance and reliability of industrial equipment.

The maritime industry provides another significant area of employment. Marine electrical engineers and electro-technical officers work with shipboard power generation and distribution, electrical motors, switchboards, automation and control systems. They are also responsible for the safe operation, inspection and maintenance of electrical equipment. The development of smart ships and increasingly automated vessels requires engineers with advanced technical knowledge and strong digital skills.

Electrical engineers can also pursue careers in research and development. They may participate in the development of new electrical machines, energy-storage systems, electric vehicles, control technologies and intelligent electrical networks. Research-oriented engineers often work in cooperation with universities, research institutions, technology companies and international engineering organisations.

Career opportunities are not limited to technical positions. Experienced engineers may progress to positions such as project engineer, technical manager, engineering manager or project director. These positions require not only advanced technical knowledge but also leadership, communication, financial planning and project-management skills. Engineers may be responsible for coordinating multidisciplinary teams, managing budgets, communicating with clients and ensuring that projects meet technical and commercial requirements.

In an increasingly globalised labour market, English proficiency is an important professional advantage. Electrical engineers often work with international standards, technical manuals, specifications and software developed by international companies. They may also communicate with foreign suppliers, customers, contractors and colleagues. Effective professional communication can therefore significantly increase an engineer's career opportunities.

Continuous professional development is another essential aspect of an engineering career. Technologies and industry requirements are constantly changing, so engineers need to update their knowledge and develop new competencies. Professional training, certification programmes, postgraduate education and participation in international projects can help engineers remain competitive in the labour market.

The future of electrical engineering is closely connected with digitalisation, artificial intelligence, renewable energy, electrification and automation. These developments are expected to create new professional roles while changing existing ones. Engineers who combine strong technical expertise with digital, communication and management skills will be particularly well positioned to take advantage of emerging career opportunities.

Therefore, a successful career in electrical engineering requires more than a university degree. It depends on continuous learning, practical experience, professional

communication and the ability to adapt to technological and economic changes. For modern electrical engineers, professional development is a continuous process that can open opportunities both nationally and internationally.

Comprehension Questions

1. What areas of industry offer career opportunities for electrical engineers?
2. Why is the energy sector an important area of employment for electrical engineers?
3. How does the development of renewable energy create new opportunities for engineers?
4. What are the main responsibilities of electrical and electromechanical engineers in industrial automation?
5. What career opportunities are available for electrical engineers in the maritime industry?
6. What electrical and automation systems do marine electrical engineers and electro-technical officers work with?
7. What opportunities does research and development offer to electrical engineers?
8. What managerial positions can experienced electrical engineers pursue?
9. Why are leadership and project-management skills important for engineers in senior positions?
10. Why is English proficiency an important professional advantage for electrical engineers?
11. Why is continuous professional development essential for a successful engineering career?
12. What technical and professional skills will help electrical engineers take advantage of future career opportunities?

UNIT 3. The Workplace and Organizational Structure. The Structure and Management of an Engineering Company.

Key words and phrases

Board of directors	правління, рада директорів
Chairman of the board	голова правління
Managing director	генеральний директор
Head of a company	керівник компанії
Production department	виробничий відділ
Research and development department	відділ наукових досліджень та розробок
Personnel department	відділ кадрів
Day-to-day	повсякденний
Senior executive / manager top executive / manager	керівник вищого рангу
Company, firm, group, organization, corporation, association	фірма; про людей, що займаються купівлею-продажем, поширенням товарів та наданням послуг
Turnover	1) оборот (turnover of capital – оборот капіталу); 2) текучість, плинність (labour turnover – текучість робочої сили)

Subsidiary company	дочірнє підприємство, де холдингова компанія володіє більш, ніж половиною номінальної вартості її акціонерного капіталу і контролює склад ради директорів
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Read the text

The structure of organizations varies greatly according to the nature of the business. There are several factors which influence on this structure:

- ◆ the number of locations and employees
- ◆ the economic sector
- ◆ the type of market in which they operate
- ◆ the type of customer
- ◆ the degree of management control required
- ◆ the complexity of the business activities

The company is run by a Board of Directors; each Director is in charge of a department. However, the Chairman of the Board is in overall control and may not be the head of any one department. The Board is responsible for policy decisions and strategy. The Managing Director (sometimes called the Chief Executive, or President in the USA) is the head of the company, who has overall responsibility for the running of the business. Most companies have Finance, Sales, Marketing, Production, Research and Development (R&D) and Personnel Departments. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director; the Director is responsible for strategic planning and for making decisions. Various personnel in each department report to the Manager.

People at the head of an organization are often called senior executives or senior managers, top executives or top managers.

In large organizations, administration of people is done by the personnel department, although this expression is now sometimes rejected. Companies talk instead about their human resources or HR.

The Human Resources department of a company is responsible for planning, recruitment of new people, staff training and development, staff appraisal, welfare, pensions administration and industrial relations. It works to ensure that the right people are available to meet the company's needs.

Some companies move their workers regularly between teams or departments. This is called job rotation. Job security is knowing or feeling that a job will last for a long time.

Exercise 1. Answer the following questions.

1. What does the structure within which business can operate depend on?
2. What factors influence this structure?
3. What is the Board of Directors responsible for?
4. Who is the head of the company? What is he / she responsible for?
5. What is the Director responsible for?

6. Who elects the Board of Directors?

Exercise 2. Give the Ukrainian versions for:

location, employee, decision, organization, operation, management, activity, director, executive, development, chairman of the board, managing director, research and development department, human resources, department, staff, job rotation, job security.

Exercise 3. Give the English versions for: структура організації, службовець, економічний сектор, клієнт, управлінський контроль, керувати компанією, рада директорів, голова правління, керівник компанії, відділ збуту, виробничий відділ, відділ кадрів, стратегічне планування, підпорядковуватися менеджеру. приймати рішення, персонал.

Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need:

vary –
customer –
be in charge of –
head –
make a decision –
department –
personnel –
director –
employee –
Board of Directors –

Exercise 5. Put the following words in the correct order to make complete sentences and remember some basic ideas about “At the Company Office. Organizational Structure”

1. she / the head / is / this / of / company.
2. training / are / for / company / courses / provided / all / personnel.
3. various / in department / each / personnel / report / Manager / to / the.
4. the / who / person / greets / a visitor / the receptionist / tells / to get / him / now / her / or / to / right / the / office / is.
5. the / accountants / a / company's / the / who / employees / are / check / financial / affairs.

Exercise 6. Complete the following text with the words and phrases from the box using them in the appropriate form.

“_____” means people, plus the skills and experience they bring to an organization. Job titles such as “_____” or “Personal Assistant” define what people do. An employer is a person or company that provides job. Boss is an informal word meaning “someone in authority”, for example an employer or _____ of a company, or simply

someone in a superior position. The person who runs a specific part of an organization is called a _____. An _____ is usually a manager at quite a high level. People at the head of an organization, as it was already mentioned, are _____, top executives or _____. Someone who is in charge of making sure a job is well done e.g. on the factory floor, or in retailing, is sometimes called a _____. People working for a company are referred to as its workforce, employees, staff or _____ and are _____ its _____. Payroll is _____ of all the people employed by a company, and the amount of money paid to each of them.

personnel, manager, executive, Accounts Manager, senior executives, on ... the payroll (в штатному розписі), owner, supervisor, top managers, Human Resources, the list

Exercise 7. Comment on the following:

“Minds are like parachutes. They only function when open”. (Anonymous)

Exercise 8. Agree or disagree with the following statements.

1. Each management job must be a rewarding job in itself rather than just a keep in the promotion ladder (службова драбина).
2. There must be a rational and just promotion system.
3. A man should never be appointed if he is more interested in the question: “What is right?”
4. Directors should never appoint a man who considers intelligence more important than integrity (порядність).
5. The sales manager is responsible for making appointments.
6. The managing director is responsible for the overall running of the firm.
7. The personnel officer is responsible for hiring staff and for staff welfare.
8. The typist types letters and other documents for the company.
9. A good commercial director shouldn't know his firm from the inside, and all levels, plus he doesn't know the outside environment (tax policies, the sphere of economics, etc).
10. The receptionist answers the phone and greets visitors.

Exercise 9. Say what you have learned about:

1. peculiarities of the organizational structure;
2. factors which influence on the structure of organizations;
3. the main departments of the companies;
4. the responsibilities of the Board of Directors;
5. the main duties of the managers, directors and employees.

Exercise 10. Give a free translation of the following text.

Організаційна структура підприємства - взаємозв'язки, які існують між підрозділами підприємства і його працівниками; спосіб і форма об'єднання людей для досягнення спільних виробничих і соціальних цілей. Вона фіксується у графічних схемах, штатних розкладах персоналу, положеннях про підрозділи підприємства, посадових інструкціях окремих працівників.

Формально організаційна структура підприємства може бути представлена, проілюстрована схемою взаємодії і координації технічних і людських елементів. Її схема відображає склад відділів, секторів та інших функціональних служб, проте вона не враховує людський чинник (поведінку). Саме людська поведінка визначає ефективність функціонування організаційної структури підприємства більшою мірою, ніж формальний розподіл функцій між підрозділами. На дієвість та ефективність організаційної структури підприємства впливають:

- взаємозв'язки між людьми та їх роботою, посадовими обов'язками;
- політика керівництва і методи їх впливу на поведінку персоналу;
- повноваження та функції працівників підприємства на різних рівнях управління.

Exercise 11. Write an essay on one of the following topics.

1. Your own propositions to take more effective use of your time.
2. You are ready to work as the Chairman of the Board. (Yes / No. Explain your own choice).
3. Give some recommendations to be an efficient and reliable secretary or personal assistant.

Exercise 12. Read the following text and discuss it.

Although the concept of organizational climate is somewhat nebulous, it is valuable in understanding several aspects of organizational behavior. Organizational climate is the overall favourability of member attitudes and perceptions with reference to specific activities and features of an organization.

Organizations tend to have their specific culture: a peculiar mix of values, attitudes, norms, habits, traditions, behaviors and rituals. Some organizations are well aware of their culture and regard it as a powerful strategic tool, used to orient all units and individuals toward common goals, mobilize employee initiative, ensure loyalty, and facilitate communication. They aim at creating a culture of their own and making sure that all employees understand it and adhere to it. The specific cultural values of an organization may concern, for example:

- the organization's mission and image (high technologies, innovative spirit, superior quality);
- seniority and authority (respect for seniority; seniority as a criterion of authority);
- the treatment of people (concern for people and their needs, equitable treatment or favouritism, privileges, respect for individual rights, training and developing opportunities, how people are motivated);
- the importance of different management positions and functions (authority of personnel department; importance of different vice-presidents' positions; respective role and authority of research and development);
- work organization and discipline (voluntary versus imposed discipline; punctuality; use of time clocks; flexibility in changing roles at work; use of new forms of work organization);

- decision making process (who decides; who has to be consulted; individual or collective decision making; need to reach consensus);
- circulation and sharing of information (employees amply or poorly informed; information readily shared or not);
- communication pattern (preference for oral or written communication; rigidity or flexibility in using established channels, use of meetings; who is invited to what meeting; established behaviour in the conduct of meeting);
- ways of handling the conflicts (desire to avoid conflict; preference for informal or formal ways; involvement of higher management);
- performance evaluation (confidential or public; by whom carried out; how results are used);
- socialization patterns (who socializes with whom during and after work; facilities such as separate dining rooms or reserved clubs);
- management and leadership style (paternalism; authoritative, consultative or participative style; flexibility and adaptability);
- identification with the organization (manager and staff adherence to company objectives and policies; enjoying working with organization).

Management of an Engineering Company

Key Professional Expressions

- to coordinate technical specialists** — координувати роботу технічних спеціалістів
- to achieve strategic objectives** — досягати стратегічних цілей
- to allocate resources effectively** — ефективно розподіляти ресурси
- to work towards common objectives** — працювати задля досягнення спільних цілей
- to develop and implement technical solutions** — розробляти та впроваджувати технічні рішення
- to supervise installation and commissioning** — контролювати монтаж і введення в експлуатацію
- to ensure compliance with standards** — забезпечувати відповідність стандартам
- to coordinate the work of specialists** — координувати роботу спеціалістів
- to monitor project costs and schedules** — контролювати витрати та графіки проєкту
- to identify and manage risks** — визначати та управляти ризиками
- to communicate technical information clearly** — чітко передавати технічну інформацію
- to ensure quality and safety requirements** — забезпечувати вимоги до якості та безпеки
- to improve operational efficiency** — підвищувати операційну ефективність
- to invest in employee development** — інвестувати в розвиток працівників
- to maintain professional competence** — підтримувати професійну компетентність
- to respond effectively to technological changes** — ефективно реагувати на технологічні зміни

Managing an engineering company requires a combination of technical expertise, business knowledge and effective leadership. Unlike many other types of organisations, engineering companies operate in an environment where technical decisions can directly influence production costs, product quality, safety, reliability and customer satisfaction. Effective management therefore depends on the ability to coordinate technical specialists while also achieving the company's strategic and commercial objectives.

