

BUSINESS

ENGLISH

**ODBORNÁ ANGLIČTINA PRO OBORY OBCHODNÍ AKADEMIE,
EKONOMIKA A PODNIKÁNÍ**



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UPOZORNĚNÍ

Toto dílo, včetně všech svých částí, je opatřeno výhradou autorských práv a je chráněno. Jiné, než zákonem předepsané užití je trestné – jde především o přísný zákaz dalšího rozmnožování bez písemného souhlasu vydavatele.

Za jazykovou a obsahovou stránku díla odpovídá autor

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Unit 1 BUSINESS AND TYPES OF COMPANIES

CAPITAL, TRADE REGISTER, TYPES OF COMPANIES, SOLE TRADERS, ETC.

BUSINESS STRUCTURES AND COMPANY TYPES



In the Czech Republic, businesses can be divided into two main groups: personal companies and capital companies. Each group has different rules, especially about **ownership**, **liability**, and required **capital**.



Personal companies include such types of businesses which people usually manage directly. One is a **general partnership**. In such a company, all partners have **unlimited liability**. This means they are responsible for all the company's debts with their personal property.

Another type is a **limited partnership**. It has two kinds of partners: general partners (with unlimited liability) and limited partners (responsible only up to the amount of their investment).

Capital companies are formed when one or more people provide capital, but they don't always **manage** the company directly. One of the most common types is a **limited liability company (LTD)**. In this case, each **shareholder's** personal financial responsibility for company debts is limited to their financial **contribution** (the amount they have invested in the company).

The minimum **basic capital** is just 1 CZK. The **profit** is shared based on the size of each shareholder's investment. Another type is a **joint-stock company (JSC)**. This company needs a higher **basic capital** - at least CZK 2,000,000 - and is better for large businesses. Shareholders in a JSC also have **limited liability**.

To start a company, people must first draft a **foundation deed** or a **partnership agreement**. Then, they register the company in the **Trade Register**. The founders must also choose the business type, such as a limited liability company, or a **trade licence**.

Another way to run a business is to work as a **freelancer** or **sole trader**. A sole trader must get a **trade licence**. They are fully **responsible for** the business with their personal property, which means they have **unlimited liability**.

If the owners decide to **close the business**, the company must close all operations, pay off debts and taxes, and eventually it is removed from the trade register. This may happen for many reasons, including personal decisions or financial problems.

1. Read the text and decide which statements are true and which are not.



- | | |
|---|--|
| ☐ T ☐ F | 1. General partners in a partnership have unlimited liability in the partnership. |
| ☐ T ☐ F | 2. A joint-stock company needs the minimum capital of 1 CZK. |
| ☐ T ☐ F | 3. Shareholders in a limited liability company are financially responsible for all debts. |
| ☐ T ☐ F | 4. Before setting up a company, it is necessary to register the company in the trade register. |
| ☐ T ☐ F | 5. Sole traders must get a trade licence. |

2. Explain these expressions to your classmate in English. Use the text above to help you create the sentences.



- | | |
|------------------------|----------------------|
| 1. a trade register | 4. basic capital |
| 2. limited liability | 5. a foundation deed |
| 3. general partnership | 6. a sole trader |

3. Pair the words to create phrases.



- | | |
|------------------|----------------|
| 1) a foundation | a) register |
| 2) limited | b) capital |
| 3) a trade | c) company |
| d) basic | d) liability |
| e) a joint-stock | e) partnership |
| f) general | f) deed |

4. Discuss the following questions with your classmates.



1. What is the difference between limited liability and unlimited liability?
2. What types of companies exist in your country?
3. Would you prefer to start a personal company or a capital company? Why?
4. Can you name some successful sole traders or freelancers in your area?

USEFUL VOCABULARY

basic capital	/ˌbeɪsɪk 'kæpɪtəl/	základní kapitál	The minimum amount of money required to start a company. The basic capital for a joint-stock company is CZK 2,000,000.
be in charge of	/bi ɪn 'tʃɑːdʒ əv/	mít na starosti	To be responsible for something or to have control over it. She is in charge of the project.
branch	/braːntʃ/	pobočka	A smaller part of a big company or organisation. The company has its branch in another city.
business services	/ˈbɪznɪs ˌsɜːvɪsɪz/	obchodní služby	Services that help other businesses run smoothly. Our company provides various business services such as marketing and administrative support.
close a business	/ˌkloʊz ə 'bɪznɪs/	uzavřít podnik	To stop one's business. The owner closed the business because he had no money.
contribution	/ˌkɒntrɪ'bjuːʃn/	vklad	The money each partner puts into the company. Her contribution to the company was CZK 50,000.
corporation	/ˌkɔːpə'reɪʃn/	společnost	A big company owned by many people. My dad works for a big automotive corporation.
customer service	/ˌkʌstəmə 'sɜːvɪs/	zákaznický servis	A department that helps customers with their needs or questions. The customer service answered all of my questions.

Chief Executive Officer (CEO)	/ˈtʃiːf ɪɡˌzekjətɪv 'ɒfɪsə/ (/ˌsiːiː'əʊ/)	výkonný ředitel	<i>The boss of a company. The CEO makes big decisions for the company.</i>
deal with	/ˈdiːl wɪð/	jednat (obchodně)	<i>To handle or take care of something. The company is planning to deal with new clients next month.</i>
develop	/dɪ'veləp/	rozmítet (se)	<i>To make something grow or become bigger or better. The company plans to develop new products to sell.</i>
finance and insurance	/ˌfaɪnæns ənd ɪn'ʃʊərəns/	finance a pojišťovnictví	<i>A sector of money management and protection from risks. My dad works in finance and insurance, helping people with their money.</i>
foundation deed	/ˌfaʊnˌdeɪn 'diːd/	zakladatelská listina	<i>A legal document to start a company. They signed the foundation deed before registering the company.</i>
franchise	/ˈfræntʃaɪz/	franšíza	<i>An official right to sell goods and services of a company under its name, or the branch itself. My friend owns a franchise of a popular fast food restaurant.</i>
freelancer	/ˈfriːlɑːnsə/	pracovník na volné noze	<i>A person who is not employed by a company but works for different companies. My sister is a freelancer, so she can work from home and get up whenever she wants.</i>
general partnership	/ˌdʒenərəl 'pɑːtnəʃɪp/	veřejná obchodní společnost	<i>A business where all partners share responsibility and liability. We opened a bakery as a general partnership.</i>
headquarters	/ˌhed'kwɔːtəz/	centrála, sídlo	<i>The main office or central location of a company. The headquarters of the company is located in my city.</i>
Human Resources (HR)	/ˌhjuːmən rɪ'zɔːsɪz/	lidské zdroje (HR)	<i>A department in a company that deals with hiring, training, and managing employees. The Human Resources team helps new employees at the company.</i>
joint-stock company (JSC)	/ˌdʒɔɪntstɒk 'kʌmpəni/	akciová společnost	<i>A big company that can sell shares to the public. A joint-stock company must publish its financial reports.</i>
liability	/ˌlaɪə'bɪlɪti/	ručení, odpovědnost	<i>The responsibility for something, especially by law. In a general partnership, all partners have unlimited liability.</i>
Limited Company (LTD)	/ˌlɪmɪtɪd 'kʌmpəni/	společnost s ručením omezeným	<i>A type of a business structure where the owners are not personally responsible for the company's debts or liabilities. My friend started his LTD to sell handmade products online.</i>

Limited Partnership	/ˌlɪmɪtɪd ˈpɑːtnəʃɪp/	komanditní společnost	<i>A type of partnership with general partners who have the right to manage the business, and limited partners who do not have this right but have only limited liability for its debts. A limited partnership helps protect the limited partner's money.</i>
manage	/ˈmænɪdʒ/	řídit, vést	<i>To control or take care of something. He will manage a team of workers to finish the project.</i>
office	/ˈɒfɪs/	kancelář	<i>A place where people work or do business. I have my own desk in the office.</i>
operate	/ˈɒpəreɪt/	provozovat, spravovat, obsluhovat	<i>To control the functioning of something. He knows how to operate the coffee machine.</i>
ownership	/ˈəʊnəʃɪp/	vlastník společnosti	<i>The fact that something belongs to you; you own it. From now on, the company is under my ownership as previous owner has sold all his shares to me.</i>
partner	/ˈpɑːtnə/	společník	<i>A person who owns and manages a business with others. My business partner and I both signed the contract.</i>
partnership agreement	/ˌpɑːtnəʃɪp əˈɡriːmənt/	společenská smlouva	<i>A document that sets the rules between business partners. The partnership agreement explains who does what in the company.</i>
produce	/prəˈdjuːs/	produkovat, vyrábět	<i>To make or create something, often in large amounts. Factories produce cars in big numbers every day.</i>
profit	/ˈprɒfɪt/	zisk	<i>Money earned in business after paying costs. The company made a big profit last year.</i>
profit sharing	/ˈprɒfɪt ʃeərɪŋ/	rozdělení zisku	<i>The act of dividing the profit among owners or shareholders. Profit sharing depends on each person's contribution.</i>
provide	/prəˈvaɪd/	poskytovat	<i>To give something to someone or make it available. The company provides training for new employees.</i>
Public Limited Company (PLC)	/ˌpʌblɪk ˌlɪmɪtɪd ˈkʌmpəni/	akciová společnost	<i>A big company owned by many people who buy shares of the company. This PLC makes cars and trucks.</i>
responsible (for)	/rɪˈspɒnsəbl fɔː/	zodpovědný (za)	<i>Having the duty to take care of something. I am responsible for the IT department.</i>
set up a company	/ˌset ʌp ə ˈkʌmpəni/	založit společnost	<i>To start or establish a business. I want to set up my own company next year.</i>

shareholder	/ˈʃeə,həʊldə/	akcionář, společník	<i>A person who owns part of a company. Each shareholder gets a part of the profit.</i>
sole trader	/ˌsəʊl 'treɪdə/	živnostník	<i>A person who runs a business alone. As a sole trader, you make all the decisions yourself.</i>
subsidiary company	/səb,sɪdiəri 'kʌmpəni/	dceřiná společnost	<i>A smaller company that is owned or controlled by a larger company. The big company owns a subsidiary company that makes computers.</i>
trade licence	/ˌtreɪd 'laɪsəns/	živnostenský list	<i>An official permission to run a business. A sole trader must have a valid trade licence.</i>
trade register	/ˌtreɪd 'redʒɪstə/	obchodní rejstřík	<i>A list of all the companies that exist in a particular area. Before starting his business, he checked the trade register.</i>
unlimited liability	/ʌn,lɪmɪtɪd laɪə'bɪləti/	neomezené ručení	<i>If you have unlimited liability, you must pay all the business debts with your own money if the business cannot pay. In a sole trader business, the owner has unlimited liability and must pay all debts.</i>

5. Match the following words with the definitions below.



a freelancer, a trade register, produce, a joint-stock company, set up a company, a sole trader, ownership

1. To make or create something.
2. A person who is not employed by one company. They can work for different companies.
3. A person who runs a business alone and is fully responsible for it.
4. A type of business that is owned by its shareholders and the shares of which can be sold to the public.
5. To start a new company or business.
6. A list of all companies officially recorded in a country.
7. The fact that something belongs to someone.