The organisational structure of an engineering company usually includes several departments with clearly defined responsibilities. Depending on the size and type of the company, these may include engineering and design, production, procurement, quality assurance, maintenance, sales and marketing, finance and human resources. Senior management is responsible for establishing strategic goals, allocating resources and ensuring that different departments work towards common objectives.

The engineering department plays a central role in the development and implementation of technical solutions. Engineers may be responsible for designing electrical systems, selecting equipment, preparing technical specifications, supervising installation and commissioning, and ensuring compliance with relevant standards. They must cooperate closely with production specialists, suppliers, contractors and customers throughout the project lifecycle.

Project management is another essential element of engineering business. A project manager coordinates the work of different specialists, establishes schedules, monitors costs and ensures that technical requirements are met. Engineering projects often involve strict deadlines and limited resources, so managers must identify potential risks and take appropriate measures to prevent delays, cost overruns or technical failures.

Effective communication is particularly important in engineering management. Managers need to communicate technical information clearly to both engineers and non-technical stakeholders. They may conduct meetings, negotiate with suppliers, communicate with customers and prepare reports concerning project progress. Professional English is often essential when a company operates internationally or works with foreign equipment manufacturers and contractors.

Quality and safety management are also fundamental responsibilities. Engineering companies must ensure that their products, systems and services meet established technical and safety requirements. Quality-control procedures, regular inspections, testing and preventive maintenance help reduce the probability of equipment failure. In electrical and electromechanical engineering, proper safety management is especially important because technical failures can result in equipment damage, financial losses or risks to human life.

Modern engineering management is increasingly influenced by digitalisation. Project-management software, computer-aided design, data analysis, remote monitoring and artificial intelligence can improve decision-making and operational efficiency. Managers must therefore understand not only traditional management principles but also the potential of modern digital technologies.

Successful engineering companies also invest in employee development. Engineers and technical specialists need to update their knowledge as technologies, regulations and industry standards change. Training, professional certification, teamwork and participation in international projects can improve both individual performance and the competitiveness

of the company.

In conclusion, effective management of an engineering company requires a balance between technical competence and business leadership. A successful manager must be able to coordinate people and resources, control costs and quality, manage risks, communicate effectively and respond to technological changes. The combination of engineering knowledge, management skills and professional communication is essential for achieving long-term success in the modern engineering industry.

Comprehension Questions

1. What skills and knowledge are required for effective management of an engineering company?
2. Why can technical decisions have a significant impact on a company's business performance?
3. What departments can usually be found in an engineering company?
4. What are the main responsibilities of senior management?
5. What functions does the engineering department perform in an engineering company?
6. Why is cooperation between engineers, suppliers, contractors and customers important?
7. What are the main responsibilities of a project manager?
8. What problems can arise when an engineering project has limited resources and strict deadlines?
9. Why is effective communication important for engineering managers?
10. Why are quality and safety management particularly important in electrical and electromechanical engineering?
11. How can digital technologies improve the management of engineering projects?
12. Why is continuous professional development important for engineers and technical specialists?

UNIT 4. Types and forms of business organisations. Electrical Engineering Companies: Types and Structures.

Key words and phrases

Enterprise	підприємство
Bubble company	фіктивна компанія
Holding company	компанія, котра володіє контрольним пакетом акцій
Joint stock company	акціонерна компанія (брит.)
Limited liability company	акціонерне товариство з обмеженою відповідальністю
Trading company	торгівельна компанія
Unlimited company	акціонерне товариство з необмеженою відповідальністю
A single (sole) proprietor	одноосібний власник

A partnership	товариство
Entrepreneur	приватний підприємець
Ownership	власність
Shareholder (stockholder)	акціонер

Read the text

A business organization is frequently referred to as a business entity. A business entity is any business organization that exists as an economic unit. Business entities can be grouped according to the type of business activity they perform.

1. Service companies perform services for a fee. This group includes companies such as accounting firms, law firms, repair shops, and many others.

2. Merchandising companies purchase goods that are ready for sale and sell them to customers. They include such companies as auto dealerships, clothing stores, and supermarkets.

3. Manufacturing companies buy materials, convert them into products, and then sell the products to the companies or to the final customer. Examples are steel mills, auto manufacturers, and so on. The business entity concept applies to all forms of businesses □ single proprietorship, a partnership, and a corporation.

A single (sole) proprietorship is a business owned by an individual and often managed by that same individual. Single proprietors include physicians, lawyers, electricians, and other people who are “in business for themselves”. In a single proprietorship, the owner is responsible for all debts of the business. Operating as a proprietorship is the easiest way to get started in a business activity. Other than the possibility of needing a local license, there are not any prerequisites to beginning operations.

A partnership is a business owned by two or more persons associated as partners. Partnerships are created by an agreement. Included in the agreement are such terms as the initial investment of each partner, the duties of each partner, the means of dividing profits or losses between the partners each year, and the settlement to be made upon the death or withdrawal of a partner. Accountants, attorneys, and other professionals frequently operate their firms as partnerships.

A corporation is a big business owned by a few persons or by thousands of persons. The owners of the corporation are called shareholders or stockholders. They buy shares of stock. If the corporation fails, the assets of the owners are protected from the creditors of the corporation. The stockholders do not directly manage the corporation; they elect a board of directors to represent their interests. The board of directors select the president and vice president, who manage the corporation for the stockholders. In 1970s Britain there were state-owned or government-owned companies in many different industries such as a car manufacturing and air travel. Some industries had been nationalized and were entirely state-owned, such as coal, electricity and telephone services.

In the 1980s, the government believed that nationalized companies were bureaucratic

and inefficient, and many of them were privatized and sold to investor.

Exercise 1. Answer the following questions.

1. What types of business organization do you know?
2. What are the advantages and disadvantages of a partnership?
3. Who are “silent” partners in a partnership?
4. Why does a corporation require many owners?
5. Explain why barber shops are usually organized as sole proprietorships rather than as corporations.
6. List five main items that must be included in a corporation charter.
7. Explain how the limited liability condition of a corporation protects the shareholders.
8. What are advantages and disadvantages of limited company?

Exercise 2. Give the Ukrainian versions for:

a business organization, business activity, business entity, accounting firms, law firms, dealerships, clothing stores, supermarkets, steel mills, auto manufactures, single proprietorship, a partnership, a corporation, initial investment, shareholders or stockholders, board of directors, state-owned or government-owned companies, to be privatized.

Exercise 3. Give the English versions for:

ділова активність, бухгалтерська фірма, підприємство, акціонерне товариство, товариство з обмеженою відповідальністю, власник, партнер, акціонер, рада директорів компанії, державна компанія, приватна компанія, приватизована компанія.

Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need):

- a business enterprise –
- single proprietorship –
- a partnership –
- a corporation –
- shareholders or stockholders –
- board of directors –
- state-owned or government-owned companies –
- entrepreneur –
- service companies –
- merchandising companies –
- manufacturing companies –

Exercise 5. Put the following words in the correct order to make complete sentences and remember some basic ideas about business enterprises.

1. A business, / is / that / company, / or firm / services / an organization / goods / or / sells.

2. A business / an enterprise / may be referred / to / also / as /to emphasize / adventurous, / its / qualities, / risk-taking / may be referred to / free enterprise / and private / as / enterprise / is / and business / in general.

3. Large companies / as / especially / corporations, / in the US, / companies / in many countries / are / large /multinationals / are referred to / operating.

4. An entrepreneur / a company / builds up / from / usually / nothing: / is / who / someone / a start-up company.

5. The people / board of directors / its / responsible / for / a company / legally / are / board /or.

Exercise 6. Complete the text with the words and phrases from the box, using them in the appropriate form.

Entrepreneur is a person who _____ and _____ a business. This is a French word that has been accepted into the English language. Its popularity probably has something to do with its grand sound which befits anyone who has the _____ to create and run business. Sometimes the entrepreneur is regarded as a business person who takes _____. This is not so. An entrepreneur is a business person who minimizes risks, he or she does this by advance _____, _____, and meticulous _____ of all factors that could affect and possibly endanger her or his enterprise. When the entrepreneur forgets to do advance _____ and preparation, then he or she is a _____ at best, and a failure statistic at worst. Speaking about entrepreneurship, Professor K. Vesper of the University of Washington says that “Business continue to be launched by people who didn’t make it the first time round. A driving force in entrepreneurship ... is addictiveness. Once people have a _____ in a business of their own, they like it. They don’t want to go back to working for someone else.”

Organize, initiative, planning, manager, investigation, research, risks, consideration, gambler, taste of freedom

Exercise 7. Comment on the following.

“The employer generally gets the employees he deserves”. (Anonymous)

Exercise 8. Agree or disagree with the following statements.

1. Business is the production, buying, and selling of goods and services.

2. A business, company, or firm is an organization that sells goods or services.

3. A business may be referred to as an enterprise to emphasize its adventurous, risk-taking

qualities, and business in general may be referred to as a free enterprise and private enterprise.

4. Large companies are referred to as corporations, especially in the US.

5. Large companies operating in many countries are multinationals.

6. An entrepreneur is usually someone who builds up a company from nothing: a start-up company.

7. The people legally responsible for a company are its board or board of directors.

8. When a private company is bought by the state and brought into the public sector, it is nationalized.

9. When the state returns a company to the private sector in a sell-off, it is privatized.

10. A holding or a holding company is one that holds stakes in one or more subsidiaries.

Exercise 9. Say what you have learned about:

1. types of business organization and their peculiarities;

2. types of business activity;

3. pros and cons of different business organizations;

4. being an entrepreneur in Ukraine;

5. nationalized and privatized companies.

Exercise 10. Give a free translation of the following text.

Бізнес - підприємницька, комерційна чи будь-яка інша діяльність, що не суперечить закону і спрямована на отримання прибутку. У США бізнес розвивається на основі індивідуальної, партнерської та корпоративної форм власності.

На індивідуальній власності заснований бізнес, в якому власником і підприємцем є одна особа, що отримує всі доходи і несе відповідальність за ведення справи. У США таких власників понад 15 млн. (75% від загальної кількості підприємств), але вони отримують лише до 9% грошових надходжень. Для малого бізнесу характерні незалежний менеджмент, власний капітал, локальний район операцій, невеликі розміри. Від відіграє значну роль у забезпеченні зайнятості, певною мірою забезпечує насичення ринку споживчими товарами та послугами, сприяє розвитку конкуренції, є засобом досягнення особистого успіху.

На основі партнерської (групової) форм власності розвивається бізнес добровільно офіційно зареєстрованих асоціацій двох і більше осіб. Партнери створюють компанії, товариства та інші організації і стають співвласниками спільної власності. Партнерство становить майже 8% обсягу підприємницької діяльності і 4 % всіх підприємницьких доходів у США.

На корпоративній формі власності заснований великий бізнес. Корпорації становлять лише 17% від підприємств у США, проте обсяг прибутків цих організацій сягає 75-80% грошових надходжень. Жодна з трьох форм організацій бізнесу не є універсальною, кожна з них має свої переваги і недоліки.

Право власності на частку у статутному фонді (basic capital) юридичної особи

(legal person) регулюється корпоративним правом. Воно розглядається як сукупність норм, що регулюють діяльність господарських товариств.

Exercise 11. Write an essay on one of the following topics.

1. Make the list of advantages and disadvantages of having private company in Ukraine.
2. Business is a combination of war and sport.
3. The main principles of being a successful entrepreneur.

Exercise 12. Read the following text and discuss it.

Merchandise exports are goods sent out of a country whereas merchandise imports are goods brought in. Since these are tangible goods that visibly leave and enter countries, they are sometimes referred to as visible exports and imports. The terms exports or imports are used frequently yet in reality the reference is only to the merchandise exports or imports.

Exporting and importing of goods are the major sources of international revenue and expenditure for most countries. Among companies engaged in some form of international business, more are involved in importing and exporting than in any other type of transaction.

Importing and / or exporting is usually but not always, the first type of foreign operations in which a firm gets involved. This is because at an early stage of international involvement these operations usually take the least commitment and least risk of a firm's resources. Exporting or importing are not typically abandoned when firms adopt other international business forms. Although this may sometimes occur, exporting and importing usually continue, either by business with other markets or to complement the new types of business activities.

Service exports and imports refer to international earnings other than those from goods sent to another country. Receipt of these earnings is considered a service export, whereas payment is considered a service import. Services are also referred to as invisibles. International business comprises many different types of services.