6. Pair the words to make phrases.



- | | |
|---------------------|-------------------|
| 1. limited | a) licence |
| 2. a shareholder | b) company |
| 3. a trade | c) of the company |
| 4. a partnership | d) liability |
| 5. profit | e) trader |
| 6. a sole | f) sharing |
| 7. a public limited | g) agreement |

7. Create sentences with these expressions.



a) be in charge

b) set up a company

c) manage the office

d) deal with a client

e) owner of the company

8. Fill in the missing words.



responsible, produces, manages, in charge of, subsidiary

1. Škoda Auto _____ cars and car parts for the European market.
2. Human Resources is _____ hiring new employees and employee development.
3. The Marketing Department is _____ for our social media presence and promotion.
4. She _____ the main office in London.
5. Tesco Mobile is a _____ company of Tesco Group.

9. Depending on the context, fill in produces or provides in each sentence.



1. Nokia _____ mobile phones.
2. Telenor _____ mobile services in Norway.
3. Manpower _____ workforce solutions and services.
4. Zentiva _____ drugs for treatment of illnesses in the field of neurology.
5. Toyota _____ cars equipped with an Eco Drive Indicator.



[illegible]

11. What do the following abbreviations mean?

HR _____

LTD _____

CEO _____

PLC _____



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12. Discuss these topics with your classmates.



1. When was the company founded?
2. Where is the headquarters of the company?
3. How many branches does the company have?
4. What services does the company offer?
5. What are the values of the company?

ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV

15. Fill in the missing words in English.



(zakladatelská listina, podíl na zisku, obchodní rejstřík, základní kapitál, komanditní společnost, dohoda o partnerství)

To: helen.roberts@cblpartners.co.uk

From: m.jenkins@legalassist.uk

Subject: Setting up the new company

Dear Helen,

Thank you for your questions about setting up the business. I am sending a short summary of what we need:

First, we must draft a (1) _____, which should include the details about (us) the partners and our business activities.

Then, we need to register the company in the (2) _____.

Because we want to share profits and responsibilities with another company, we will sign a (3) _____ with the said company.

This business will be a (4) _____ so some partners will have limited liability.

We must also agree on the (5) _____, which each partner will invest.

Finally, we will include rules for (6) _____ in the agreement.

Let me know if you would like to schedule a meeting to go through the documents together.

Best regards,

Mark Jenkins

16. Write an email to an imaginary colleague about a new company you want to start up. Take inspiration from the email and the expressions used.



FRÁZE A JEJICH PROCVIČOVÁNÍ

The company was set up...	/ðə 'kʌmpəni wəz 'set ʌp/	Společnost byla založena...	The company was set up in 2005.
The headquarters is located...	/ðə 'hed'kwɔ:təz ɪz 'ləʊ'keɪtɪd/	Ústředí sídlí...	The headquarters is located in the city centre.
The company is managed by a general manager.	/ðə 'kʌmpəni ɪz 'mænɪdʒd baɪ ə 'dʒenrəl 'mænɪdʒər/	Společnost řídí generální ředitel.	The company is managed by a general manager with 20 years of experience.
The company provides services to other businesses.	/ðə 'kʌmpəni prə'vaɪdʒ 'sɜ:vɪsɪz tu: 'ʌðə 'bɪznɪsɪz/	Společnost poskytuje služby jiným firmám.	The company provides services to other businesses, such as IT support.
The company operates in several countries.	/ðə 'kʌmpəni 'ɒpəreɪts ɪn 'sevrəl 'kʌntrɪz/	Společnost působí v několika zemích.	The company operates in several countries.
The company is registered in the trade register.	/ðə 'kʌmpəni ɪz 'redʒɪstəd ɪn ðə 'treɪd 'redʒɪstər/	Firma je zapsána v obchodním rejstříku.	The company is registered in the trade register of this state.
The management accepts responsibility for...	/ðə 'mænɪdʒmənt ək'septs rɪ'spɒnsɪ'bɪləti fər/	Vedení přijímá zodpovědnost za...	The management accepts responsibility for reducing emissions and promoting sustainability.
The company is owned by...	/ðə 'kʌmpəni ɪz əʊnd baɪ/	Společnost je vlastněna...	The company is owned by two sisters who started it five years ago.



17. Phrases - Find the right answer. There is always only one option correct.



1. What is this company's business?

- a) The company is owned by a few shareholders.
 - b) The company is registered in the trade register.
 - c) The company provides services to other businesses.
- _____

2. How old is the company?

- a) The company operates in several countries.
 - b) The company was set up in 2015.
 - c) The management accepts responsibility for emissions.
- _____

3. Where is the main office of the company?

- a) The headquarters is located in south England.
 - b) The Czech branch employs foreigners.
 - c) The company is managed by the CEO.
- _____

4. Where does the company do business?

- a) The company is registered in the trade register.
 - b) The company operates in several countries.
 - c) The general manager is responsible for finance.
- _____

5. Who makes decisions in the company?

- a) The company provides customer service.
- b) The shareholders produce the company's products.
- c) The management accepts responsibility for all decisions.

18. Complete the sentences with the English translations. The form of the expression can vary depending on the context.



1. This company _____ (být založen) in 1998.
2. The headquarters _____ (sídlit) in London.
3. Several branches _____ (působit) across Europe.
4. The company _____ (být řízen) by two partners.
5. The limited partnership _____ (být vlastněn) by three partners who share the profit equally.
6. The management of the company _____ (převzít odpovědnost) for business decisions.
7. The company _____ (poskytovat služby) to international clients.
8. Our company is not _____ (zapsaný v obchodním rejstříku) yet.

REVISION: CHOOSE THE CORRECT ANSWER.

1. Companies often ____ new products to stay successful.

- a) profit
- b) operate
- c) develop

2. The owners decided to ____ because the company had too many debts.

- a) set up a business
- b) close the business
- c) register a trade licence

3. In which of the following questions is the term “Trade Register” used correctly?

- a) The new company is listed in the Trade Register.
- b) The finance department is part of the trade register.
- c) This branch produces a Trade Register.

4. The company has limited ____ so the owners are not personally responsible for business debts.

- a) ownership
- b) liability
- c) a licence to trade abroad

5. A company’s foundation deed includes:

- a) names of the customers and suppliers
- b) basic information about the business and its owners
- c) registered

6. A freelancer is...

- a) a person who is not employed by one company.
- b) someone who works in a trade register.
- c) a manager of a subsidiary company.

7. A subsidiary company is

- a) the first business a person sets up.
- b) a company controlled by another company.
- c) the company’s main office.

8. A partnership agreement is usually made when...

- a) a company wants to close the business.
- b) someone becomes a sole trader.
- c) two or more partners set up a company together.

9. The company ____ business services to large clients.

- a) produces
- b) deals with
- c) provides

10. In a Public Limited Company (PLC), the business is:

- a) owned by the government.
- b) owned by shareholders who can buy and sell shares.
- c) owned by one sole trader.

11. A contribution in business is...

- a) money that a partner puts into the company.
- b) a tax paid by employees.
- c) the profit the company makes every year.

12. A corporation is...

- a) a small local shop owned by one person.
- b) a large company or group of companies recognised by law.
- c) a department responsible for hiring employees.

Unit 2 EMPLOYEES

EMPLOYMENT CONTRACT, AGREEMENT, POSITION, RECRUITMENT, RESIGNATION, WAGE AND SALARY, UNEMPLOYMENT, COVER LETTER, CV



JOB SEARCH PROCESS



Today, we want to talk about finding a job. When you're looking for a job, there are some essential steps to follow. First, you need to write a CV, which stands for **Curriculum Vitae**. It's a document with your work experience, **education**, **skills**, and **personal information**. Your CV should also include your interests and references. Also, some employers may want a letter explaining why you'd like to work for them, in addition to your CV. This is called a '**cover letter**'.

Once you have your CV ready, you can search for **job adverts**. These are notices from companies or employers who are looking for new employees. When you find a job you like, you can apply by filling out an **application form**.

If your application is successful, you will be asked for an **interview**. During the interview, the company's director or **hiring manager** will ask you several questions about your skills, **qualifications** and, more importantly, about what lies behind your interest in working for that particular company.

It's crucial that you prepare for the interview and present yourself well. If you get the job, you'll sign an **employment contract**. This contract states what your job is, what your **salary** is, and other details. Sometimes, you might have to work extra hours, which is called '**overtime**'.

When you're working, it's important to show your skills and hard work. If you do a good job, you may even **be promoted** to a higher position in the company. If you give poor performance, however, you can **be fired**. Without a job, you may be able to get **unemployment benefits**. It is financial support given to you while searching for a new job.

In short, finding a job involves creating a CV, applying for jobs, going to interviews, signing employment contracts, and demonstrating your skills. Your qualifications, education, and personal information are very important for getting a job. Good luck with your job search!

1. Read the text and decide which statements are true and which are not.

- | | |
|---|--|
| ☐ T ☐ F | 1. A CV does not contain information about completed education. |
| ☐ T ☐ F | 2. It is important to prepare a presentation of yourself before the interview. |
| ☐ T ☐ F | 3. A cover letter is always included in your CV. |



2. List the points that a CV contains.



1. _____
2. _____
3. _____

4. _____
5. _____
6. _____

3. Have a conversation with your classmates.



1. Where can I look for job offers?
2. Why is it important to prepare for an interview?
3. How can a candidate prepare for an interview?
4. What questions are often used in interviews?
5. What questions should not be asked in an interview?

4. Match the words to make phrases.

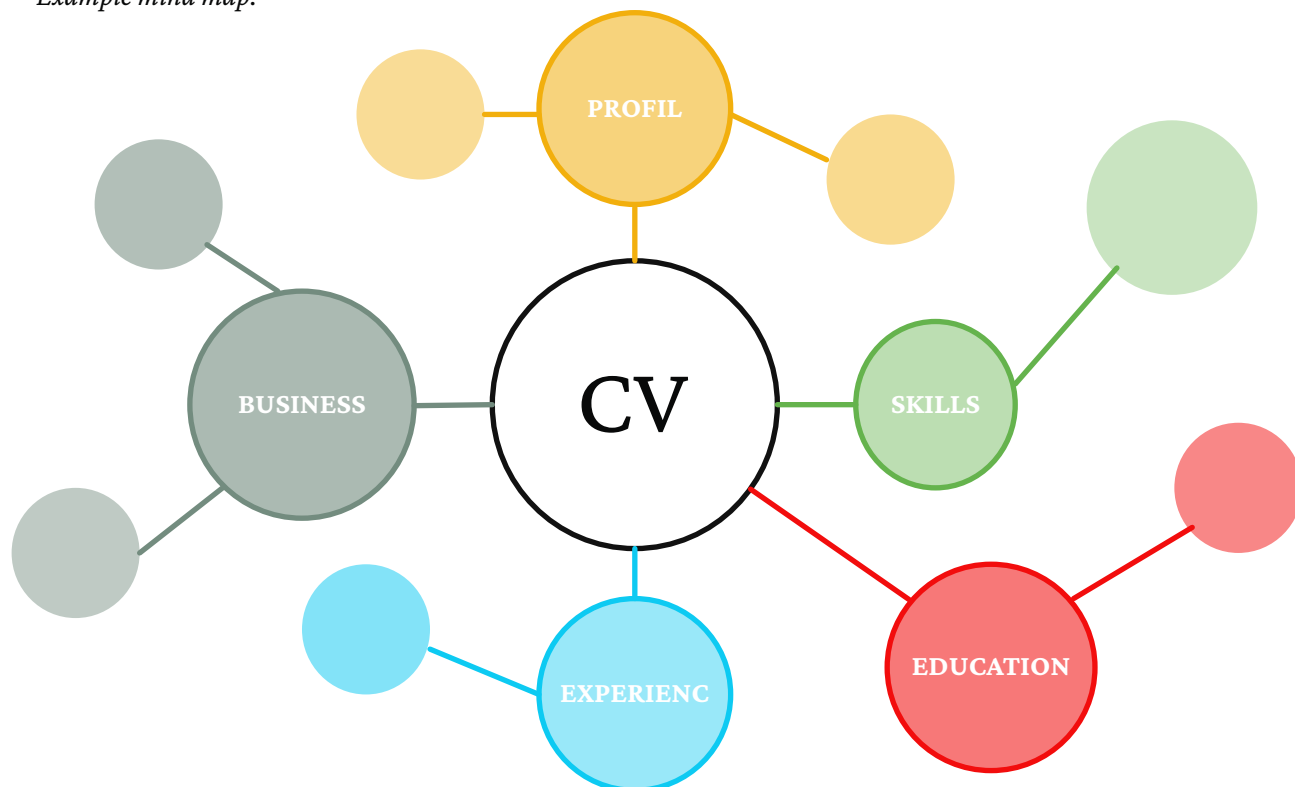


- 1) hiring
- 2) employment
- 3) extra
- 4) hard
- 5) cover
- 6) personal

- a) letter
- b) information
- c) manager
- d) work
- e) hours
- f) contract

5. Create a mind map with "CV" as the keyword. Cover everything you have learnt so far about what a CV is and what information we include in the document. Once you have finished, compare and share your mind map with your teacher and classmates.

Example mind map:



USEFUL VOCABULARY

agreement	/ə'gri:mənt/	dohoda	It's a decision, often formal and written, between two or more groups or people. The school and the teacher signed an agreement.
application form	/,æplɪ'keɪʃn,fɔ:m/	žádost (např. o práci)	It's a paper that you fill out with information about yourself when you want to apply for a job. I need to fill out an application form to apply for the job.
apply for a job	/ə,plaɪ fər ə'dʒɒb/	žádat o práci	To ask for a certain position. She wants to apply for a job at the local shop.
be dismissed	/bi dɪsmɪ'st/	být propuštěn	To lose one's job or employment, often due to the decision of the employer or company. She was dismissed from her job because she consistently arrived late for work.
be fired	/bi 'faɪəd/	být vyhozen	To lose one's job or employment. She was fired from her job because she was often late for work.
be promoted	/bi prə'məʊtɪd/	být povýšen	To be given a higher position within a company. He worked hard and was promoted to a managerial position.
be unemployed	/bi ,ʌnɪm'plɔɪd/	být nezaměstnaný	To be without a job and actively seeking employment. He has been unemployed for three months and is now searching for a new job.
colleague	/'kɒli:g/	kolega	It's a person with whom you work or share the workplace. I have a friendly colleague at work who helps me with my tasks.
CV	/,sɪ: 'vi:/	životopis	A "CV" stands for "Curriculum Vitae"; it's a written document that shows a person's educational and professional history. Brian needs to update his CV before applying for the new job.
cover letter	/'kʌvə ,letə/	motivační dopis	It's a written document in which you explain why you are interested in a particular job. I wrote a cover letter to explain why I want to apply for the position of a company accountant.
director	/dɪ'rektə/ or /daɪ'rektə/	ředitel, ředitelka	It's a person who has a position of authority and leadership in a company. The director of the company makes important decisions for the business.
work overtime	/wɜ:k 'əʊvətaɪm/	pracovat přesčas	To work additional hours beyond the standard working hours of a job. I have to work overtime tonight to finish my project.
education	/,edʒʊ'keɪʃn/	vzdělání	It's a process of learning and acquiring knowledge. Education is important for building a bright future.

employee	/ˌemplɔɪˈiː/	zaměstnanec	<i>It's a person who works for an employer or a company and gets paid for that. Sonia is an employee at the local supermarket. She helps customers with their shopping.</i>
employer	/ɪmˈplɔɪə/	zaměstnavatel	<i>It's a person or company that hires and pays people to work for them. My employer gave me a raise because of my good performance at work.</i>
employment contract	/ɪmˈplɔɪmənt ˌkɒntrækt/	pracovní smlouva	<i>It's an agreement between an employer and an employee that describes the terms and conditions of the employment relationship. Tom signed an employment contract with the company that outlines his job duties and salary.</i>
fixed-term employment	/ˈfɪkst̩tɜːm ɪmˈplɔɪmənt /	zaměstnání na dobu určitou	<i>A job that has a start and an end date. I have fixed-term employment for six months. My contract will end in December.</i>
get a job	/ˌget ə ˈdʒɒb/	dostat práci	<i>To find employment or work. I'm excited because I finally got a job at the local bakery.</i>
have an interview	/ˌhæv ən ˈɪntəvjʊː/	mít pohovor	<i>To participate in a formal meeting or discussion with a potential employer. I have an interview for a job at the company tomorrow.</i>
hard skills	/ˈhɑːd ˌskɪlz/	tvrdé dovednosti	<i>Hard skills are specific, technical abilities or knowledge that can be learned through training, education, or practice. Programming, data analysis, and accounting are examples of hard skills.</i>
hiring manager	/ˈhaɪərɪŋ ˌmænɪdʒə/	náborový manažer	<i>It's a person in the company responsible for hiring employees to fill an open position. Lucy is our hiring manager, she helps with hiring new employees.</i>
interests	/ˈɪntrests/	zájmy	<i>Things you like or enjoy doing in your free time. One of my interests is cooking, and I enjoy trying new recipes.</i>
job advert	/ˌdʒɒb ˌædvɜːt/	pracovní inzerát	<i>It's an announcement that is used to attract potential job applicants. I found a job advert for the position of a cashier in the local newspaper.</i>
notice	/ˈnəʊ.tɪs/	výpověď	<i>A letter or message that says your job will end. My boss gave me a notice. I will stop working here in two weeks.</i>
notice period	/ˈnəʊ.tɪs ˌpiəriəd/	výpovědní lhůta	<i>The time between telling your employer you are leaving and your last working day. Her notice period is two weeks, so she will leave the company at the end of the month.</i>

pay attention	/ˌpeɪ ə'tenʃn/	dávat pozor, věnovat pozornost	<i>To focus your mind on something, listen, watch, or be aware of it carefully. During the meeting, it's necessary to pay attention to the boss and take notes.</i>
permanent employment	/ˌpɜːmənənt ɪm'plɔɪmənt/	zaměstnání na dobu neurčitou	<i>A job that has no end date. I am happy because I got permanent employment at the hospital.</i>
personal data	/ˌpɜːsənl 'deɪtə/	osobní údaje	<i>Information about a person, for example their name, address, and other details that tell us who they are. I need to keep my personal data safe and secure.</i>
place of work	/ˌpleɪs əv 'wɜːk/	místo výkonu práce	<i>The location where a person does their job, such as an office, factory, or shop. Her place of work is in a big office building in the city center.</i>
probationary period	/ˌprə'beɪʃənri piə.ri.əd/	zkušební lhůta	<i>A probationary period is when a new employee's work is tested to see if they are suitable for the job. During the probationary period, the company will decide if they want to keep the new employee.</i>
personal profile	/ˌpɜːsənəl 'prəʊfaɪl/	osobní profil	<i>A short description of a person's skills, experience, and qualities, often included in a CV. In his personal profile, he wrote about his communication skills and work experience.</i>
recruitment	/rɪ'kruːtmənt/	nábor	<i>It's a process of finding, selecting, and hiring new employees to fill job positions within a company. This company has a perfect team for recruitment to ensure they hire the best candidates.</i>
references	/ˌrefrənsɪz/	doporučení	<i>Information about an individual's character, qualifications, or work experience. I included the contact information for my references on my job application.</i>
salary	/ˈsæləri/	mzda, plat	<i>A regular payment that an employer gives to an employee in exchange for work and services. My new job offers a good salary which will help me pay my bills.</i>
salary statement	/ˈsæləri 'steɪt.mənt/	mzdový výměr	<i>A paper or document that shows how much money you earn and what is taken from your pay (like tax). I got my salary statement today and saw how much money I will get this month.</i>
severance pay	/ˈsevərəns ˌpeɪ/	odstupné	<i>Money paid to an employee when they leave a job, especially if the company decides to end the job. The company offered her severance pay when her position was no longer needed.</i>
sign	/saɪn/	podepsat	<i>To write your name or make a mark on a document to show your agreement or acceptance of something. I will sign the contract to confirm my new job.</i>

skills	/skɪlz/	dovednosti	Things you are good at doing. I have good communication skills which help me talk to people easily.
soft skills	/ˈsɒft ˌskɪlz/	měkké dovednosti	Soft skills are personal qualities or interpersonal skills that help individuals work well with others and adapt to different situations. Teamwork, communication, and problem-solving are examples of soft skills.
start date	/ˈstɑːt ˌdeɪt/	datum nástupu	The first day when a person begins their job in a company. Her start date is Monday, March 1st.
termination of employment	/ˌtɜːmɪneɪʃən əv ɪmˈplɔɪmənt/	ukončení pracovního poměru	The end of a person's job with a company, either because they quit or are asked to leave. The termination of his employment was because the company had to reduce staff.
type of work (job title)	/ˌtaɪp əv ˈwɜːk/	druh práce	The kind of work someone does or their position in a company, such as a teacher, manager, or worker. The type of work she does involves helping customers and managing orders.
unemployment benefits	/ˌʌnɪmˈplɔɪmənt ˌbenɪfɪts/	podpora v nezaměstnanosti	Financial payments provided by the government or an insurance program to ones who are unemployed. He applied for unemployment benefits after losing his job to help cover his living expenses while he searched for a new one.
wage	/weɪdʒ/	mzda	Money paid to an employee based on the number of hours worked or tasks completed. It is common for hourly workers or temporary employees. She earns a wage of £12 per hour.
work experience	/ˈwɜːk ɪkspɪəriəns/	pracovní zkušenost	Practical knowledge or skills you gain from doing jobs or tasks at school or work. My work experience includes two years as an accountant at a local bank.
work for a company	/ˌwɜːk fər ə ˈkʌmpəni/	pracovat pro společnost	To have a job where you are employed by and doing tasks they tell you. We work for a company that sells computer accessories.



6. Match the following words with the definitions below.



permanent employment, recruitment, cover letter, employee, skills, employer, salary, agreement

1. Those are things you are good at doing. They can be things you learn at school, during practical training, or through experience.
2. It's a person who works for an employer or a company and gets paid for that.
3. It's the process of finding, selecting, and hiring new employees to fill job positions within an organization or company.
4. A regular payment that an employer gives to an employee in exchange for work and services.
5. It's a decision, often formal and written, between two or more groups or people.
6. It's a written document in which you explain why you are interested in a particular job.
7. It's a person or company that hires and pays people to work for them.
8. A job that continues for a long time and does not have a fixed end date.

7. Pair the words to make phrases.



- | | |
|----------------|---------------|
| 1) apply for a | a) advert |
| 2) employment | b) form |
| 3) cover | c) employment |
| 4) application | d) job |
| 5) job | e) statement |
| 6) work | f) letter |
| 7) fixed-term | g) experience |
| 8) salary | h) contract |

8. Create sentences with these words:



- | | |
|-----------------------|-------|
| a) be fired | _____ |
| b) get a job | _____ |
| c) have an interview | _____ |
| d) work overtime | _____ |
| e) work for a company | _____ |
| f) salary statement | _____ |
| g) notice | _____ |



- 



DANIEL SVOBODA

June 2018 - Present

Operations Manager • Siemens, Prague, Czech Republic

- I manage the office and help teams to work better

March 2018 - June 2018

Sales Representative • BUZZ electronics, Prague, Czech Republic

- I talked to customers and helped sell electronics

July 2014 - February 2018

Financial Analyst • DEF Bank, Prague, Czech Republic

- I looked at money details and wrote reports

January 2014 - June 2014

Internship in an international company Brions Llc., London, UK

- I worked on projects to improve my English



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Hardworking professional with experience in managing, selling and money analysis. Looking for a job where I can use my skills to improve office work and help the company do well. Excited to work and help the company do well. Excited to work in a place that values innovation and continuous improvement.