Travel, tourism, and transportation. Earnings from transportation and from foreign travel can be an important source of revenue for international airlines, shipping companies, reservations agencies, and hotels. On a national level, such countries as Greece and Norway depend heavily on revenue collected from carrying foreign cargo on their ships. The Bahamas earns much more from foreign tourists than it earns from exporting merchandise.

Performance of activities abroad. Fees are payments for the performance of certain activities abroad, such services as banking, insurance, rentals (e.g., the Star Wars film), engineering, and management. Engineering services are often handled through turn-key operations, contracts for the construction of operating facilities that are transferred to the owner when the facilities are ready to begin operations. Fees for management services are often the result of management contracts, arrangements through which one firm provides

management personnel to perform general or specialized management functions for another firm.

Use of assets from abroad. Royalties are the payment for use of assets from abroad, such as for trademarks, patents, copyrights, or other expertise under contracts known as licensing agreements. Royalties are also paid for franchising, a way of doing business in which one party (the franchisor) sells an independent party (the franchisee) the use of a trademark that is an essential asset for the franchisee's business. In addition, the franchisor assists on a continuing basis in the operation of the business, such as by providing components, managerial services, or technology.

Firms often move to foreign licensing or franchising after successfully building exports to a market. This move usually involves a greater international commitment than in the early stages of exporting. The greater involvement occurs because the firm commonly has to send technicians to the foreign country to assist the licensee or franchisee in establishing and adapting its production facilities for the new product.

Direct investments. Direct investment takes place when control follows the investment. This can amount to a small percentage of the equity of the company being acquired, perhaps even as little as 10 percent. The ownership of a controlling interest in a foreign operation is the highest type of commitment to foreign operations in the given country. Direct investment operations may be set up in order to gain access to certain resources or access to a market for the firm's product.

When two or more organizations share in the ownership of a direct investment, the operation is known as a joint venture. In a special type of joint venture, a mixed venture, a government is in partnership with a private company.

The multinational enterprise, or MNE, has a worldwide approach to foreign markets and production and an integrated global philosophy encompassing both domestic and overseas operations. The term multinational corporation, or MNC, is also quite common in the literature of international business. Another term sometimes used interchangeably with MNE, especially by the United Nations, is transnational corporation, or TNC.

Electrical Engineering Companies: Types and Structures

Useful Professional Expressions

to design electrical systems — проєктувати електричні системи

to manufacture electrical equipment — виробляти електротехнічне обладнання

to install and commission equipment — встановлювати та вводити обладнання в експлуатацію

to provide technical support — надавати технічну підтримку

to carry out maintenance and repair — здійснювати технічне обслуговування та ремонт

to ensure reliable operation — забезпечувати надійну роботу

to comply with technical standards — відповідати технічним стандартам

to meet safety requirements — відповідати вимогам безпеки
to work under a contract — працювати за контрактом
to supervise installation works — контролювати монтажні роботи
to prepare technical documentation — готувати технічну документацію
to select appropriate equipment — обирати відповідне обладнання
to solve technical problems — вирішувати технічні проблеми
to monitor project progress — контролювати хід виконання проєкту
to meet deadlines — дотримуватися встановлених термінів
to control project costs — контролювати витрати за проєктом
to communicate with customers — спілкуватися із замовниками
to adapt to technological changes — адаптуватися до технологічних змін
to improve operational efficiency — підвищувати ефективність роботи
to develop innovative solutions — розробляти інноваційні рішення

Electrical engineering is a broad and rapidly developing sector that includes the design, production, installation, maintenance and operation of electrical and electromechanical equipment. Electrical engineering companies differ in their size, ownership, organizational structure, business activities and target markets. Some companies manufacture electrical equipment, while others provide engineering, installation, maintenance or consulting services.

One of the main types of electrical engineering companies is a **manufacturing company**. Such companies design and produce electrical equipment, including electric motors, generators, transformers, switchboards, cables, control systems, sensors and power distribution equipment. Manufacturing companies usually have engineering, production, quality control, procurement, logistics, sales and service departments.

Another important type is an **engineering and design company**. Its main activity is to develop technical solutions for electrical and electromechanical systems. Engineers may design power supply systems, electrical installations, automation systems, industrial control systems or shipboard electrical systems. These companies often work on projects for industrial plants, transport infrastructure, power stations, ships and other complex facilities.

Installation and contracting companies specialize in the installation, commissioning and modernization of electrical equipment. Their employees install cables, switchboards, generators, motors, control systems and other equipment. They may also carry out testing, troubleshooting and commissioning before a system is put into operation. Such companies often work under contracts with manufacturers, shipyards, construction companies or industrial enterprises.

A further category is a **service and maintenance company**. Its main responsibility is to ensure the reliable and safe operation of electrical and electromechanical equipment. Typical services include preventive maintenance, inspection, repair, testing, diagnostics and replacement of spare parts. In the maritime sector, service companies may provide technical support for shipboard generators, motors, switchboards, automation systems and electrical protection equipment.

Electrical engineering companies can also be classified according to their **organizational structure**. A small company may have a relatively simple structure, with the managing director supervising several key employees or departments. A large international company usually has a more complex structure with several management levels and specialized divisions.

A typical large electrical engineering company may include **senior management, an engineering department, a production department, a procurement department, a quality and safety department, a logistics department, a sales and marketing department, a finance department and a human resources department**. Each department performs specific functions, but effective cooperation between them is essential for the successful completion of projects.

The **engineering department** plays a particularly important role. Electrical engineers are responsible for technical design, calculations, equipment selection, preparation of specifications and technical documentation. They may also supervise installation and commissioning and provide technical support to customers.

The structure of a company depends largely on its business model and the complexity of its projects. Modern electrical engineering companies increasingly use **project-based structures**, in which specialists from different departments work together as a project team. A project manager coordinates the work, monitors deadlines and costs, communicates with the customer and ensures that technical and contractual requirements are met.

In today's competitive market, electrical engineering companies must constantly improve their technologies and professional expertise. Digitalization, automation, renewable energy, smart grids, artificial intelligence and the Internet of Things are creating new business opportunities. At the same time, companies must comply with technical standards, safety requirements and environmental regulations.

Therefore, the success of an electrical engineering company depends not only on the quality of its technical products and services but also on effective management, professional communication, qualified personnel and the ability to adapt to technological and market changes.

Comprehension Questions

1. What factors can be used to classify electrical engineering companies?
2. What are the main activities of a manufacturing electrical engineering company?
3. What types of equipment can manufacturing companies produce?
4. What is the main purpose of an engineering and design company?
5. What services are typically provided by installation and contracting companies?
6. What are the main responsibilities of a service and maintenance company?
7. How can small and large electrical engineering companies differ in their organizational structures?
8. What departments can usually be found in a large electrical engineering company?
9. What are the main responsibilities of the engineering department?
10. Why is cooperation between different departments important for the successful completion of a project?

11. What is a project-based organizational structure, and what role does a project manager play in it?
12. How are digitalization, automation, renewable energy and artificial intelligence influencing modern electrical engineering companies?

UNIT 5. Customs formalities. Customs Formalities and Shipboard Electrical Equipment.

Key words and phrases

In advance	заздалегідь
Check-in desk	місце реєстрації
Hand luggage	ручний багаж
Departure lounge	зал для від'їжджаючих пасажирів
Flight attendant	бортпровідник
Passport control	паспортний контроль
Customs officer	митник
Channel	прохід
Duty-free shop	магазин товарів, звільнених від мита
Amount	кількість
Receipt	квитанція
Duty	податок, митний збір
Declaration	митна декларація
Citizenship	громадянство
Submit	підлягати

Read the text

When you are going somewhere on business by plane you should be at the airport an hour in advance to check in for the flight. You go to the check-in desk where a clerk checks your ticket and luggage. Your suitcase goes to the plane, but you take your hand luggage with you. If you are on an international flight they check your passport and – ray your bags by cameras.

Then you wait in the departure lounge till they call your flight and tell you which gate number to go to. After that you get on the plane and the flight attendant shows your seat. Passengers arriving to the airport should pass the customs where you will be asked the following questions:

- Your passport, please. How long are you planning to stay in the country?
- Three weeks. Could I prolong my entrance visa in case of necessity?
- Sure. The receiving party shall take care of it.
- Well, bags on the table and your customs form, please.
- How much do they weight?

- 23 kilos. I'm sorry, but you'll have to pay an excess luggage charge.
- Oh! It's only three kilos overweight.
- Yes, sir...that's &6... Thank you. Have you anything to declare?
- What?
- Alcohol, cigarettes, fresh fruit, plants...?
- Uh, no. Only for personal needs.
- Open your suitcase, please. Any gifts?
- Only one bottle of vodka.
- All right. It's duty free. As you probably know, it's forbidden to bring more than two bottles of alcohol and two block of cigarettes to England. And no limitations as to currency. Here's your form.
- Thank you. You are welcome. The next please.

Exercise 1. Answer the following questions.

1. Which of the means of transport is the best for business purpose?
2. Why do people usually arrive at the airport an hour or an hour and a half before the take-off time?
3. What kind of place is the departure lounge?
4. What are the responsibilities of the customs officer?
5. What must each arriving traveler or responsible family member provide?
6. What is the Customs Declaration?
7. Where do travelers complete the immigration form 1-94?

Exercise 2. Give the Ukrainian versions for:

to go on business, in advance, flight attendant, check-in desk, to x-ray, excess luggage, to prolong the visa, to declare, customs desk.

Exercise 3. Give the English versions for:

місце реєстрації, паспортний контроль, ручний багаж, особисті потреби, митник, надлишкова вага, посадочний талон, митні збори, звільнений від оподаткування, валюта.

Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need):

- | | |
|----------------------|--------------------|
| to prolong – | entrance visa – |
| check-in desk– | customs form – |
| passport – | |
| currency – | |
| boarding pass – | immigration form – |
| a flight attendant – | departure lounge – |

Exercise 5. Put the following words in the correct order to make complete sentences and remember some basic ideas about flying by plane.

1. Passenger / boarding-pass / and / clerk / the / A / him / man / the / showed / and / a / his / passport / ticket / gave.
2. U.S. Citizens / immigrant / and / resident / visas / persons / form / except / This / Canadian / transit / must / in / be completed / all / or / aliens / returning / with / by / citizens / aliens / visiting.
3. this / purpose / business / The / trip / primary / is.
4. During / form / business / each / The / States / flight / declaration / traveller / air / entering / the / is / the / to / given.
5. Arrival / should / two / Departure / completed / Record / The / Record / parts / and / in / which / both / is / of / be / form.

Exercise 6. Complete the following text with the words and phrases from the box using them in the appropriate form.

On June 13, new customs _____ were introduced for travellers departing from the Kyiv Boryspil _____. Green Channel. In accordance with Ukrainian ____, residents of Ukraine can bring in/out up to UAN 1,000 cash and no more than USD 3,000. Nonresidents can bring in a maximum of USD 1,000 or equivalent foreign _____, while all hryvnias must _____. Red Channel. Residents and non-residents must declare any cash sum _____ exceeding the abovementioned figures. A customs declaration form must also _____ if you bring in national currency over UAN1,000. Any item subject to declaration must be entered on the customs _____; the customs _____ will ask to see your passport and air ticket. He/she may also _____ you to open your luggage.

Procedures, form, to take out, currency, to fill out, to ask, airport, official, to declare, law.

Exercise 7. Comment on the following

”It is easy to be wise after the event”.

Exercise 8. Agree or disagree with the following statements.

1. It's not necessary to show your passport and air ticket to the customs official.
2. Immigration cards are available at the Arrivals Hall of the Boryspil Airport terminal prior to the immigration counters.
3. The Declaration form 1-94 is given to U.S. Citizens, Canadian Citizens and all non-residents entering the United States by plane.
4. You should arrive at the airport half an hour in advance to check in for the flight.
5. In the Immigration form type or print legibly with pen in all capital letters.
6. Ukraine International Airlines doesn't allow transportation of small pets.
7. Customs declaration demands to give the address of your staying in the country you are planning to visit.
8. A passenger is not allowed to carry a lethal weapon when flying by a civilian airliner.

Exercise 9. Translate into English.

МИТНА ДЕКЛАРАЦІЯ

Перед прибуттям до США кожен пасажир або голова родини повинен заповнити Митну декларацію. Більшість запитань у декларації потребують відповіді „так” чи „ні”. Форма має бути підписана та датована. Будь-ласка, заповнюйте форму ДРУКОВАНИМИ ЛІТЕРАМИ чорним або синім чорнилом англійською мовою. Митна декларація надається кожному пасажирові, що в’їжджає до США, під час польоту.

1. Прізвище, ім’я, по-батькові
2. Дата народження
3. Кількість членів родини, що летять з вами
4. Адреса перебування в США, місто, штат
5. Країна, в якій видано паспорт
6. Номер паспорта
7. Країна постійного перебування
8. Країни, в яких ви перебували до прибуття в США
9. Авіакомпанія та номер рейсу
10. Головна мета поїздки – бізнес
11. Я везу з собою: а) фрукти, рослини, їжа, комахи б) м’ясо, тварини в) збудники хвороб, мікроорганізми, змії г) ґрунт
12. Я контактував з великою рогатою худобою
13. Я маю валюту чи платіжні документи на суму понад \$100.000 або еквівалент в іноземній валюті
14. Я маю комерційні товари (предмети на продаж або товари не для особистого використання)
15. Резиденти – загальна вартість всіх товарів, включно з комерційним товаром, придбаним за кордоном (разом із подарунками), що я ввожу в США. Прибулі – загальна вартість всіх товарів, які залтаються у США після візиту подавача форми, включно з комерційними товарами.

Exercise 10. Write an essay on one of the following topics.

1. The flight you have made lately. What did you do when you arrived at an airport.
2. Famous international airports.
3. You are going to fly to London to take a part in an international conference. Make a reservation for the plane.

Exercise 11. Read the following text and discuss it.

The British public loves railways, even as it hates the way they are run. For railway fans, privatisation should, in principle, offer three huge advantages. First, it should encourage the rooting-out of inefficiency. By some measures British Rail compares well with other European railways; only the Dutch railway beats it on costs per kilometre travelled. But waste remains endemic: when a railway in a small country employs 35,000 civil engineers, something is amiss.

Second, private operators should bring an infusion of new marketing skills. British Rail is notorious for its anti-consumer culture: scruffy staff, poor communications, queues and crowds. It is improving, but not fast enough. Railmen sneer that competitors will just bring a lick of paint, in-carriage television and pretty hostesses. But if that is what customers want, they must get it, or they will switch to cars and flying.

Third, privatisation should mean more and better investment. After privatisation, investment would no longer be restricted by artificial Treasury-imposed limits. The change has had happy results in other privatised industries.

Will the government's chosen means of privatisation deliver these theoretical benefits? If, like British Gas, British Rail had been privatised in 1985, it would have been sold as one lump. If, like electricity, it had been privatised in 1988, it would have been broken into separate regional rail companies, each with a monopoly. The privatisers of 1993 are thinking more radically. They are no longer content to turn nationalised industries into regulated monopolies. They want the maximum of competition, diversity and choice.

A new body, Railtrack, will be set up to run track and signalling. Freight services will be sold outright. Passenger services will be split into franchises. A government-appointed director of franchising will decide broadly what services there should be. Since most lines lose money, he will offer subsidies to those who will run them. Private operators, including companies set up by British Rail managers and staff, will be able to bid for the franchises.

Unanswered questions abound. On journeys involving changes of trains, will one operator accept another's ticket, and on what terms? How much flexibility will the individual operator have over fares? How will Railtrack decide train priorities between fast Inter-City trains, slower regional trains and freight? Will freight be charged the (low) marginal cost of using track, or will it be expected to bear a share of the basic network costs, which might price it out of business?

Many of these questions will be answered only as the new structure takes shape. Some American cities are franchising commuter services. Services and track have been split in Sweden; though Swedish Railways has won most of the franchises, costs have come tumbling down. The Germans are proceeding, slowly, on a similar basis. The split between track and service providers looks set to spread across the European Community.

Privatisation may take 12 years to complete. If things go well, more competition may be injected sooner. More lines could be opened up to head-to-head competition between operators. The track authority itself could be privatised. But the whole plan does nothing to allow fairer competition between rail and road. As long as drivers can use overloaded roads at small marginal cost to themselves, they will remain tempted to travel by car. The answer lies in a system of road pricing, with vehicles charged for the roads they use and the congestion they cause.

Customs Formalities and Shipboard Electrical Equipment.

Professional Expressions

to complete customs formalities — виконувати митні формальності

to clear goods through customs — пройти митне оформлення

to prepare customs documentation — готувати митну документацію

to submit a customs declaration — подавати митну декларацію
to provide accurate information — надавати точну інформацію
to declare the goods — декларувати товари
to classify the goods correctly — правильно класифікувати товари
to determine the customs value — визначати митну вартість
to pay customs duties and taxes — сплачувати митні збори та податки
to inspect a shipment — перевіряти вантаж
to verify the information — перевіряти інформацію
to transport equipment across national borders — перевозити обладнання через державні кордони
to deliver spare parts to a vessel — доставляти запасні частини на судно
to arrange transportation — організовувати транспортування
to provide technical documentation — надавати технічну документацію
to meet customs requirements — відповідати митним вимогам
to comply with customs regulations — дотримуватися митних правил
to release the goods — випустити товар / вантаж
to prevent delays — запобігати затримкам
to resolve a documentation problem — вирішувати проблему з документацією

Useful Collocations

customs clearance procedure — процедура митного оформлення
customs documentation — митна документація
shipping and commercial documents — транспортні та комерційні документи
electrical spare parts — електричні запасні частини
urgent delivery — термінова доставка
technical specifications of equipment — технічні характеристики обладнання
incomplete documentation — неповна документація
additional costs — додаткові витрати
customs inspection — митний огляд
special transportation requirements — спеціальні вимоги до транспортування
safe and timely delivery — безпечна та своєчасна доставка
reliable operation of the vessel — надійна експлуатація судна

The international maritime industry depends on the regular movement of ships, equipment, spare parts and technical materials between different countries. When electrical and electromechanical equipment is transported across national borders, it may be subject to customs control and various formalities. Understanding these procedures is important for marine electrical engineers, technical managers, ship operators and suppliers.

Customs formalities are the procedures required when goods are imported into or exported from a country. Their main purpose is to control the movement of goods across national borders, ensure compliance with customs regulations and determine whether customs duties or taxes must be paid. Shipboard electrical equipment and spare parts may require customs clearance before they can be delivered to a vessel.

The customs process normally begins with the preparation of the necessary shipping

and commercial documents. These may include a commercial invoice, packing list, certificate of origin, bill of lading or other transport document, customs declaration and, where applicable, technical certificates or permits. The documents must contain accurate information about the goods, their quantity, value, origin and destination.

A commercial invoice provides information about the seller, buyer, description and value of the goods. A packing list specifies the contents of each package, including the quantity, weight and dimensions. A certificate of origin indicates the country where the goods were manufactured. These documents enable customs authorities to identify and classify the shipment correctly.

Electrical equipment must often be assigned an appropriate customs classification code. The classification determines how the goods are treated for customs purposes and may affect the applicable duty rate, taxes and import requirements. Incorrect classification or incomplete documentation can result in delays, additional costs or other problems during customs clearance.

The type of shipboard electrical equipment being transported can vary considerably. Typical shipments may include electric motors, generators, transformers, switchboards, circuit breakers, cables, batteries, sensors, control units, navigation equipment and automation components. Spare parts for main and auxiliary machinery are also frequently transported to ships in foreign ports.

When urgent repairs are required, electrical spare parts may need to be delivered directly to a vessel. This type of delivery is often time-sensitive because the ship may have a limited stay in port. Delays in customs clearance can therefore affect maintenance schedules, cargo operations and the vessel's departure.

The shipowner, ship operator, supplier, freight forwarder and customs broker may all be involved in the process. The supplier is responsible for providing correct commercial and technical information, while the freight forwarder organizes transportation. A customs broker may prepare and submit customs documentation on behalf of the importer or exporter. The ship operator or ship's agent coordinates the delivery with the vessel and port authorities.

Customs authorities may inspect the shipment to verify the information provided in the documents. They can check the quantity, description, value and origin of the goods. In some cases, technical documentation may also be required to confirm the characteristics or intended use of the equipment.

Proper packaging and labelling are particularly important when transporting electrical equipment. Equipment must be protected against moisture, mechanical damage and other environmental factors. Batteries and certain electrical components may also be subject to special transportation and safety requirements.

After the required checks have been completed and any applicable duties or taxes have been paid, the goods can normally be released by customs. They can then be transported to the port and delivered to the vessel. If the documentation is incomplete or inconsistent, customs clearance may be suspended until the problem is resolved.

For marine electrical engineers, knowledge of customs procedures is useful because engineers often participate in ordering spare parts, preparing technical specifications and communicating with suppliers and service companies. They may need to provide accurate

equipment descriptions, model numbers, serial numbers, quantities and technical specifications.

Effective communication is essential throughout the process. Errors in equipment descriptions, incorrect quantities or missing documents can lead to delays and additional expenses. Therefore, marine electrical engineers should be able to communicate clearly with suppliers, ship agents, logistics companies and customs representatives in English.

In conclusion, customs formalities are an important part of international maritime logistics. Efficient customs clearance helps ensure that electrical equipment and spare parts reach ships safely and on time. A good understanding of documentation, customs classification, transportation procedures and professional communication enables marine electrical engineers to contribute effectively to the reliable operation and maintenance of ships.

Comprehension Questions

What are customs formalities, and what is their main purpose?

Why are customs procedures important when transporting shipboard electrical equipment across national borders?

What documents are normally required for customs clearance?

What information is provided in a commercial invoice?

What information does a packing list contain?

Why is a certificate of origin important for customs authorities?

Why must electrical equipment be assigned an appropriate customs classification code?

What types of shipboard electrical equipment and spare parts may be transported to a vessel?

Why can delays in customs clearance cause serious problems for a vessel?

What are the responsibilities of the supplier, freight forwarder, customs broker and ship operator?

Why are proper packaging and labelling important when transporting electrical equipment?

Why is effective communication in English important during the customs clearance and delivery process?

UNIT 6. Internet. www. Doing business on the Internet. Internet and Digital Technologies in Marine Electrical Engineering.

Key words and phrases

Enquiry	запит, запитання
Corporate website	корпоративна веб-сторінка
Publicity	реклама, рекламування, пропагування
E-commerce / online trading	електронна торгівля
Time-saving method	метод, що заощаджує час
Network	мережа
Browser	браузер, програма

Surf the Net	мандрувати по мережі у пошуках інформації, здійснювати серфінг по мережі
Download	завантажувати
The World Wide Web (WWW)	всесвітня мережа
Web page	веб-сторінка
Transmission	передача
Subscriber	абонент, підписник
Identifier	ідентифікатор, ім'я користувача
Domain name	ім'я домена, тобто тип організації, якій належить комп'ютер

Read the text

The Internet is a network of networks. A computer network is a group of computers that have been connected so they can communicate with each other. They can send messages to each other and can share information in the form of computer files. There's nothing astounding about computer networks. Many small companies have networks that connect anywhere from two or three computers to thousands of them. But the Internet isn't just a network. It's a network of networks. The Internet might make it possible for you to communicate with all these people on all these computer networks through electronic "mail". When you connect to the Internet, you have the opportunity to connect to thousands of different systems. Those computers contain government archives, university databases, local-community computing resources, library catalogs, messages about any subject you can imagine, and millions of computer files (over two million at last count) containing photographs, documents, sound clips, video, and whatever else you can put into digital form. Business people can doing business on the Internet.

Companies can use their presence on the Web to access the growing number of websites of interest. There are different ways in which businesses can benefit from its functions:

- Businesses use e-mail to deal with customers, to make and respond to enquiries quickly and to communicate with employees.
- A corporate website may be used for publicity, for selling or for sharing information.
- E-commerce or "online trading" has proved to be very successful for some companies. One of the advantages of this form of trading is that users can come to the website 24 hours a day.
- Marketing on the Web can be achieved by setting up a website and making it attractive to visitors.

- The Internet is a powerful tool for gathering data. Companies can use it to look up other companies and their products, access financial information, find market information, foreign exchange rates and so on.

- Using computer networks to transmit audio and video data between two or more people in different locations (video-conferences) is a time-saving method of communication.

- Many companies place their recruitment needs on their own websites or on the websites of recruitment agencies.

- Large corporations place their annual reports on their websites in order to provide a service to their shareholders.

Exercise 1. Answer the following questions.

1. How can companies use their presence on the Web?
2. What do businesses use the e-mail for?
3. What may a corporate website be used for?
4. What is one of the advantages of the E-commerce?
5. Which way can marketing be achieved on the Web?
6. What is a time-saving method of communication?
7. Which way can companies use the Web for recruitment purposes?

Exercise 2. Give the Ukrainian versions for:

presence, response, publicity, trading, location, recruitment, quickly, successful, advantage, attractive, “brick and mortar” trade, network, transmission, electronic mail box, corporate website, E-commerce, browser, computer modem, user, download, PC, hardware, laptop, software, virus.