Master's Degree in Business Administration

• 2002 - 2007

Charles University, Prague, Czech Republic

High School Diploma in Economics

• 1997 - 2001

Obchodní akademie Holešovice

- Communication
- Leadership
- Time management
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)

- Czech (native)
- English (C1 level)
- Spanish (B1 level)

11. Add headings to this CV



WORK EXPERIENCE

LANGUAGES

EDUCATION

OBJECTIVES

SKILLS

12. Select a photo that matches this CV. Are all images suitable for a CV?



a)



b)



c)



13. Discuss these topics with your classmates.



1. Do you think it is good to have a photo in your CV?
2. Information about family status and children should be included in the CV. Do you agree?
3. We always include all jobs and part-time jobs in the CV.

14. Try to create your own CV as homework.



Do not forget all the important points that the CV must contain. Think about the graphics.

It should be professional and match your personality.

ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV

15. Cover letter - Fill in the missing words in English.



(důležitý, ředitel, motivační dopis, pozice, otázky, dovednosti)

Dear Hiring Manager,

I am interested in applying for the _____ of Personal Assistant to the Director of the Sales Department which I saw in the advertisement on your website. I believe I have all the necessary _____ and qualifications for this position. I am good at keeping things organized and paying attention to details, which I think are _____ for this job. I know how to manage tasks and schedules, and I believe I can help the _____ a lot.

I appreciate your time reading my _____. I am available for an interview any time that is convenient for you.

Please let me know if you have any _____.

I am looking forward to your reply.

Sincerely,
Lucy Evans

16. Write your own cover letter.



Get inspired by the cover letter you read in exercise 15. Fill in your own personal interests and reasons why you should be invited for an interview and write your own cover letter.

[illegible]

FRÁZE A JEJICH PROCVIČOVÁNÍ

Expressing agreement			
by all means	/baɪ ɔ:l 'mi:nz/	beze všeho	Can I borrow your pen? By all means, go ahead!
I quite agree with you.	/aɪ kwaɪt ə'gri: wið ju:/	Zcela s vámi souhlasím.	I quite agree with you, I think this meeting was helpful.
I think so.	/aɪ 'θɪŋk səʊ/	Myslím, že ano.	Does the interview start at 9 am? - Yes, I think so.
Well, that's the point.	/'wel ðæts ðə 'pɔɪnt/	No právě. (O to jde.)	Well, that's the point. That's what we need to do right now.
With pleasure.	/wið 'plezə/	S potěšením.	Could you help me with this task? - With pleasure, I'd be happy to assist you.
I am looking forward to your reply.	/'aɪ əm lʊkɪŋ 'fɔ: wəd tu jə rɪ'plai/	Těším se na vaši odpověď.	I am looking forward to your reply regarding my cover letter.
Expressing disagreement			
I am against it.	/aɪ əm ə'genst ɪt/	Jsem proti tomu	The boss thinks we should fire that employee but I am against it.
No, on the contrary.	/'nəʊ ɒn ðə 'kɒntrəri/	Ne, právě naopak.	Many people thought it would rain, but, no, on the contrary, it turned out to be a sunny day.
You are wrong.	/ju: ə 'rɒŋ/	Mýlíte se.	You are wrong. The meeting is scheduled for 3 pm, not 2 pm.
That's not true.	/ðæts nɒt 'tru:/	To není pravda.	That's not true. The project deadline is actually next Friday, not this Thursday.

17. Agreement and disagreement - Find the right answer. Choose the most appropriate response.



- Can I borrow your notes?
 - By all means.
 - You are wrong.
 - I quite agree with you.
- The working hours per week increase every year.
 - By all means.
 - No, on the contrary.
 - With pleasure.
- I think he should be fired. - ____ He's a good employee.
 - I am against it.
 - Well, that's the point.
 - By all means.

18. Match the phrases below correctly from part A) and then try to respond to the given sentences using them in part B). Work in pairs. One of you will read the sentence, the other will try to respond to it and vice versa. You can use some phrases more than once.



A)

- | | |
|-----------------|--------------------------|
| 1) By all | a) on the contrary |
| 2) I quite | b) forward to your reply |
| 3) I think | c) against it |
| 4) Well | d) means |
| 5) With | e) not true |
| 6) I am looking | f) wrong |
| 7) I am | g) so |
| 8) You are | h) pleasure |
| 9) No | i) hat's the point |
| 10) That's | j) agree with you |

B) Sentences:

1. Should we change the deadline to next week?
2. It's not a good time to spend more money.
3. More money in marketing will help us.
4. Maybe getting help from another company is a good idea.
5. Everyone should share their ideas.
6. If Sarah suggests Thursday for the meeting, I'm fine with it.
7. This strategy could really push our sales numbers up.
8. The competitor is not leading the market.
9. We should look at the plan again tomorrow.
10. Your analysis of the risk involved is completely out of topic.

REVISION: CHOOSE THE CORRECT ANSWER.

1. "To work overtime" means...

- a) to work less.
- b) to work extra hours.
- c) to be without a job.

2. Sections of Curriculum Vitae are:

- a) salary, personal information, skills
- b) photo, education, cover letter
- c) work experience, education, skills, personal information

3. If you get the job, you'll sign _____.

- a) an employment contract
- b) a cover letter
- c) a CV

4. I work in an office with my ____.

- a) colleagues
- b) recruitment
- c) salary

5. My ____ includes two years as an accountant at a local bank.

- a) skills
- b) personal information
- c) work experience

6. Could you help me with this task?

- a) No, on the contrary.
- b) With pleasure.
- c) You are wrong.

7. Which phrase expresses disagreement?

- a) I think so.
- b) Well, that's the point.
- c) I am against it.

8. I am ____ to your reply regarding my cover letter.

- a) against
- b) preparing
- c) look forward

9. My new job offers a good ____ which will help me pay my bills.

- a) salary
- b) education
- c) skills

10. Personal information includes...

- a) name and address of a company.
- b) name, address, and other details of a person.
- c) things you are good at doing.



Unit 3 | MANAGEMENT

LEVELS OF MANAGEMENT, CHARACTERISTICS OF BASIC MANAGEMENT FUNCTIONS (PLANNING, ORGANISING, LEADING, DECISION-MAKING, CONTROLLING...)



WHAT DOES MANAGEMENT MEAN?



Running a company is like being the captain of a ship. **Management** makes sure that the company achieves its **goals** smoothly.

There are different **levels of management** in a company: **top management** sets the company's **vision** and **mission**. **Middle management** helps **organise** and **lead** teams. **Lower management** is responsible for the day-to-day work of the employees.

As a manager, you are in charge of many things. The main job is **planning** what needs to be done and organising people and **resources** to get it done. If managers lead their teams well, they help them **develop**. Good leaders are great at **decision-making** and **supervision** so that it is done right. Of course, it is not in their hands to cover all this. Good **leadership** is also about **delegating** work. That is, giving **tasks** to others so that the work is divided and done **with efficiency**. However, leaders still need to check the work and provide **feedback** to help people improve. Certainly, it's also all about the right **coordination**. A good team leader must ensure that all parts of the company work well together. This is done, among other things, by giving employees appropriate **motivation**. Thus, they give them **feedback** to help everyone give their best **performance** and complete their **tasks**.

Last but not least, a good manager should be able to apply effective budgeting. This is related to the so-called **resource allocation**, i.e. the division of available resources to different purposes. This is of course linked to **risk management**, which analyses what can go wrong and how to prevent these risks.

Remember, good management is about setting clear goals, planning, good leadership and constantly looking for new ways to do things better.

1. Read the text and decide which statements are true and which are not.



- | | |
|---|---|
| ☐ T ☐ F | 1. Lower management sets the company vision and its mission. |
| ☐ T ☐ F | 2. Delegation of work means distributing tasks to the appropriate teams so that they can be completed as efficiently as possible. |
| ☐ T ☐ F | 3. Good management involves ignoring risks in order to focus on immediate productivity. |

2. Write 6 activities that management generally deals with.



- | | |
|----------|----------|
| 1) _____ | 4) _____ |
| 2) _____ | 5) _____ |
| 3) _____ | 6) _____ |

3. Pair the words to make phrases.



- 1) decision
- 2) work
- 3) give
- 4) team
- 5) risk
- 6) resource

- a) control
- b) allocation
- c) making
- d) management
- e) feedback
- f) leader

4. Discuss the following with your classmates.



1. What are the management levels?
2. What are the basic management activities?
3. Describe the management of your school.
4. Why is management important to a company?

USEFUL VOCABULARY

budgeting	/ˈbʌdʒɪtɪŋ/	rozpočtování	Reasonable planning of how to spend money. You decide how much money you can use for different things. My income is not very high but with careful budgeting I can even spend some money on my hobbies.
control	/kənˈtrəʊl/	ovládat	Having power or authority over something, being able to manage or direct it. The manager has control over the company's finances.
controlling	/kənˈtrəʊlɪŋ/	kontrola, řízení, ovládání (procesu)	The act of managing or directing something. The company is looking at ways of controlling costs.
coordination	/kəʊˌɔːdɪneɪʃn/	koordinace	The process of organising people or groups so that they work together well. Our team had good coordination in solving the assigned task.
decision-making	/dɪˈsɪʒn,meɪkɪŋ/	rozhodování	The process of choosing what to do in a particular situation. Sarah's decision-making helped her choose the best option for her project.
delegation of work	/deɪˌleɪʃn əv ˈwɜːk/	delegování (rozdělení) práce	Passing responsibility for specific tasks from one person to another. The director has delegated the work to our department.
development	/dɪˈveləpmənt/	rozvoj	The process in which someone or something grows or changes and becomes more advanced. The company invests in the development of new products to meet the needs of its customers.