Exercise 3. Give the English versions for:

робити запит, спілкуватися з працівниками, корпоративна вебсторінка, ділитися інформацією, електронна торгівля, перевага, збирати дані, валютний курс, комп’ютерна мережа, відеоконференція, метод, що заощаджує час, річний звіт, надавати послугу, акціонери. Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need):

network –
Internet –
intranet –
browser –

web page –
 World Wide Web –
 electronic mail –
 Internet service –
 computer modem –
 group of users –

Exercise 5. Put the following words in the correct order to make complete sentences and learn some basic ideas about “Doing Business on the Internet”.

1. The Internet / millions / the world / ever / opens up / been / communication / makes / vast / and / users / the easiest / opportunities / resources / business / for / of / around / and / it / has.
2. The Internet / from / you / is / holding / of data / can / a worldwide / vast / access / a PC / network / directly / that / quantities / of computers.
3. An intranet / which / the same / as / is / uses / a network / the Internet / technology.
4. The World Wide Web / the most / users / as the Web (WWW) / to be / also / considered by / aspect / is / of / referred to / the Internet / many / exciting.
5. The pages / form / interesting / a vast / of the Web / accessible / of topics / cover / and easily / presented in / range / an attractive.

Exercise 6. Complete the following text with the words and phrases from the box using them in the appropriate form.

The most widely-used function on the Internet is _____ (electronic mail). E-mail is the transmission and distribution of information through personal computers linked to the telephone system, which allows _____ to send a message directly to another subscriber that will appear in their _____. Using e-mail, you can _____ to anyone with an Internet account, and most businesses today have an electronic mailing address.

E-mail is cheap and easy to use. In business, e-mail provides cheap and rapid _____ between the employees of an organization, and between a company and its clients and suppliers. An e-mail address contains _____, i.e. the user name. After that comes the symbol “@” (pronounced “at”), followed by the domain name, which identifies the server that is used to send your mail, the category of organization and the _____. The different elements of the _____ are separated by dots. There is no _____ at the end. Example: chef@coral.com.cy

chef	@	coral	.com	.cy
identifier	“at” symbol	name of organization	type of organization	country

This _____ is said in the following way: chef, at coral, dot com, dot Cy.

country code, electronic mail box, communication, e-mail, full stop, an identifier, send messages, subscribers, domain name, e-mail address.

Exercise 7. Comment on the following:

“Everybody’s business is nobody’s business”.

Exercise 8. Agree or disagree with the following statements.

1. Both toy companies are doing well; their sales are neck and neck.
2. She is a very active manager and has a finger in every pie.
3. The Internet system is very much like the phone system.
4. The Internet is becoming more and more popular here.
5. It is very easy and inexpensive to connect to the Internet.
6. Computer use continues to grow and develop in all spheres of our life.
7. A PC is a personal computer which is the standard computer for most individual users.
8. Hardware is the actual machinery of a computer, the circuits, wires, and drives.
9. Software contains the instructions that tell a computer what to do at every step along the way.
10. A virus is an error that is introduced into a program with the intention of causing a malfunction.

Exercise 9. Say what you have learned about:

1. doing Business on the Internet;
2. the Internet as a powerful tool for gathering data;
3. the information on the Web as it is displayed in websites;
4. e-mail as a cheap and easy thing to use;
5. companies which use the Web for recruitment purposes.

Exercise 10. Give a free translation of the following text.

Проблеми охорони інтелектуальної власності сьогодні вийшли в світі на перший план і стали вже не просто юридичними або комерційними питаннями. Унаслідок всеосяжної інтелектуалізації сучасної світової економіки вони дедалі більше стають політичною проблемою, пов’язаною з економічною безпекою та вимагають стратегічних підходів до їх вирішення.

Процеси інтелектуалізації досягли надзвичайно високої інтенсивності, немислимої ще десятиліття тому. Нині у світі діють понад 4 млн. патентів; щороку подається приблизно 700 тис. заявок на патентування; у 2006 році дохід від продажу ліцензій на запатентовані об’єкти становив 100 млрд. дол., що вдесятеро більше, ніж 2005 року.

Слід підкреслити, що протягом останнього десятиліття в Україні відбувався досить інтенсивний процес становлення системи охорони інтелектуальної власності.

На сьогодні система органів регулювання сфери охорони інтелектуальної власності в Україні перебуває в завершальній фазі формування й уже спроможна виконувати свої основні функції. Її регулюють 37 законів і понад 100 підзаконних актів, дія яких поширюється щонайменш на 16 самостійних об'єктів авторського права в галузі науки, літератури й мистецтва, три види об'єктів суміжних прав, дев'ять видів промислової власності й на сферу захисту від недобросовісної конкуренції. Однак ефективність системи знижує цілий комплекс проблем, що вимагають невідкладного розв'язання.

Exercise 11. Write an essay on one of the following topics.

1. Advantages and disadvantages of online services.
2. When do we use E-commerce?
3. The popularity of the Internet system today.

Exercise 12. Read the following texts and discuss it.

The Internet is a network of networks. A computer network is a group of computers that have been connected so they can communicate with each other. They can send messages to each other and can share information in the form of computer files. The Internet connects more than 18,000 of these networks, and more are being added all the time. On those networks are millions of computers, computer terminals and users – about two million computers and as many as 30 million users, according to some estimates. And it's growing by around 1,000 computers a day. It's no wonder that the president of ISOC (the Internet Society) recently suggested that the Internet could reach 1 billion people in the not-toodistant future.

There's nothing astounding about computer networks. Many small companies have networks that connect anywhere from two or three computers to thousands of them.

But the Internet isn't just a network. It's a network of networks. Lots of different networks have been joined to produce the world's largest group of connected computers. Some of the networks are run by government bodies, some by universities, some by businesses, some by local community library systems, and some are even run by schools. Most are in the United States, but many are overseas, in countries ranging from Australia to Zimbabwe. The Internet might make it possible for you to communicate with all these people on all these computer networks through electronic "mail".

When you connect to the Internet, you have the opportunity to connect to thousands of different systems. Those computers contain government archives, university databases, local-community computing resources, library catalogs, messages about any subject you can imagine, and millions of computer files (over two million at last count) containing

photographs, documents, sound clips, video, and whatever else you can put into digital form.

When you log on or log in to a computer system, you tell the system who you are and it decides if it wants to let you use its services. A log-on (or log-in) procedure usually entails providing some kind of account name and a secret password.

In law, intellectual property (IP) is an umbrella term for various legal entitlements which attach to certain names, written and recorded media, and inventions. The holders of these legal entitlements are generally entitled to exercise various exclusive rights in relation to the subject matter of the IP. The term intellectual property reflects the idea that this subject matter is the product of the mind or the intellect, though the term is a matter of some controversy.

Intellectual property laws and enforcement vary widely from jurisdiction to jurisdiction. There are inter-governmental efforts to harmonise them through international treaties such as the 1994 World Trade Organization (WTO) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs), while other treaties may facilitate registration in more than one jurisdiction at a time. Enforcement of copyright, as well as disagreements over medical and software patents, have so far prevented the emergence of a cohesive international system.

Intellectual property laws confer a bundle of exclusive rights in relation to the particular form or manner in which ideas or information are expressed or manifested, and not in relation to the ideas or concepts themselves. The term "intellectual property" denotes the specific legal rights which authors, inventors and other IP holders may hold and exercise, and not the intellectual work itself. Intellectual property laws are designed to protect different forms of subject matter, although in some cases there is a degree of overlap. Copyright may subsist in creative and artistic works (e.g. books, movies, music, paintings, photographs, and software) and give a copyright holder the exclusive right to control reproduction or adaptation of such works for a certain period of time. A patent may be granted for a new, useful, and non-obvious invention, and gives the patent holder an exclusive right to commercially exploit the invention for a certain period of time (typically 20 years from the filing date of a patent application). A trademark is a distinctive sign which is used to distinguish the products or services of different business. An industrial design right protects the form of appearance, style or design of an industrial object (e.g. spare parts, furniture, or textiles). A trade secret (which is sometimes either equated with, or a subset of "confidential information") is secret, non-public information concerning the commercial practices or proprietary knowledge of a business, public disclosure of which may sometimes be illegal. Patents, trademarks, and designs rights are sometimes collectively known as industrial property, as they are typically created and used for industrial or commercial purposes.

Various schools of thought are critical of the concept and treatment of "intellectual property"; indeed, some argue that use of the term "property" in this context is itself misleading. Some characterise IP laws as intellectual protectionism. There is ongoing debate as to whether IP laws truly operate to confer the stated public benefits, and whether the protection they are said to provide is appropriate in the context of innovation derived from such things as traditional knowledge and folklore, and patents for software and business methods. Furthermore, due to the non-rivalrous nature of intellectual property, defining the unauthorized use of intellectual property as a crime of theft presents its own unique problems. In common law, theft requires deprivation of the rightful owner of his or her rights to possess, use, or destroy property. Example: When Joe steals Jane's bicycle, Jane cannot use or have access to it. But since intellectual property, i.e., ideas, and various transcriptions into written words, audible sounds, or electronic media, are so easily reproduced, no such deprivation to the owner occurs. Example: When Joe steals a copy of the music Jane recorded, Jane is not denied access to enjoy her copy. In this sense, many forms of intellectual property meet the non-rival test for public goods: the use of the good by one individual does not reduce the consumption of that good by others.

Internet and Digital Technologies in Marine Electrical Engineering Professional Expressions

to collect and transmit data — збирати та передавати дані
to monitor the condition of equipment — контролювати стан обладнання
to monitor electrical parameters — контролювати електричні параметри
to detect faults at an early stage — виявляти несправності на ранній стадії
to identify abnormal conditions — виявляти аномальні умови роботи
to prevent equipment failure — запобігати відмові обладнання
to carry out predictive maintenance — здійснювати прогнозне технічне обслуговування
to analyse operational data — аналізувати експлуатаційні дані
to improve system performance — підвищувати ефективність роботи системи
to simulate system operation — моделювати роботу системи
to provide remote technical support — надавати дистанційну технічну підтримку
to exchange technical information — обмінюватися технічною інформацією
to diagnose technical problems — діагностувати технічні проблеми
to take corrective action — вживати коригувальних заходів
to optimize energy consumption — оптимізувати споживання енергії
to reduce fuel consumption — зменшувати споживання палива
to improve energy efficiency — підвищувати енергоефективність
to protect critical systems — захищати критично важливі системи
to prevent unauthorized access — запобігати несанкціонованому доступу

to respond to cyber threats — реагувати на кіберзагрози
to integrate electrical and automation systems — інтегрувати електричні системи та системи автоматизації
to ensure reliable operation — забезпечувати надійну роботу
to increase operational safety — підвищувати безпеку експлуатації
to reduce operating costs — зменшувати експлуатаційні витрати
to improve the reliability of shipboard systems — підвищувати надійність суднових систем

Useful Collocations

real-time monitoring — моніторинг у режимі реального часу
condition monitoring — моніторинг технічного стану
real-time data — дані в режимі реального часу
sensor-based monitoring — моніторинг на основі даних датчиків
early fault detection — раннє виявлення несправностей
predictive maintenance strategy — стратегія прогнозного технічного обслуговування
digital control system — цифрова система керування
shipboard network — суднова мережа
remote diagnostics — дистанційна діагностика
cybersecurity measures — заходи кібербезпеки
energy-efficient operation — енергоефективна експлуатація
data-driven decision-making — прийняття рішень на основі даних
critical shipboard equipment — критично важливе суднове обладнання
reliable and safe operation — надійна та безпечна експлуатація

The rapid development of digital technologies is transforming the maritime industry and changing the way ships are designed, operated and maintained. Modern vessels are equipped with complex electrical, electronic and automation systems that generate large amounts of operational data. The Internet and digital communication technologies allow this data to be collected, transmitted, analysed and used to improve the safety, efficiency and reliability of ship operations.

One of the most important technologies used in modern marine engineering is the Internet of Things (IoT). IoT connects sensors, equipment and control systems to digital networks, allowing devices to exchange information automatically. On board a vessel, sensors can monitor the condition of generators, electric motors, switchboards, batteries, pumps and other equipment. The collected data can be transmitted to monitoring systems and analysed by engineers.

Remote monitoring is another important application of digital technologies. It allows engineers and shore-based technical personnel to monitor the condition of shipboard equipment without being physically present in the engine room or electrical workshop. Information about voltage, current, temperature, vibration, power consumption and other parameters can be displayed on digital dashboards. This helps engineers identify abnormal conditions at an early stage.

Digital technologies also support predictive maintenance. Traditional maintenance is often performed according to a fixed schedule, while predictive maintenance uses data from sensors and monitoring systems to determine when equipment may require inspection or repair. For example, unusual vibration or an increase in motor temperature may indicate a developing fault. Engineers can analyse these changes and take corrective action before a serious failure occurs.

Another important development is the use of digital twins. A digital twin is a virtual representation of a physical system or piece of equipment. It can be used to simulate the operation of electrical and electromechanical systems under different conditions. Engineers can use digital twins to study system performance, identify potential problems and evaluate possible modifications without affecting the actual equipment on board.