efficiency	/ɪ'fɪjnsi/	efektivita	<i>The ability to do something well and without waste. We increased efficiency by hiring new staff.</i>
feedback	/'fɪːdbæk/	zpětná vazba	<i>An opinion about something, often used to help improve or make changes. We appreciate your feedback on our product.</i>
goal	/gəʊl/	cíl	<i>Something you want to achieve; an aim or a desired result. His goal is to start his own business and become successful.</i>
give a lead	/ˌɡɪv ə 'liːd/	jít příkladem	<i>Provide guidance or direction. The team leader always makes sure to give a lead during our projects.</i>
change management	/'tʃeɪndʒ 'mænidʒmənt/	řízení změn	<i>Methods in which an organisation describes and makes changes in its internal and external processes. When she graduates, she hopes to work in change management or IT.</i>
innovation	/ˌɪnə'veɪʃn/	inovace	<i>A new method or idea; introducing new ideas, methods, or products to improve or change something. This company comes up with great innovations in skin care products.</i>
launch a new product	/ˌlɔːntʃ ə njuː 'prɒdʌkt/	uvést nový produkt na trh	<i>To introduce a new item or service to the market for the first time. The company will launch a new product next month.</i>
leadership	/'liːdəʃɪp/	vedení	<i>The action of leading a group of people or an organisation. He shows great leadership skills.</i>
levels of management	/ˌlevlz əv 'mænidʒmənt/	úrovně managementu	<i>Different layers of authority and responsibility within an organisation. There are different levels of management in the company.</i>
lower management	/ˌləʊə 'mænidʒmənt/	nižší management	<i>The group of employees in a company who are responsible for overseeing the day-to-day operations. Lower management delegates tasks directly to employees in their department.</i>
management	/'mænidʒmənt/	řízení, management	<i>The process of controlling and organising activities within a company or organisation. The management team makes important decisions.</i>
middle management	/ˌmɪdl 'mænidʒmənt/	střední management	<i>The level of management responsible for putting strategies and policies into practice. Middle management is responsible for controlling and running an organisation rather than making decisions about how it should operate.</i>
mission	/'mɪʃən/	poslání	<i>A specific task or goal that an individual or organisation wants to achieve. The company's mission is to provide quality products.</i>

motivation	/ˌməʊtɪ'veɪʃn/	motivace	<i>The reason or desire to do something. My motivation comes from achieving my goals.</i>
organising	/ˈɔːgənaɪzɪŋ/	organizování	<i>Arranging or planning things in a systematic way. I am good at organising events.</i>
performance	/pə'fɔːməns/	výkon	<i>How an employee meets required tasks and behaves at work. His performance at work is excellent.</i>
planning	/ˈplænɪŋ/	plánování	<i>Making a detailed plan of how to do something before you start doing it. I am good at planning how to expand into new markets.</i>
production management	/prə'dʌkʃn 'mæɪdʒmənt/	projektové řízení	<i>The process of overseeing and organising the production of goods or services within a company. The production management of the factory ensures that all operations run smoothly and efficiently.</i>
resource allocation	/rɪ'zɔːs ælə'keɪʃən/	rozdělení zdrojů	<i>The process of assigning and distributing available resources, such as money, time, and manpower, to various tasks or projects within an organisation. Resource allocation is important for a team's efficiency.</i>
risk management	/ˈrɪsk 'mæɪdʒmənt/	řízení rizik	<i>The process of identifying potential risks. The company focuses on risk management.</i>
supervision	/ˌsuːpə'vɪʒn/	dozor	<i>Guiding others to ensure tasks are completed correctly. He provides supervision to the team.</i>
task	/ˈtɑːsk/	úkol	<i>A piece of work to be done at work. My task is to finish this report today.</i>
team leader	/ˈtiːm ˌliːdə/	vedoucí týmu	<i>A person responsible for guiding and coordinating the activities of a group of people. He is the best team leader for our project.</i>
teamwork	/ˈtiːmwɜːk/	týmová práce	<i>When a group of people work together to complete a task successfully. Good teamwork is essential for the success of any project.</i>
top management	/ˌtɒp 'mæɪdʒmənt /	vrcholový management	<i>The highest level of executives or leaders within an organisation who are responsible for making strategic decisions and setting goals for the company. The top management team meets regularly to discuss long-term plans.</i>
vision	/ˈvɪʒən/	vize	<i>An ability to think about the future with wisdom. The company has a clear vision for the future.</i>



5. Add the following words to the definitions below.

efficiency, leadership, budgeting, development, vision, goal, task

1. Reasonable planning of how to spend money. You decide how much money you can use for different things.
2. A piece of work to be done at work.
3. The action of leading a group of people or an organisation.
4. A process in which someone or something grows or changes and becomes more advanced.
5. Something you want to achieve; an aim or a desired result.
6. The ability to do something well and without waste.
7. An ability to think about the future with wisdom.



6. Pair the words to make phrases.

- 1) launch
- 2) change
- 3) team
- 4) super
- 5) give
- 6) delegation

- a) a lead
- b) vision
- c) management
- d) a new product
- e) of work
- f) lwork



7. Create sentences with these phrases:

- a) production management _____
- b) supervision _____
- c) resource allocation _____
- d) team leader _____
- e) motivation _____



1

1. Good _____ is key to making the right choices for a company.
2. Product _____ is essential for a company to grow and improve.
3. Receiving _____ helps employees improve their work.
4. _____ involves adapting to new changes in a business environment.
5. _____ usually makes the most important decisions in a company.
6. _____ is about deciding how money should be spent in a business.
7. _____ involves assigning specific jobs to team members.
8. A _____ is someone who directs a group towards a common goal.

9. Write simple sentences about the qualities a good team leader should have to have a successful team and how they should motivate their team to do a better job.

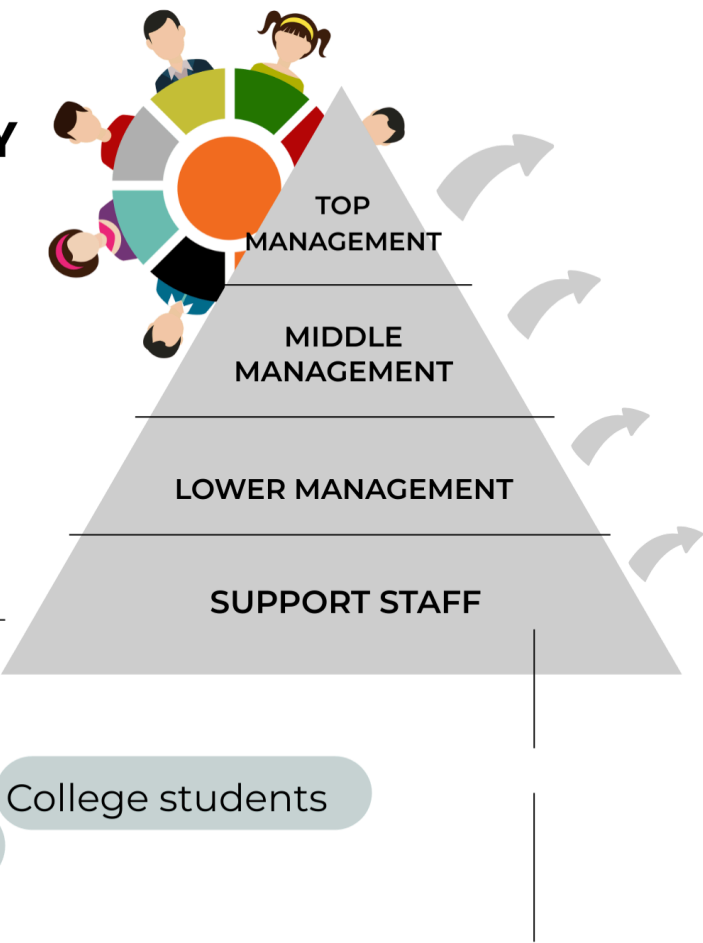
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PRÁCE S OBRAZOVÝM MATERIÁLEM



SMITH FAMILY COMPANY

The Smith Family Company is a small business founded by Mr. and Mrs. Smith. They are involved in farming and selling local produce. Mr. Smith is responsible for making important decisions, while Mrs. Smith takes care of customer service and organising tasks. Their children, Emily, Jessica, and David are in charge of lower management of the company. The family also employs several college students who can earn some extra money. They help out with different tasks in the company like assisting with sales and packaging orders. Together, they work as a team to ensure the success of their family business.



Mr. Smith

Mrs. Smith

Emily, Jessica, David

College students

10. The family business consists of several levels. Decide which level the following people work at.



1. Mr. Smith

2. Mrs. Smith

3. Emily, Jessica, David

4. Students

11. Discuss these topics with your classmates. Use your own imagination and think about the direction the company will take.



1. Think and guess what the responsibilities of each member in the company are.
2. What could be the company's vision and their plans for the future?
3. Is it better to be part of a family business or to be employed by a company?
4. Do you know what the advantages and disadvantages of family business are?

12. Create a structure of your school as homework.



Look again at the structure of the Smith family business and describe your school in a similar way. Which profession belongs to each level? Also, think about the mission of your school. What could it be? Then compare your answers with your classmates.

ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV STUDENTA

13. Look at the following text and translate the Czech expressions into English.



Mr Lee's Approach to Effective Management

Mr Lee is a (1 - vedoucí týmu)_____ at EcoNova Dynamics. He is responsible for many tasks on a daily basis. One of his key roles is (2 - plánování)_____. He develops weekly plans for his team's activities. He has excellent skills in (3 - organizování)_____, ensuring that all team members are aware of their (4 - úkoly)_____. Mr Lee also believes in teamwork. He frequently emphasises the value of collaboration. Once his team has completed a task, Mr Lee provides them with constructive (5 - zpětná vazba)_____. He identifies both the positive aspects of their work and areas for improvement, which he then discusses with them. Another key aspect of his role is to provide his team with positive (6 - motivace)_____. Mr Lee helps his team feel excited about their work, and he often brings snacks or jokes to the office to create a positive and friendly work environment. His (7 - vedení)_____ style has a significant impact on the success of EcoNova Dynamics, and its main (8 - cíl)_____ is to bring (9 - efektivita)_____ to companies.

14. Writing - Describe what a good manager should be like. What qualities should they have and why? And, on the contrary, what qualities shouldn't they have? Practise the new words and phrases and try to use them.



FRÁZE A JEJICH PROCVIČOVÁNÍ

achieve the set goals	/ə,tʃi:v ðə set 'gəʊlz/	dosáhnout vytyčených cílů	Our team worked efficiently to achieve the set goals by the end of the quarter.
follow the rules	/fɒləʊ ðə 'ru:lz/	dodržovat pravidla	To keep harmony and efficiency, everyone must follow the rules set by the company.
give feedback	/gɪv 'fɪ:dbæk/	dát zpětnou vazbu	Giving feedback is essential for our team's growth and development.
improve performance	/ɪm,pru:v pə'fɔ:məns/	zlepšit výkon	Regular training sessions can help our staff improve their performance.
lead a team	/li:d ə 'ti:m/	vést tým	As the new manager, it's my duty to lead a team of skilled professionals towards our goal.
make a project plan	/,meɪk ə 'prɒdʒekt ,plæn/	vytvořit plán projektu	Before we start, we need to make a project plan to ensure everything is organised.
make decisions	/,meɪk dɪ'sɪʒnz/	učinit rozhodnutí	As a leader, it's crucial to make decisions that benefit the whole team and project.
meet deadlines	/,mi:t 'dedlaɪnz/	dodržet termíny	Our success depends on our ability to meet deadlines.
reach an agreement	/,ri:tʃ ən ə'ɡri:mənt/	dosáhnout dohody	After much discussion, the team was able to reach an agreement on the project's direction.
set goals	/,set 'gəʊlz /	stanovit cíle	At the beginning of each year, we set goals to follow our vision.

solve problems	/ˌsɒlv 'prɒbləmz/	vyřešit problémy	<i>Our daily meetings are focused on brainstorming ideas to solve problems efficiently.</i>
take responsibility	/ˌteɪk rɪˌspɒnsɪ'bɪlətɪ/	převzít zodpovědnost	<i>When things go wrong, it's important to take responsibility and learn from our mistakes.</i>
work together	/ˌwɜːk tə'geðə/	spolupracovat	<i>By choosing to work together, we can overcome any challenge that comes our way.</i>

15. Phrases - Choose the correct option to complete the sentences.



1. In a successful company, every team member plays a crucial role. The first step in any project is to _____. Once these are clear, it's important to _____.