Modern ships also use advanced ship automation systems. These systems integrate electrical equipment, propulsion systems, navigation equipment, alarms, sensors and control devices. Automation reduces the need for manual intervention and enables crew members to monitor many shipboard processes from centralized control stations.

The Internet also makes it possible to provide remote technical support. When a technical problem occurs, shipboard engineers can communicate with specialists located ashore. They can exchange technical data, photographs, diagnostic information and equipment documentation. In some cases, shore-based experts can analyse the problem and recommend appropriate corrective actions.

However, increased connectivity creates new risks. Cybersecurity has become an essential part of modern marine electrical engineering. Ships use interconnected networks and digital control systems, which can potentially be affected by unauthorized access, malware or other cyber threats. Electrical engineers and other crew members must therefore follow cybersecurity procedures, use secure communication systems and protect access to critical equipment.

Digitalization also improves energy management on board. Monitoring systems can analyse electricity generation and consumption and help engineers identify inefficient operating conditions. By optimizing the operation of generators, batteries and electrical loads, ships can reduce fuel consumption, operating costs and environmental impact.

Another area of development is artificial intelligence (AI) and advanced data analysis. AI-based systems can process large volumes of operational data and identify patterns that

may not be immediately visible to human operators. Such technologies can support fault detection, predictive maintenance, energy optimization and decision-making.

Despite these advantages, digitalization requires highly qualified personnel. Marine electrical engineers need not only traditional knowledge of electrical machines, power systems and automation but also an understanding of digital networks, sensors, data analysis and cybersecurity. Continuous professional development is therefore becoming increasingly important.

In conclusion, the Internet and digital technologies are becoming an essential part of modern marine electrical engineering. IoT, remote monitoring, predictive maintenance, digital twins, automation, AI and cybersecurity are changing the way shipboard electrical systems are operated and maintained. Engineers who can combine traditional technical knowledge with digital skills will play an important role in developing safer, more efficient and more sustainable ships.

Comprehension Questions

How are digital technologies changing the operation and maintenance of modern ships?

What is the Internet of Things (IoT), and how can it be used on board a vessel?

What types of shipboard equipment can be monitored by sensors?

What information can engineers obtain through remote monitoring systems?

How does predictive maintenance differ from traditional scheduled maintenance?

How can engineers detect a developing fault before serious equipment failure occurs?

What is a digital twin, and what advantages does it provide for marine electrical engineers?

How do ship automation systems improve the operation of electrical and electromechanical equipment?

How can remote technical support help engineers deal with technical problems on board?

Why has cybersecurity become increasingly important in marine electrical engineering?

How can digital technologies help ships improve energy efficiency and reduce operating costs?

What new knowledge and skills do marine electrical engineers need in the era of digitalization?

UNIT 7. Business correspondence. Professional Correspondence in Marine Electrical Engineering.

Key words and phrases

Envelope	конверт
Lay-out	план (листа)
Margin	поле (сторінки)
Connectives	Зв'язуючі слова

Colon	двокрапка
Reference	посилання, довідка
Conclusion	висновок
To inquire	з'ясовувати
Body text	текст листа
Heading	заголовок листа
Advertisement	рекламне оголошення
Subsequent	наступний
Remark	зауваження
Complementary close	комплементарне закінчення

Read the texts

The business letter is the basic means of communication between two companies. It is estimated that close to 100 million business letters are written each workday. It is a document typically sent externally to those outside a company but is also sent internally to those within a company.

Most business letters have a formal tone. You should write a business letter whenever you need a permanent record that you sent the information enclosed. Because you generally send business letters to other professionals, always include a formal salutation and closing.

Purpose of a Business Letter.

You will write business letters to inform readers of specific information. However, you might also write a business letter to persuade others to take action or to propose your ideas. Business letters even function as advertisements at times. Consider the letters long-distance phone companies send to those not signed up for their services or the cover letter to your resume. Both of these serve to promote or advertise.

Business letters can be challenging to write, because you have to consider how to keep your readers' attention. This is particularly the case if your readers receive large amounts of mail and have little time to read.

Writing business letters is like any other document: First you must analyze your audience and determine your purpose. Then you gather information, create an outline, write a draft, and revise it. The key to writing business letters is to get to the point as quickly as possible and to present your information/ clearly.

Determining your Audience Type.

Writers determine their audience types by considering:

Who they are (age, sex, education, economic status, political/social/religious beliefs);

What level of information they have about the subject (novice, general reader, specialist or expert);

The context in which they will be reading a piece of writing (in a newspaper, textbook, popular magazine, specialized journal, on the Internet, and so forth).

You'll need to analyze your audience in order to write effectively.

Structure and Presentation.

Business letters in different countries are identical. As a rule a business letter written on the firm form, consists of such elements: sender's address; date; references; inside

address (or receiver's address); salutation; subject; introductory paragraph; body of the letter; complimentary close; signature; connectives.

Let's examine some features of a simple business letter.

Sender's address. In correspondence that does not have a printed letterhead, the sender's address is written on the top right-hand side of the page. In the UK, in contrast to the practice in some countries, it is not usual to write the sender's name before the sender's address.

Date. The date is written below the sender's address, sometimes separated from it by a space. The month in the date should not be written in figures as they can be confusing; for example, 11.1.93 means 11th January 1993 in the UK but 1st November 1993 in the USA. In the USA the date may indicate the month first, then the date and then the year, so 15 April 2002 will look as 04.15. 2002 or 04/15/2002. Nor should you abbreviate the month, e.g. Nov. for November, as it simply looks untidy.

Inside (or receiver's) address.

This is written below the sender's address and on the opposite side of the page. If you know the surname of the person you are writing to, you write this on the first line of the address, preceded by a courtesy title and either the person's initial(s) or his/her first given name, e.g. Mr J.E. Smith or Mr John Smith, not Mr Smith.

Courtesy titles used in addresses are as follows: Mr is the usual courtesy title for a man. Mrs is used for a married woman. Miss is used for an unmarried woman. Ms is used for both married and unmarried women and it is a useful form of address when you are not sure whether the woman you are writing to is married or not.

Receiver. Writing and translation of addresses used to make some difficulty since Slavic and English layouts are not the same. Now one should mind that they have become almost the same for both home and international correspondence in Ukraine.

Compare the following:

***Іванову А. А.
Голові компанії „Сантана-Трейдінг”
45, вул. Данилевського
61007, Харків-7
Україна***

***Ms Paul Smith
(The) Sales Manager of
Union Trading LTD
7 Carswood Street Redhill
Surrey TQ1 6 BD
Great Britain***

In English the number of the building precedes the name of the street without comma. In translation it is not recommended to render Ukrainian or Russian вулиця, площа, улица, площадь by English street, square, etc. and vice versa to avoid confusion in mail delivery. So, вулиця Данилевського in English will be Vulytsia Danylevskogo, not Danylevsky or Danylevskogo Street as well as Carswood Street will be Карсвуд Стріт, not вулиця Карсвуд.

Salutations. A letter written to a man should be addressed to, for example, Mr. D. Smith or to D. Smith Esq. (Esquire). A letter to a woman, should be addressed to, for example, Mrs. C. Jones or Miss C. Jones. Dear Sir opens a letter written to a man whose name you do not know. Dear Sirs is used to address a company. When you do not know the name of the person for whom your letter is intended, the salutation takes the form of Dear followed by a courtesy title and the person's surname. Initials or first names are not

generally used in salutations: Dear Mr Smith, not Dear Mr J. Smith or Dear Mr John Smith. If the person you are writing to is known to you, you should begin with, for example, Dear Mr. Thompson, Dear Mrs. Warren, etc. Otherwise you should begin Dear Sir(s), Dear Madam, or Gentlemen: (Am.). Note that Gentlemen is followed by a colon. Co. and Ltd. are the usual abbreviations for Company and Limited. However, it's better to address your letter to some individual—The Managing Director, The Personnel Manager, The Secretary, The Branch Manager, The Export Manager — followed by the name of the company.

The body of the business letter usually includes:

- a) Reference,
- b) Information,
- c) Purpose,
- d) Conclusion.

You should begin your letter with a reference to a letter you have received, an advertisement you have seen, or an event which has prompted the writing of your letter.

e.g.: Thank you for your letter of May 3 rd. In your letter of January 13th you inquire about

It was a great pleasure to receive your letter of July 1st that I recently called your agent in this country to ask about.... but he was unable to help me.

It is sometimes necessary to add some detailed information related to the reference, in a subsequent paragraph.

Purpose is the most important part of the letter, where you are expected to state clearly and concisely what you want and answer carefully and clearly all the questions that you have been asked.

Conclusion usually consists of some polite remark to round the letter off. e.g.: I look (I am looking) forward to hearing from you soon. I sincerely hope you will be able to help me in this matter. I should greatly appreciate an early reply. Please accept our sincere apologies for the trouble this mistake has caused you.

We apologize sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake does not occur.

Then usually follows the complementary close. If you begin your letter with Dear Sir(s) or Dear Madam you may end it with the words "Yours faithfully". If you address a person by name the words "Yours sincerely" are preferable. There is a modern tendency however to use "Yours sincerely" even to people you have never met.

The signature: sign your name clearly, in full, as it should appear on the envelope of the letter addressed to you. Always type your name after your handwritten signature and your position in the firm after your typed signature.

The connectives play an outstanding role in writing a business letter. They are used for better comprehension of the contents.

e.g.: Owing to, Unfortunately, However, We should be delighted, We do hope, It is possible that, We should be pleased, For this reason, We regret about, Taking into account that, Hopefully.

Summarizing all the above said it should be stressed that any business letter can be written using the following general scheme:

1. Heading (writer's address, date of the letter)

2. Inside address (name and address of the person or company receiving the letter)
3. Greeting (Dear Sir:)
4. Body of the letter (reference, information, purpose, conclusion)
5. Closing or complimentary close (saying good-bye)
6. Signature.

Exercise 1. Answer the following questions.

1. How often do you write business letters?
2. What are the main parts of any business letter?
3. How should the letter be signed?
4. What is the accepted form of salutation?
5. What are language requirements for letter writing?
6. Why is it important to make clear the purpose of writing a letter?
7. What is the difference between the formal and informal letter?

Exercise 2. Give the Ukrainian versions for:

to receive the letter, the body of the business letter, to cause trouble, salutation, to take steps, advertisement, to be unable, purpose, to take into account, the body text.

Exercise 3. Give the English versions for:

мати намір, посилення, чітко сформулювати, висновок, прийняти вибачення, підпис, вжити заходів, конверт, комплементарне закінчення, щиро Ваш.

Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need):

business letter –

address –

salutation –

signature –

heading –

envelope –

title –

connectives –

conclusion –

sender –

Exercise 5. Put the following words in the correct order to make complete sentences and remember some basic ideas about the rules of writing the business letters.

1. Advertisement/ job/ people/ and/ If/ sitting/ home/ you/ want/ write/ you/ letters/ read/ it's/ at/ a/ ring/ should/ use/ no.
2. Information/ me/ require/ hesitate/ please/ If/ to/ any/ not/ additional/ contact/ do/ you.
3. Accept/ Manager/ I/ offer/ Sales/ pleased/ the/ am/ your/ of/ post/ to/ of/.
4. In/ personal/ lay-out/ differs/ The/ respects/ the/ letter/ of/ some/ letter/ that/ the/ from/ business/ of/.
5. Some/ round/ consists/ off/ Conclusion/ the/ usually/ polite/ letter/ remark/ of/ to.

Exercise 6. Comment on the following

“If a man doesn’t make new acquaintances as he advances through life, he will soon find himself left alone”

Exercise 7. Agree or disagree with the following statements.

1. In business letter print your signature and your name with the big letters.
2. There are no contractions in a formal letter.
3. It is becoming more frequent to address women as Ms. in business letters, whether you know they are married or not.
4. The complimentary close is the most important part of the business letter.
5. The connectives are used for better comprehension of the contents.
6. The Letter Heading usually consists of two or three words, not more.
7. There is no any difference in writing the formal and informal letter.
8. If you do not know the name of the person for whom your letter is intended you may write as Mr. X or Mrs. X.
9. There are five parts which are necessary in any business letter.
10. It is not so important to observe the rules in writing business letters.

Exercise 8. Say what you have learned about:

1. the purpose of business letters as one of its component;
2. the rules of writing business letters;
3. the phrases which are used at the beginning of business letters, in the middle and at the end;
4. the usual abbreviations used in business letters.

Exercise 9. Give a free translation of the following text.

1) Шановні добродіі! Торговельне представництво України в США повідомило нас, що Ви є єдиними імпортерами бавовняної тканини у західному регіоні України. Наша компанія займається протягом багатьох років продажем такої продукції фірмам з пошиття постільної білизни на східному узбережжі США. Ми зацікавлені в закупівлі таких товарів безпосередньо на місцях їх виробництва. Ми хотіли б встановити з Вами ділові стосунки, та, за умов Вашого бажання, наш директор містер А. Бранстоун був би готовий виїхати до Києва, щоб вести з Вами перемовини щодо купівлі різного асортименту бавовняних тканин.

2) Шановні добродіі! Щиро вдячні за Ваш лист з повідомленням про Вашу зацікавленість нашими товарами. Ми будемо раді зустрітися з містером А. Бранстоуном в будь-який зручний для нього час. Ми будемо також вдячні, якщо Ви заздалегідь повідомите про день прибуття містера А. Бранстоун до Києва для того, щоб ми зустріли його в аеропорту. У відповідності до Вашого прохання ми надіслали Вам сьогодні окремим пакетом взірці з нашого останнього каталогу готової продукції.

Exercise 10. Write an essay on one of the following topics:

1. You work at a big chemical plant as a Product Manager. Inform the wellknown company-producer of chemical equipment that you would like to receive their quotation and the latest catalogue. Use the words and word combinations provided below.

Company: Blake & Co, Conduit Street, 40, London, Great Britain.

We are the leading manufacturers for this article. We should be much obliged if to consider our request to contact in this context Yours sincerely We heard that your company is a reliable partner

2. You work at a big bank as a Computer Specialist. Let the company supplier of the computers know that their terms of payment and delivery suit you, but you cannot place an order with them as their prices are too high. Use the following words and word combinations.

Company: Apple Computers, Inc., 32 5th Avenue, New York, USA.

Further to our discussion

We wish to inform you. We highly appreciate...

full contract value

to make a decision

unfortunately, ...

competitive prices

terms of delivery

to reduce the prices.

Yours sincerely

3. You are working at a big company as a Personal Assistant to Managing Director. In a month two representatives of your company will arrive in Vermont, the USA and plan to be there for a week. Try to write your own letter of inquiry to the best hotel in the city and the letter of inquiry to book seats on a plane.

Exercise 11. Read the text to find out the types of English business letter.

Here are some basic business letters which you will find useful for typical English business correspondence: Official letters, Informal letter, Letters of Thanks, Letters of Congratulation, Letters of Condolence, Letters of Introduction, Making a Sale, Placing an Order, Making a Claim, Adjusting a Claim, Making an Enquiry. Writing a Cover Letter when Applying for a Job. There are some examples of these letters.

Letters of Thanks

If you have received the hospitality of a friend, for a weekend or longer, courtesy requires you write a note of thanks within two or three days after your return home. The fact that you soon and enthusiastically thanked your hostess before leaving does not count. You must express your appreciation in writing. This is a so-called «duty» note which is expected

of you (which you must write). It has become known as a «bread-and-butter» letter because it thanks hostess for the hospitality she has provided.

Here is an example:

Dear Mr Deksen,

Thank you very much for assisting Michael Hobbs while he was in Oslo. I know he was already written to you expressing his gratitude, but I would like to add my own appreciation.

The introductions you made for him and the contacts and information he gained will be extremely usefull in our Scandinavian export programme. If I can offer you any similar service in the future, please contact me.

Yours sincerely.

Letters of Congratulation

Letters of congratulation should be cheerful messages. They may be brief and formal, or they may be chatty and informal – depending on the circumstances. It may be congratulation on winning an honour or distinction, etc.

Dear Mr. Walley,

My warm congratulations to you on your election as President of the State Medical Association. It is a fine tribute from your colleagues, and a reward you richly deserve for your many years of splendid service to the profession and to the people of the state.

My very best wishes to you.

Sincerely yours, Peter Rasin

Letters of Condolence

A letter of condolence should be written promptly as soon as you hear the news and before shock of it has worn off. Put down simply and truthfully what you think and feel at that moment. Remember that the three most essential qualities of a good condolence letter are tact, sincerity and brevity.

Dear Mr Stanton,

I was shocked to hear about the death of your partner, Mr John Brendon, and offer my condolences. He was a fine person and a well-liked man who will be sadly missed by all who knew him.

Please pass my sincerest sympathies on to his family, and assure them that all his associates will have only the fondest memories of him.

Yours sincerely.

Letters of Introduction

Note that a letter of introduction is offered, not requested. Make it a point never to write a letter of introduction unless you know both persons intimately and well. Write the letter briefly and to the point. The letter should give the name of the person being introduced, the reason or purpose for the introduction, and any other information that is relevant or important. A letter of introduction may either be handed to the person for whom it is

written, to be presented personally, or it may be sent through the mail. If it is to be delivered personally, the envelope should be left unsealed. However, a second and private letter may be written and sent by mail, giving more information about the person who is on the way with a letter of introduction.

For example: to be presented in person.

Dear Mr. Deksen,

The bearer of this letter is Mr. Michael Hobbs, our overseas sales manager, who is visiting Oslo on our behalf to investigate our export possibilities to Norway. Thank you for your letter of 10 April in which you offered to help him.

I will appreciate any assistance you can give, or suggestions you make.

Yours sincerely.

Official letter

Dear Mr. Bright,

A mutual friend, Mr. George Splint, has advised me to get in touch with you. I am working on a thesis on English history of the seventeenth century. As you are an expert on this period I would be most grateful if we could meet.

I should be very glad if you would have dinner with me at the Kensington Garden Hotel at 7 p.m. on Wednesday, June 27th.

Yours faithfully, Peter Resin.

Professional Correspondence in Marine Electrical Engineering

Professional Expressions

to write a professional email — писати професійний електронний лист

to request technical information — запитувати технічну інформацію

to report an equipment failure — повідомляти про відмову обладнання

to report a technical fault — повідомляти про технічну несправність

to request spare parts — запитувати / замовляти запасні частини

to arrange maintenance work — організовувати технічне обслуговування

to arrange a repair — організовувати ремонт

to provide technical details — надавати технічні деталі

to provide additional information — надавати додаткову інформацію

to describe the nature of the problem — описувати характер проблеми

to identify the cause of a failure — визначати причину несправності

to carry out diagnostic tests — проводити діагностичні випробування

to specify the required quantity — зазначати необхідну кількість

to confirm the delivery date — підтверджувати дату доставки

to arrange delivery to the vessel — організовувати доставку на судно

to request technical assistance — запитувати технічну допомогу

to arrange attendance on board — організовувати прибуття спеціаліста на борт

to confirm the main points discussed — підтверджувати основні обговорені питання

to attach relevant documents — додавати відповідні документи
to ask for clarification — просити уточнення
to meet the deadline — дотримуватися встановленого терміну
to prevent misunderstandings — запобігати непорозумінням
to ensure clear communication — забезпечувати чітку комунікацію
to comply with safety procedures — дотримуватися процедур безпеки
to ensure the reliable operation of the vessel — забезпечувати надійну експлуатацію судна

Professional correspondence is an essential part of communication in the maritime industry. Marine electrical engineers and electro-technical officers regularly communicate with shipowners, ship operators, technical managers, suppliers, manufacturers, shipyards, service companies and port representatives. Clear and accurate correspondence helps solve technical problems, arrange maintenance, order spare parts and ensure the safe and reliable operation of shipboard electrical systems.

The most common form of professional correspondence is the business email. Emails are used to request technical information, report equipment failures, order spare parts, arrange repairs, confirm deliveries and discuss maintenance activities. Since technical information can affect the operation and safety of a vessel, professional emails should be precise, concise and logically structured.

A professional email normally consists of several parts: a clear subject line, an appropriate greeting, an introduction, the main message, a request or proposed action, and a professional closing. The subject line should briefly indicate the purpose of the email. For example, “Request for Generator Spare Parts” or “Technical Assistance Required – Main Switchboard” allows the recipient to understand the purpose of the message immediately.

The opening paragraph should clearly explain the reason for writing. An engineer may write that a particular piece of equipment has malfunctioned, that spare parts are required, or that additional technical information is needed. The writer should provide relevant details such as the equipment type, manufacturer, model, serial number and the nature of the problem.

When reporting a technical fault, the information should be presented in a clear and objective manner. The engineer should describe the symptoms, possible causes and actions already taken. If measurements or diagnostic results are available, they should be included. For example, information about voltage, current, temperature, pressure, vibration or alarm indications may help the technical department identify the cause of a failure.

When requesting spare parts, the email should contain accurate information about the required items. The sender should specify the name of the component, part number, quantity and, where necessary, technical specifications. It is also important to indicate whether the request is urgent and where the parts should be delivered. This is particularly important when a vessel is operating on a tight port schedule.

Professional correspondence is also used to arrange maintenance and repair work. An engineer may contact a service company to request attendance on board, provide details of the equipment requiring repair and agree on a suitable date and location. The email may

also include information about the vessel's estimated time of arrival and departure, access requirements and safety procedures.

Another important function of correspondence is confirming information and agreements. After a telephone conversation or online meeting, it is good practice to send a written confirmation of the main points discussed. This helps prevent misunderstandings and provides a clear record of decisions, responsibilities and deadlines.

Technical correspondence often involves attachments. These may include equipment manuals, technical drawings, photographs, test reports, specifications, certificates, invoices or quotations. Attachments should be clearly named and mentioned in the email so that the recipient understands their purpose.

Professional emails should use an appropriate level of formality. Informal expressions, unnecessary abbreviations and emotional language should generally be avoided. Engineers should use polite and professional phrases when making requests, asking for clarification or discussing problems. At the same time, technical correspondence should not contain unnecessary information that could make the main message difficult to understand.

In international maritime communication, English is widely used as the working language. Therefore, marine electrical engineers need to be able to communicate technical information accurately and efficiently in English. They should understand common business expressions, technical terminology and the conventions of professional email writing.

Effective professional correspondence saves time, reduces the risk of misunderstanding and supports cooperation between different parties. For marine electrical engineers, the ability to write clear technical emails is not simply a language skill but an important professional competence that contributes to the safe, efficient and reliable operation of a vessel.

Comprehension Questions

1. Why is professional correspondence important in the maritime industry?
2. Who do marine electrical engineers and electro-technical officers commonly communicate with?
3. What are the most common purposes of professional emails in marine electrical engineering?
4. What are the main parts of a well-structured professional email?
5. Why should the subject line clearly indicate the purpose of an email?
6. What information should an engineer provide when reporting a technical fault?
7. What information should be included when requesting electrical spare parts?
8. Why is it important to indicate whether a spare parts request is urgent?
9. What information may be included when arranging maintenance or repair work on board?
10. Why is it useful to confirm the main points of a telephone conversation or online meeting in writing?
11. What types of documents can be attached to a professional technical email?

12. Why is the ability to write clear technical emails considered an important professional competence for marine electrical engineers?

UNIT 8. Negotiations. Contract. Technical Negotiations and Contracts in Marine Engineering.

Key words and phrases

Negotiations	перемовини
To negotiate a contract	укласти контракт
Negotiator	учасник перемовин
Chief negotiator	керівник делегації
To settle	вирішувати, домовлятися
To carry on (to conduct, to hold) negotiations	вести перемовини
Business meeting	ділова зустріч

Read the text

Negotiation is an interaction of influences. Such interaction, for example, include the process of resolving disputes, agreeing upon courses of action, bargaining for individual or collective advantage, or crafting outcomes to satisfy various interests. Negotiations is thus a form of alternative dispute resolution.

Negotiation involves two basic elements: the process and the substance. The process refers to how the parties negotiate: the context of the negotiations, the parties to the negotiations, the relationships among these parties, the communication between these parties, the tactics used by the parties, and the sequence and stages in which all of these play out.

The Substance, however, refers to what the parties negotiate over: the agenda, the issues, the options, and the agreement(s) reached at the end.

A negotiation process can be divided into six steps in three phases:

Phase 1: Before the Negotiation Step 1: Preparing and Planning: In this step, first you should determine what you must have and what you are willing to give (bargaining chips). Gather facts about the other party, learn about the other party's negotiating style and anticipate other side's position and prioritize issues.

Phase 2: During the Negotiation Step 2: Setting the Tone: You should never speak first because the other party might offer you more than you would have asked for.

Step 3: Exploring Underlying Needs: It is also important to listen for facts and reasons behind other party's position attentively and explore underlying needs of the other party. If conflict exists, try to develop creative alternatives. If you are in a difficult situation, don't

say anything. Take time out. Remember, you will not give anything away if you don't say anything.

Step 4: Selecting, Refining, and Crafting an Agreement: It is a step in which both parties present the starting proposal. They should listen for new ideas, think creatively to handle conflict and gain power and create cooperative environment.

Step 5: Reviewing and Recapping the Agreement: This is the step in which both parties formalize agreement in a written contract or letter of intent.