- a) set goals, make a project plan
- b) meet deadlines, give feedback
- c) launch a new product, follow the rules

3. One of the key aspects of teamwork is _____. This ensures that the project will be completed on time.

- a) work together
- b) reach an agreement
- c) meeting deadlines

5. Finally, before concluding the project, the team should _____ on the final aspects of the work."

- a) lead a team
- b) follow the rules
- c) reach an agreement

2. The team leader's job is to lead a team efficiently. A good leader helps the team work together to _____ when they appear. This sometimes requires the ability to _____ quickly.

- a) make decisions, make a project
- b) solve problems, make decisions
- c) set goals, achieve set goals

4. If something goes wrong, the team should _____ for their actions and learn from their mistakes.

- a) take responsibility
- b) follow the rules
- c) improve performance

6. This collective effort helps _____, leading to the success of the project.

- a) give a feedback
- b) set goals
- c) achieve set goals

16. In part A, pair the words to create phrases. Then, choose 5 phrases and create sentences with them (part B). Share the sentences with your classmates and listen to what sentences they have created.



A)

- 1) set
- 2) follow
- 3) meet
- 4) work
- 5) reach
- 6) give
- 7) lead
- 8) make a
- 9) take
- 10) solve
- 11) make
- 12) improve

- a) performance
- b) project plan
- c) problems
- d) an agreement
- e) decisions
- f) goals
- g) the rules
- h) feedback
- i) together
- j) a team
- k) deadline
- l) responsibility

B)

REVISION: CHOOSE THE CORRECT ANSWER.

1. The director has _____ the work to our department.

- a) delegated
- b) improved
- c) took

2. By _____, we can overcome any challenge that comes our way.

- a) giving a lead
- b) working together
- c) giving feedback

3. Decision-making is ...

- a) a person responsible for guiding and coordinating the activities.
- b) the process of working together in a company.
- c) the process of choosing what to do in a particular situation.

4. Risk management is ...

- a) the process of identifying potential risks.
- b) the highest level of management.
- c) the ability to work in a stressful situation.

5. "Budgeting" is ...

- a) aiming at achieve something.
- b) the ability to do something well and without waste
- c) a reasonable planning of how to spend money.

6. There are different _____ in a company.

- a) steps of management
- b) levels of management
- c) heights of management

7. After much discussion, the team was able to _____ on the direction of the project.

- a) solve a problem
- b) reach an agreement
- c) meet deadlines

8. Who is responsible for guiding and coordinating the activities of a group of people?

- a) an employee
- b) a colleague
- c) a team leader

9. Complete the phrase: give _____

- a) problems
- b) decisions
- c) feedback

10. Middle management is ...

- a) a group of employees in a company responsible for putting strategies and policies into practice.
- b) a group of employees in a company responsible for overseeing the day-to-day operations.
- c) the highest level of management.

Unit 4 MARKETING

MARKETING, MARKETING MIX, MARKETING COMMUNICATION, BRANDING, PR



WHAT IS MARKETING AND HOW IS IT USED IN PRACTICE?



Marketing is a wide term that includes many activities connected to how companies target their customers, satisfy their needs, and offer the right products and services. It is not only about advertising or selling. Good marketing starts with understanding what people want, what they are interested in, and what they desire. This is done through marketing research.

For example: A small café wants to attract more people. After doing research, the owner realises that many people in the area prefer healthy snacks. So, they add fruit smoothies and protein bars to the menu. They also print a leaflet with a discount for new customers. Thanks to this simple promotion, they increase the number of regular customers.

One of the most important tools in marketing is the marketing mix, also known as the 4Ps. These four key areas help businesses plan their marketing strategy and create better value for customers:

- Product – What is the product or service that the company offers? What are its features, design, brand, or quality?
- Price – How much does the product cost? Are there any special offers, quantity discounts, or a price drop to attract buyers?
- Place – Where can customers buy the product? In a store, online, or at a trade fair?
- Promotion – How do customers learn about the product? Through personal selling, social media, public relations, or a loyalty program with membership benefits?

Let's look at a real-life example. A detailed analysis of how McDonald's uses the marketing mix in practice can be found here:

 [McDonald's Marketing Mix \(4Ps\) Analysis – Panmore Institute](#)

By using the marketing mix effectively, companies can identify a competitive advantage, build a strong reputation, and grow their market share. At the same time, customers benefit by getting better products, services, and offers that truly meet their needs.

1. Read the text and decide which statements are true and which are not.



- | | |
|---|--|
| ☐ T ☐ F | 1. Building a strong buyer-seller relationship isn't important in marketing communication. |
| ☐ T ☐ F | 2. The main job of a good marketer is to sell the product at the highest possible price. |
| ☐ T ☐ F | 3. If the customer doesn't feel the need to buy the product, the marketer must create it. |

2. What are the 5P in the 5P marketing mix?



1) _____

4) _____

2) _____

5) _____

3) _____

3. Pair the words to create phrases.



1) quantity

a) research

2) public

b) discount

3) marketing

c) a deal

4) trade

d) fair

5) close

e) needs

6) customer

f) relations

4. Discuss the following with your classmates.



1. Why is it important for a company to build a good relationship with a customer?
2. What is a marketer's main job?
3. Can you name some marketing strategies mentioned in the text?
4. What is digital marketing? Give one example.

USEFUL VOCABULARY

advertising	/ˈædvətaɪzɪŋ/	reklama	An activity used to draw the public's attention to something, usually a product or service. Millions of pounds are spent on advertising every year.
brand	/brænd/	značka	A name or symbol on a product that tells you what company has made it. My favourite brand is not expensive.
close a deal	/ˌkləʊz ðə 'di:l/	uzavřít obchod	To reach a business agreement. Let's close the deal and buy this car today.
competition	/ˌkɒmpə'tɪʃn/	konkurence, soutěžení	A situation in which companies try to sell similar things. There is strong competition between smartphone companies.
convince	/kən'vɪns/	přesvědčit	To make someone believe or agree to something. I tried to convince my friend that Garmin smartwatches were the best.

customer needs	/ˌkʌstəmə 'ni:dz/	potřeby zákazníka	<i>The requirements that the customer has for the service or product. Understanding customer needs is important for business success.</i>
desire	/dɪ'zaɪə/	touha	<i>A feeling of needing or wanting something a lot. My desire is to travel around the world one day.</i>
discount	/ˈdɪskaʊnt/	sleva	<i>A lower price for something. I got a discount on these shoes.</i>
interest	/ˈɪntrest/	zájem, zajímat; zaujmout	<i>The feeling of wanting to know about something. to know more about something. His interest in learning new skills continued.</i>
leaflet	/ˈliːflət/	leták	<i>A piece of paper with information about something. Can you give me a leaflet with information about your company?</i>
loyalty program	/ˈlɔɪəlti ˌprəʊgræm/	věrnostní program	<i>A system of rewarding a customer for buying products or services of a company regularly. Joining the company's loyalty program gives you access to special discounts.</i>
marketer	/ˈmɑːkɪtə/	odborník na marketing, marketér	<i>Someone who tries to sell products or services of a particular company. Pharmaceutical marketers sometimes promote their products ignoring ethical business practices.</i>
marketing research	/ˌmɑːkɪtɪŋ rɪ'sɜːtʃ/	marketingový průzkum	<i>The act of collecting information and studying what people want to buy. The company conducted a marketing research to understand their customers better.</i>
membership benefits	/ˈmembəʃɪp ˌbenɪfɪts/	členské výhody	<i>Rewards or advantages you receive for being part of a group. Membership benefits at this gym include access to the pool and free soft drinks.</i>
personal selling	/ˌpɜːsənəl 'seɪl/	osobní prodej	<i>A situation when someone sells something directly to another person, not online or in a store. Personal selling is a great way to catch a client's interest and leave a good first impression.</i>
play a role in	/ˌpleɪ ə 'rəʊl ɪn/	hrát roli v	<i>To be involved in something. Each member of the group plays a different role in the company.</i>
products and services	/ˌprɒdʌkts ənd 'sɜːvɪs/	produkty a služby	<i>Things that companies make or do. Our company offers various products and services.</i>
promotion	/ˌprə'məʊʃn/	propagace	<i>The act of advertising products or services of a company, through ads or commercials, etc. The special promotion of our new product was successful.</i>

public relations	/ˌpʌblɪk rɪˈleɪʃnz/	styk s veřejností	<i>An area of business focusing on building relationships with the people to create a positive public image. Jim is a public relations manager for a multinational company.</i>
quantity discount	/ˌkwɒntəti ˈdiskaʊnt/	množstevní sleva	<i>A lower price paid for a product as a result of buying goods in large quantities. As a loyal customer who never pays less than two hundred pounds, I get a quantity discount.</i>
realise	/ˈrɪəlaɪz/	uvědomit si	<i>To understand or become aware of something. I didn't realise how important this project was until now.</i>
recommend	/ˌrekəˈmend/	doporučit	<i>To advise that someone should do or use something. Can you recommend a good restaurant for dinner?</i>
recommendation	/ˌrekəmenˈdeɪʃn/	doporučení	<i>The act of suggesting something or someone. I followed your recommendation and watched that movie.</i>
regular customer	/ˌregjələ ˈkʌstəmə/	stálý zákazník	<i>Someone who often buys from a company. As a regular customer, I get discounts on my purchases.</i>
reputation	/ˌrepjəˈteɪʃn/	pověst	<i>The opinion that people in general have about a person or a company. The company has a high reputation for quality products.</i>
sales support	/ˈseɪlz səˌpɔːt/	podpora prodeje	<i>Any activity, tool or resource that helps support the sales of a company. Our sales support staff are available for any questions or issues you may have.</i>
satisfy	/ˈsætɪsfaɪ/	uspokojovat	<i>To make someone happy or pleased. It's important to satisfy your customers.</i>
buyer-seller relationship	/ˌbaɪə-ˈselə rɪˌleɪʃnʃɪp/	vztah mezi prodávajícím a nakupujícím	<i>The connection between someone who sells something and someone who buys it. Building a strong relationship is crucial for successful business.</i>
sourcing	/ˈsɔːsɪŋ/	zásobování	<i>The act of getting something, especially products or materials, from a certain place. Sourcing materials from reliable suppliers is essential for our production.</i>
target the customers	/ˌtɑːɡɪt ðə ˈkʌstəməs/	zaměřit se na zákazníky	<i>To focus selling, advertising, etc. on a particular group of people Our marketing strategy is to target the customers who are interested in running.</i>
trade fair	/ˈtreɪd ˌfeə/	obchodní veletrh	<i>A place where companies show and sell their products. We're attending a trade fair next week.</i>
wide term	/ˌwaɪd ˈtɜːm/	široký pojem	<i>A word or phrase that can mean many things. "Customer satisfaction" is a wide term that includes many aspects of customer experience.</i>

5. Pair the following words with the definitions below.



leaflet, competition, satisfy, brand, public relations, desire, advertising

1. A strong feeling of wanting to have something or wishing for something to happen.
2. The process of promoting a product, service or brand to potential customers through various forms of communication.
3. A small piece of paper that gives information or promotes something.
4. A name, design, or symbol that identifies products made by a particular company from those of other companies.
5. To fully meet the needs or wants of someone or something.
6. When two or more businesses or people try to be better than the others by offering better products, prices, or services.
7. An activity of creating a good image for a company by communicating with the public and media.

6. Find the appropriate synonym for each word on the left.



- | | |
|---------------|-----------------|
| 1) brand | a) trademark |
| 2) leaflet | b) advertising |
| 3) promotion | c) good name |
| 4) reputation | d) become aware |
| 5) realise | e) flyer |

7. Create sentences with the following phrases:



- | | |
|---------------------|-------|
| a) close a deal | _____ |
| b) convince | _____ |
| c) play a role in | _____ |
| d) recommend | _____ |
| e) personal selling | _____ |





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PRÁCE S OBRAZOVÝM MATERIÁLEM

What is the BCG Matrix?