Phase 3: After Negotiation Step 6: Reviewing the Negotiation: Reviewing the negotiation helps one to learn the lessons on how to achieve a better outcome. Therefore, one should take the time to review each element and ask oneself, "what was going well?" and "what could be improved next time". Briefly, negotiation is a process in which two or more parties try to reach a satisfactory solution to a shared problem. To be more specific, it is a process where the actors define their own obligations, costs, and benefits to achieve a common result.

Negotiation is a process of exchange (information, threats, favours, etc.) that goes on until compromises beneficial for all parties involved start to become apparent.

Exercise 1. Answer the following questions.

1. What does the term "negotiations" mean?
2. Name two basic elements of negotiations.
3. What is the objective of any negotiations?
4. What steps does a negotiation process include?
5. What step in a negotiation process is the most important one?

Exercise 2. Give the Ukrainian versions for:

resolving disputes, bargaining for advantage, agenda, issues, options, agreement, negotiating style, needs, starting proposal, better outcome, process of exchange the information, satisfactory solution.

Exercise 3. Give the English versions for:

перемовини, взаємодія, суперечки, досягнути домовленостей, стиль перемовин, пропозиції, залагоджувати конфлікт, письмовий контракт, лист про наміри, досягнути результату, обмін інформацією, стати явним.

Compose your own sentences using the words and word combinations above.

Exercise 4. Write a synonym or a short explanation for each of the following words (use the dictionary if you need):

negotiations -

disputes -

agreements -
solution -
proposal -
bargaining -
party (in negotiations) -
business meeting -
contract -
objective -
benefits –

Exercise 5. Put the following words in the correct order to make complete sentences and remember some basic ideas about Ukrainians business dealings.

1. When / of / Americans / Ukrainians, / making business decisions, / tend / contracts and prices / to focus on / personal relationships. / comparing, / on the other hand, / compare / the depth /
2. Most Ukrainians / are / with / friends. / prefer / people / to do business / who / close /
3. For Americans, / is / the centre / sessions. / the contract / usually / piece of / negotiating / For the Ukrainian, / often / the relationship / is / and / are / merely thought of / as polite ceremonies, / and starting points / contracts and protocols / for further negotiation. / the focal point, /
4. Because Ukrainians / have trouble / (or do not want to) / often / consider / to be friends, / saying no, / their business partners / and will promise things / they cannot / deliver. / Ukrainians business leaders /

Exercise 6. Complete the text with the words and phrases from the box, using them in the appropriate form.

Meeting is an _____ part of your work in business. They are held for three main _____: 1) to carry out training, 2) to transmit information, 3) to solve a problem. Read the following _____ and try to follow them in your life.

Before you call the meeting:

- decide if the meeting is the _____ method of achieving the objective;
- put the objective in writing;
- collect all the information necessity;
- select _____ items for discussion;
- anticipate difficulties, _____ members and prepare documents and courses of action to overcome the difficulties expected;
- prepare the agendas with no more than 5 objectives.

During the meeting:

- state the purpose of the meeting;

- outline the objectives it is hoped to achieve;
- do not impose your views on the group;
- direct _____ toward the objectives;
- develop participation by contrasting different viewpoints;
- watch the clock and note _____ of members who appear to be losing interest;
- where opinion is divided a vote is to be taken.

After the meeting:

- the secretary of the meeting prepares “minutes”;
- minutes must be an _____ account of the substance of the meeting. No opinions, no discussions, no irrelevant talk. They should be _____;
- minutes should follow the agenda of the meeting.

Reasons, recommendations, specific, best, accurate, essential, discussion, awkward, reaction, brief

Exercise 7. Comment on the following.

“Necessity never made a good bargain”. (B. Franklin)

Exercise 8. Agree or disagree with the following statements.

Tips for better meeting:

1. Hold meetings early in the day and don't allow phone calls to interrupt the proceedings.
2. Pay particular attention to meeting; chairs should not be plasticcovered but fabric-covered and firm.
3. If you know you are going to have a difficult person at the meeting, sit that person on your right or left. If this person is allowed to sit opposite you, the meeting will often be split into two.
4. Get everyone to contribute to the discussion but don't put people on the spot by asking: “What do you think, Jane?”.
5. Place your watch on the table in front of you so that people can see you are going to run to time; start on time; finish when you say you will.
6. Avoid letting people know what you think before they have made their views known.

Exercise 9. Say what you have learned about:

1. a negotiation as an interaction of influences;
2. three phases of negotiations;
3. a negotiation as a process of six steps;
4. rules of successful meetings;
5. Ukrainians business dealings.

Technical Negotiations and Contracts in Marine Engineering

Key Vocabulary

contractual conditions	договірні умови
contractual requirements	договірні вимоги
quotation	комерційна пропозиція / цінова пропозиція
technical specification	технічна специфікація
power rating	номінальна потужність
compatibility	сумісність
operating conditions	умови експлуатації
delivery terms	умови поставки
delivery schedule	графік поставки
warranty period	гарантійний період
payment terms	умови оплати
advance payment	передоплата
liability	відповідальність
defect	дефект/несправність
acceptance	приймання
factory acceptance test (FAT)	заводські приймальні випробування
dispute	спір
contractual obligation	договірне зобов'язання
total cost of ownership	сукупна вартість володіння

Professional Expressions

to enter into negotiations — вступати в переговори

to negotiate the terms of a contract — узгоджувати умови контракту

to discuss technical requirements — обговорювати технічні вимоги

to define technical specifications — визначати технічні характеристики

to meet technical requirements — відповідати технічним вимогам

to provide a quotation — надавати комерційну пропозицію

to submit an offer — подавати пропозицію

to make a proposal — робити пропозицію

to negotiate the price — вести переговори щодо ціни

to agree on the delivery date — погоджувати дату поставки

to agree on payment terms — погоджувати умови оплати

to specify warranty conditions — визначати гарантійні умови

to comply with safety standards — відповідати стандартам безпеки

to verify equipment compatibility — перевіряти сумісність обладнання

to carry out an inspection — проводити перевірку

to conduct acceptance tests — проводити приймальні випробування
to report a defect — повідомляти про дефект
to replace defective equipment — замінювати несправне обладнання
to provide technical assistance — надавати технічну допомогу
to fulfil contractual obligations — виконувати договірні зобов'язання
to accept responsibility for — брати на себе відповідальність за
to resolve a dispute — вирішувати спір
to sign a contract — підписувати контракт
to comply with the contract — виконувати умови контракту
to establish clear responsibilities — чітко визначати відповідальність
to ensure long-term cooperation — забезпечувати довгострокову співпрацю
Useful Negotiation Phrases

Початок переговорів:

We would like to discuss the technical requirements. — Ми хотіли б обговорити технічні вимоги.

Let us clarify the main points of the agreement. — Давайте уточнимо основні положення угоди.

We are interested in purchasing this equipment. — Ми зацікавлені в придбанні цього обладнання.

Пропозиції та уточнення:

Could you provide a detailed quotation? — Чи могли б Ви надати детальну цінову пропозицію?

Could you clarify this technical specification? — Чи могли б Ви уточнити цю технічну характеристику?

Would it be possible to reduce the delivery time? — Чи можливо скоротити термін поставки?

We would like to propose an alternative solution. — Ми хотіли б запропонувати альтернативне рішення.

Узгодження:

We agree on the proposed price. — Ми погоджуємося із запропонованою ціною.

We can accept these delivery terms. — Ми можемо прийняти ці умови поставки.

Let us include this condition in the contract. — Давайте включимо цю умову до контракту.

We have reached an agreement. — Ми досягли домовленості.

Завершення:

We are ready to sign the contract. — Ми готові підписати контракт.

We look forward to successful cooperation. — Ми сподіваємося на успішну співпрацю.

Please confirm the agreed terms in writing. — Будь ласка, підтвердіть погоджені умови в письмовій формі.

Technical negotiations and contracts are an important part of professional communication in the maritime industry. Shipowners, ship operators, technical managers, shipyards, equipment manufacturers, suppliers and service companies regularly negotiate the supply, installation, maintenance and repair of marine equipment. For marine electrical engineers and electro-technical officers, the ability to discuss technical requirements and contractual conditions in English is an important professional competence.

Technical negotiations usually begin when a company needs to purchase equipment, order spare parts, arrange repairs or obtain technical services. Before negotiations start, the parties should clearly identify their requirements. In the case of electrical equipment, these requirements may include power rating, voltage, frequency, dimensions, materials, compatibility, operating conditions, safety standards and certification.

During negotiations, both parties exchange information and make proposals. The buyer may ask the supplier to provide a quotation, technical specifications, delivery schedule and warranty conditions. The supplier, in turn, may explain the characteristics of the equipment, production time, delivery options and service conditions. Engineers often participate in these discussions because they are responsible for assessing whether the proposed equipment meets the technical requirements.

One of the key elements of a negotiation is price. However, the lowest price does not necessarily represent the best offer. Engineers and technical managers should consider the quality and reliability of the equipment, delivery time, warranty period, maintenance requirements, availability of spare parts and technical support. The total cost of ownership may be more important than the initial purchase price.

Delivery terms are another important issue. The parties should agree on the delivery date, place of delivery, method of transportation and responsibilities for transportation and customs procedures. This is particularly important in the maritime industry because ships often operate according to strict schedules. A delay in delivering critical spare parts may result in additional costs and operational problems.

Technical specifications must be discussed in detail. The buyer should make sure that the equipment is compatible with the existing shipboard electrical system. For example, when purchasing a generator, motor, transformer or switchboard component, engineers need to verify electrical parameters, dimensions, connection requirements and operating conditions.

Warranty conditions are also an important part of negotiations. The contract should specify the warranty period and explain which defects or failures are covered. It should also establish the responsibilities of the supplier in case the equipment fails during the warranty period. The parties may agree on repair, replacement or technical assistance.

After the main conditions have been agreed upon, they are normally included in a contract. A technical supply or service contract should clearly identify the parties, describe the equipment or services, specify the price and payment terms, establish delivery conditions and define the responsibilities of each party.

A contract may also contain provisions concerning quality, inspection, testing, certification and acceptance. For electrical equipment, the customer may require factory acceptance tests or additional testing after installation on board. The contract should indicate the procedures for reporting defects and resolving technical problems.

Payment terms must also be clearly defined. The parties may agree on an advance payment, payment after delivery, payment after acceptance or another arrangement. The contract should specify the currency, payment deadline and required documentation.

Another important contractual issue is liability. The contract should determine who is responsible for delays, defective equipment, damage, non-compliance with specifications or failure to perform the agreed services. Clear contractual responsibilities can reduce the risk of disputes between the parties.

Successful negotiations require more than technical knowledge. Engineers need to communicate clearly, ask precise questions, explain technical requirements and identify possible problems. They should also be able to distinguish between essential requirements and negotiable conditions. Professional and respectful communication helps establish long-term cooperation with suppliers and contractors.

In international maritime business, negotiations are often conducted in English. Misunderstandings may lead to incorrect equipment selection, delays, additional costs or safety risks. Therefore, marine electrical engineers should be familiar with professional terminology related to specifications, prices, delivery, warranties, payment and contractual obligations.

In conclusion, technical negotiations and contracts provide a framework for cooperation between shipowners, suppliers, manufacturers and service companies. Well-prepared negotiations and clearly written contracts help ensure that electrical equipment and technical services meet the required standards, are delivered on time and operate reliably. For marine electrical engineers, the ability to participate effectively in technical negotiations and understand contractual conditions is an essential part of professional competence.

Comprehension Questions

1. Why are technical negotiations and contracts important in the maritime industry?
2. Who are the main parties involved in technical negotiations in marine engineering?

3. What issues should be considered before technical negotiations begin?
4. What information may a buyer request from a supplier during negotiations?
5. Why is the lowest price not always the best option when purchasing marine electrical equipment?
6. Why are delivery terms particularly important in the maritime industry?
7. What technical characteristics should engineers check when purchasing electrical equipment?
8. Why are warranty conditions an important part of a technical contract?
9. What information should normally be included in a technical supply or service contract?
10. What are factory acceptance tests, and why can they be required for electrical equipment?
11. Why is it important to clearly define liability and contractual obligations?
12. Why do marine electrical engineers need good communication and negotiation skills in English?

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URL: <https://ww2.eagle.org>
Американське класифікаційне товариство — стандарти та рекомендації.
2. DNV (Det Norske Veritas) — стандарти та статті з морських технологій та енергетики
URL: <https://www.dnv.com>
Норвезьке класифікаційне товариство — технічна документація.
3. Engineers Edge — довідкова інформація з машинобудування та технічні калькулятори
URL: <https://www.engineersedge.com>
6. The Motorship — новини та аналітика з суднових двигунів та енергетики
URL: <https://www.motorship.com>