The BCG Matrix is a marketing and management term for a strategy model developed by the American company Boston Consulting Group. The matrix shows the links between business growth rates and a company's competitive position.

It is used in business valuation and strategic planning. It analyses, classifies and links the product portfolio. It tells us what products are worth investing in and how to avoid losses.

Question marks are new products that have been launched but where it is not clear whether they will be successful.

Cash Cows have a permanent place in the market and people buy these items regularly, but there is no big rise or fall in popularity.

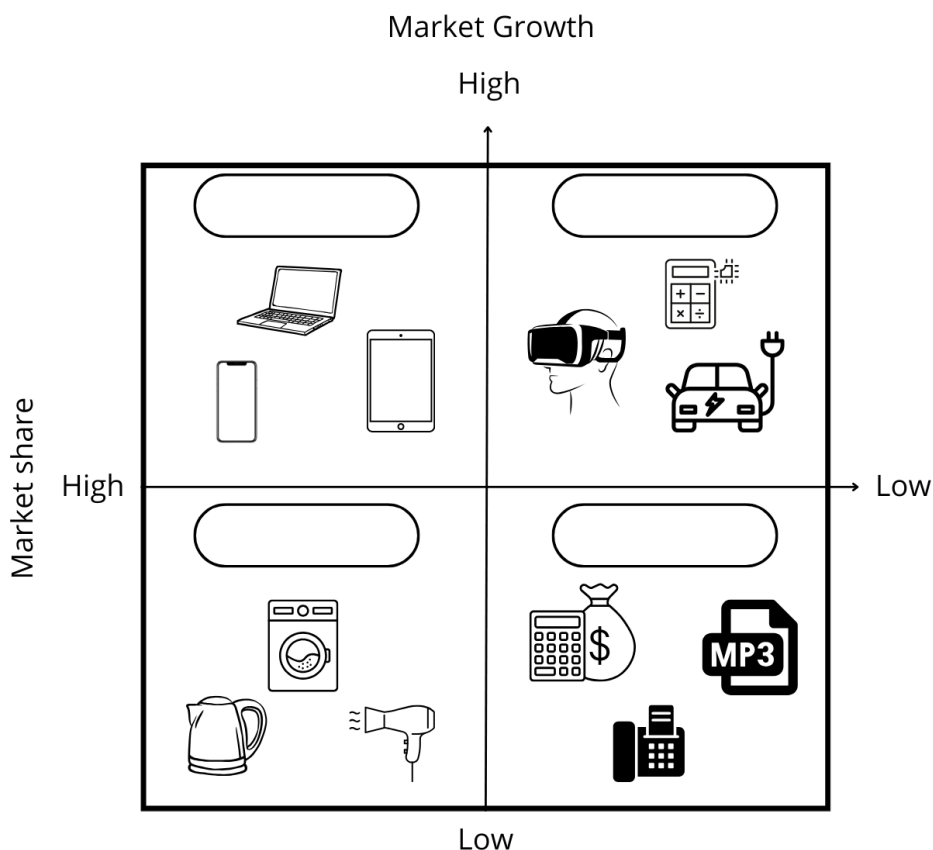
Stars are the market leaders that generate high profits and at the same time require a high investment in development and innovation.

Watchdogs for most manufacturers are products that are constantly falling in price and very few people buy them.

10. Complete the empty boxes below with the highlighted expressions you've just read.

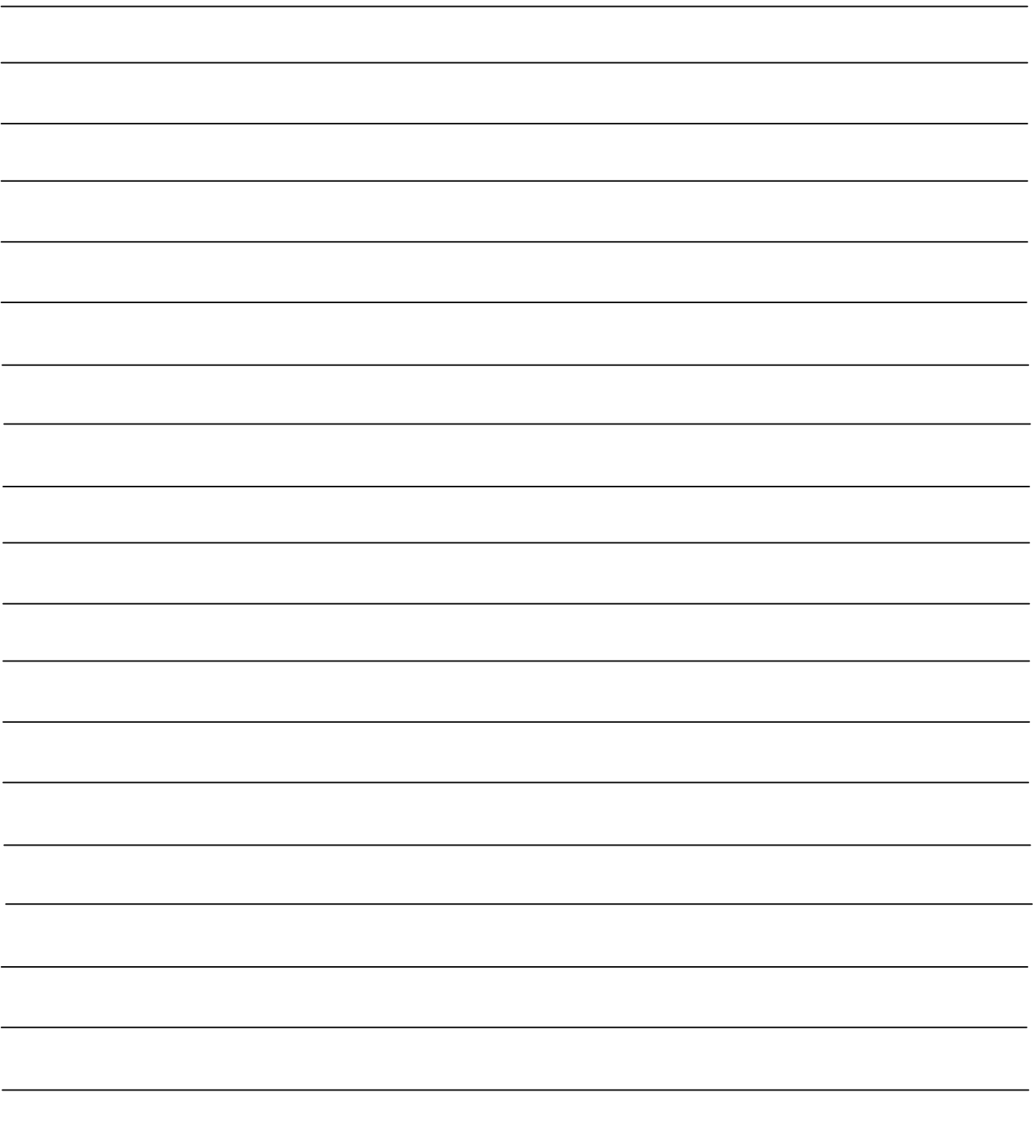


BCG Matrix of Electronics Company





12. As homework, make your own BCG matrix from another sector (cosmetics, electronics, etc). Give at least two products for each category. Briefly summarise your analysis.



ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV STUDENTA

13. Read the following marketing strategy based on the 5Ps and fill in the missing words.



(reklama, potřeby zákazníka, uspokojovat, zaměřit se, členské výhody, slevy, pravidelný zákazník)

5P Marketing Strategy for the Small Hotel

Product:

- Our hotel offers comfortable rooms with free Wi-Fi and breakfast.
- We have a small garden and a cosy lounge for guests to relax in.
- Special services include airport transfers and city tours.
- Our product and service are designed to meet 1. _____.

Price:

- Competitive prices with seasonal 2. _____.
- Special prices for long stays and group bookings.
- Free cancellation up to 24 hours before the check-in.
- We offer quantity discounts and 3. _____ to attract regular customers.

Place:

- The hotel is located in the city centre, close to popular tourist spots and public transport.
- Easy access to shopping areas and restaurants.
- Thanks to our location, we 4. _____ the needs of our most demanding customers.

Promotion:

- We use social media for 5. _____, sharing photos, and guest reviews.
- We offer a 10 % discount on online bookings through the hotel website.
- Our hotel collaborates with local travel agencies to 6. _____ the right customers and attract more visitors.
- We have introduced a loyalty program to make guests return and become 7. _____.

People:

- Our staff is friendly and helpful and speaks multiple languages.
- We provide staff training to ensure excellent customer service.
- The staff is instructed to recommend local attractions and activities to the guests.

14. Create a short 5P analysis of a business where you have a part-time job, where your parents work, or that you like.



FRÁZE A JEJICH PROCVIČOVÁNÍ

call to action	/ˌkɔːl tu ˈækʃn/	výzva k akci	"Click now!" is a call to action.
development of an action plan	/dɪˌveləpmənt əv ən ˈækʃn ˌplæn/	vypracování akčního plánu	The management team is working on the development of an action plan to increase efficiency.
focus on customer retention	/ˌfəʊkəs ɒn ˌkʌstəmə riˈtenʃn/	zaměření na udržení zákazníka	The store's main goal is to focus on customer retention.
identify a competitive advantage	/aɪˌdentɪfaɪ ə kəmˌpetɪtɪv ədˈvɑːntɪdʒ/	rozpoznat konkurenční výhodu	First we need to identify our competitive advantage for long-term success.
increase from 8 to 9 pounds	/ɪnˌkriːs frəm ˌeɪt tu ˌnaɪn ˈpaʊndz/	nárůst z 8 na 9 liber	During the year we have seen an increase in shares from 8 to 9 pounds.
market share of 3%	/ˌmɑːkɪt ʃeər əv θriː pə'sent/	podíl na trhu ve výši 3 %	Our company aims to increase its market share to 3% by the end of the year.
price drop of 12%	/ˌpraɪs ˌdrɒp əv ˌtwelv pə'sent/	pokles ceny o 12 %	There's been a significant price drop of 12% in our latest product line.
reach a sales peak	/ˌriːtʃ ə ˈseɪlz ˌpiːk/	dosažení vrcholu prodeje	Our sales are expected to reach their peak next month.
remain stable	/rɪˌmeɪn ˈsteɪbl/	zůstat stabilní	Despite market fluctuations, our company has remained stable.

sharp drop in prices	/ʃɑːp,drɒp ɪn 'praɪsɪz/	prudký pokles cen	<i>The sharp drop in prices attracted many new customers.</i>
significant reduction in capital	/sɪɡ,nɪfɪkənt rɪ,dʌkʃn ɪn 'kæpɪtəl/	výrazné snížení kapitálu	<i>The company had to make a significant reduction in capital.</i>
20% increase in sales	/ˌtwenti pə,sent ɪn,kriːs ɪn 'seɪlz/	zvýšení prodeje o 20 %	<i>Our company saw a 20% increase in sales last quarter.</i>

15. Choose the correct options.



1. increase from 8 ____ 9 pounds

- a) to
- b) at
- c) on

2. 20% increase ____ sales

- a) in
- b) on
- c) from

3. price drop ____ 12%

- a) -
- b) of
- c) between

4. call ____ action

- a) to
- b) on
- c) of

5. focus ____ customer retention

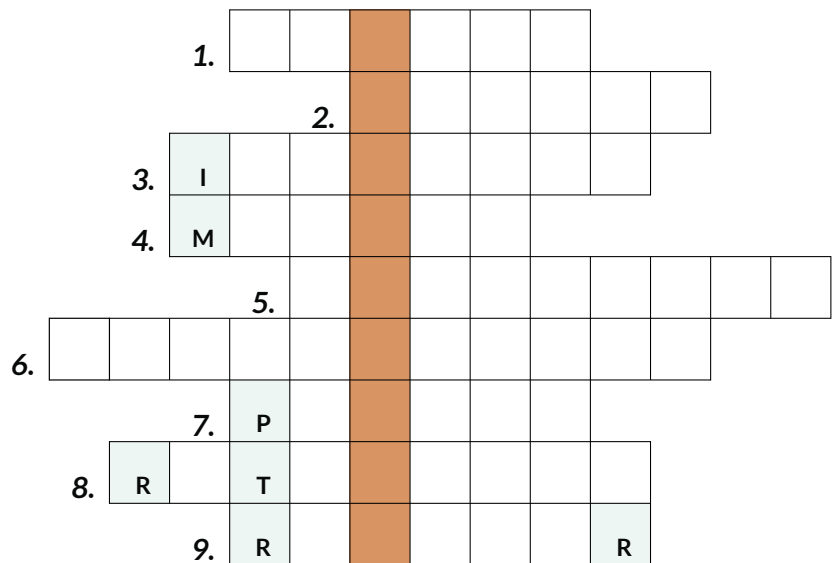
- a) at
- b) on
- c) with





16. Complete the crossword by filling in the missing words.

1. ____ stable
2. Call to ____
3. ____ from 8 to 9 pounds
4. ____ share of 3 %
5. Public ____
6. Identify a ____ advantage
7. Sharp drop in ____
8. Focus on customer ____
9. ____ customers



REVISION: CHOOSE THE CORRECT ANSWER.

1. What is the main job of a good marketer?

- a) developing new products
- b) identifying and satisfying their customer's needs
- c) managing people

2. Complete the phrase: close ____.

- a) a fair
- b) a deal
- c) a promotion

3. ____ are new products that have been launched but where it is not clear whether they will be successful.

- a) Cash cows
- b) Stars
- c) Question marks

4. A leaflet is...

- a) a piece of paper with information about something.
- b) a lower price paid for a product as a result of buying goods in large quantities.
- c) a name or symbol on a product.

5. SWOT means ...

- a) Strengths, Weaknesses, Opportunities, Threats
- b) Strengths, Weaknesses, Options, Threats
- c) Strengths, Weaknesses, Opportunities, Targets

6. The _____ in prices attracted many new customers.

- a) sharp step
- b) sharp drop
- c) increase

7. Which sentence is a call to action?

- a) Focus on customer needs!
- b) 20% increase in sales!
- c) Click now!

8. It's important to ____ your customers.

- a) satisfy
- b) promote
- c) call for

9. What is the BCG Matrix?

- a) a word or phrase that can mean many things
- b) a place where companies show and sell their products
- c) a term for a strategic marketing and management tool

10. What are some examples of the ways of targeting the customers?

- a) traditional marketing, digital marketing, social media marketing
- b) avoiding all forms of communication
- c) ignoring customer feedback



Unit 5 PURCHASE AND SALE

TYPES OF STORES (RETAIL/WHOLESALE), SUPPLY, SUPPLY AND DEMAND, ORDERING, INVOICING



DISTRIBUTION NETWORK AND BASIC CONCEPTS OF PURCHASE AND SALE



There would be no business in the world of business without **purchase** and sale, that is, buying and selling. Whether you are a supplier, **producer**, **distributor**, retailer, or **consumer**, you need to understand the basic concepts of this world.

At the beginning of a distribution chain or network, there are **manufacturers** or producers of goods. These goods are then **stored in warehouses** before being distributed to wholesalers or retailers. **Wholesalers** typically buy products **in bulk** and sell them to retailers to make money. Retailers, such as supermarkets, **department stores**, **retail chains**, boutiques, etc. sell products directly to consumers, often in smaller quantities.

How many goods are stored, delivered or sold depends on the **supply and demand** of a product or service at a specific time. In other words, it depends on the relationship between how many goods or services are available and how many people want to buy. When supply is greater than demand, prices fall. If, however, supply is lower than demand, prices rise.

When it comes to purchase and sale, whether you act as an individual or a company, you usually start with **placing an order** to buy a product or service from a seller. Before making a purchase, however, it's important to think about different factors like price, **quantity**, or **delivery** costs, that is, costs for **handling** (transportation, storing, **packaging**) of the goods ordered. Once the order is **confirmed**, the seller will send the goods to your location. In some cases, sellers may issue a **pro forma invoice**, a kind of a bill **asking for an advance payment** before shipment. Some businesses use **trade credit**, with which it is possible to **settle the invoice** at a later date. When purchasing **in bulk**, the seller can **offer price reductions** (or **discounts**).

Sometimes it can happen that the seller **can't supply your order**, for example, because of a **shortage of stock**. In such cases, they may **issue a credit note** or offer a **refund** if you've already paid for the goods. When making purchases, consumers should know about their rights, especially if a product is **under warranty**. If the product is **faulty** or damaged and still under warranty, the seller has to repair or replace it. Hopefully, that won't happen to you and you'll always be a happy customer!

1. Read the text and decide which of the following statements are true and which false.

☐ T ☐ F

☐ T ☐ F

☐ T ☐ F

☐ T ☐ F

1. When something is under warranty, you have the right to have it repaired.

2. Retailers buy goods in bulk to supply wholesalers.

3. When prices are high, supply is low and demand is high.

4. A document by which the seller asks for an advance payment is called a credit note.



2. List as many parts (people or businesses) of a distribution chain as you can:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____



3. Match the words to make phrases.



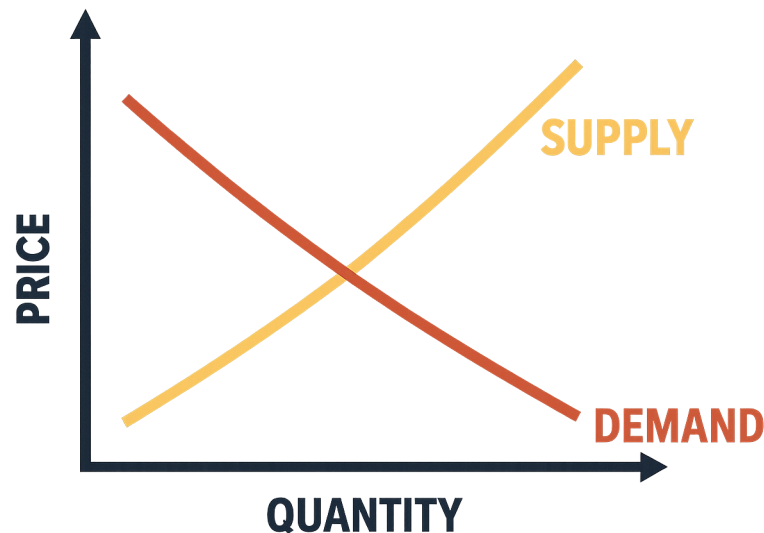
- | | |
|---------------|--------------|
| 1) trade | a) payment |
| 2) credit | b) reduction |
| 3) pro forma | c) credit |
| 4) price | d) note |
| 5) advance | e) store |
| 6) department | f) invoice |

4. Discuss the following questions with your classmates.



1. What is a distribution network?
2. Is a price reduction a good or bad thing?
3. What if a seller can't supply your order you've already paid for?
4. What is the difference between trade credit and a credit note?
5. Can you tell the difference between a producer and consumer?

5. Class discussion: explain the theory of supply and demand. Think about some real life examples that would better explain the supply-and-demand relationship.



USEFUL VOCABULARY

complaint	/kəm'pleɪnt/	stížnost, reklamace	Saying that something is wrong or that you are not happy about something. She made a formal complaint about the three kilos of smelly fish she'd received.
confirm	/kən'fɜ:m/	potvrdit	To make an agreement definite or certain. We will confirm your order by email.
consumer	/kən'sju:mə/	spotřebitel	Someone who buys a product or service for their own use. The key to great success for a company is to know your consumers' needs.
delivery	/dɪ'lɪvəri/	doručení, dodání	The act of taking parcels, post, goods, etc. to people. I usually pay for the goods ordered on delivery.

department store	/dɪˈpɑːtmənt ˌstɔː/	obchodní dům	<i>A big shop that is divided into many parts or floors, with each selling different goods. My cousin works part-time in one of the largest department stores in England, Harrods.</i>
distributor	/dɪˈstrɪbjətə/	distributor	<i>A business or person supplying goods to shops, companies, etc. Centropol is one of the main distributors of electricity in the Czech Republic.</i>
due date	/ˈdʒuː ˌdeɪt/	datum splatnosti	<i>A date by which something has to be done. The payment should be made within 30 days of the due date.</i>
faulty	/ˈfolti/	vadný	<i>Not working correctly, not perfect, broken. The warranty covers any damage. Call them and ask for a refund for the faulty TV.</i>
get a refund	/ˌget ə ˈriːfʌnd/	dostat zpět peníze	<i>To get an amount of money for a product or service you bought that you are unhappy with. In case of a cancelled flight, you will get a full refund for the flight tickets.</i>
hire purchase	/ˌhaɪə ˈpɜːtʃəs/	nákup na splátky	<i>An instalment plan to pay for a product or service by making regular payments until it's paid off. I've bought a machine on hire purchase so it'll be really mine when I pay it off in full.</i>
in bulk	/ɪn ˈbʌlk/	ve velkém	<i>In large quantities and usually more cheaply. Wholesalers buy in bulk from producers or manufacturers.</i>
invoice	/ˈɪnvɔɪs/	faktura; fakturovat	<i>A document that lists the things or services that you've ordered and that will be paid for later. There are two invoices, the original and one copy. Keep the original, please.</i>
issue a credit note	/ˌɪʃuː ə ˈkredit ˌnəʊt/	vystavit dobropis	<i>To give a piece of paper to a buyer who has returned a product, promising that they can buy another product of the same value instead. It was very nice of the manufacturer to issue a credit note for the faulty microphones they delivered.</i>
manufacture	/ˌmænjəˈfæktʃə/	vyrábět; průmyslová výroba	<i>To make goods in a factory using machines; the process of making goods. The company Tescoma is a Czech company which manufactures kitchen tools.</i>
packaging; handling	/ˈpækɪdʒɪŋ; ˈhændlɪŋ/	balení; manipulace	<i>Materials used to keep a product safe; the way a product is stored, moved, sent, packaged etc. There is usually extra money paid for packaging or handling.</i>
producer	/prəˈdʒuːsə/	výrobce, pěstitel	<i>A business, country, or person that makes goods, provides materials, or grows crops in large amounts. The largest producer of coffee is Brazil, this article says.</i>

pro forma invoice	/prəʊˌfɔːmə ˈɪnvɔɪs/	zálohová faktura	A document that lists the products or services you've ordered, asking for an advance payment before they are delivered. We will send your order when you pay the pro forma invoice.
purchase	/ˈpɜːtʃəs/	zakoupit; nákup	To buy something or the act of buying something. A friend of mine has purchased a large piece of land from an estate agency for six million crowns.
retail	/ˈriːteɪl/	maloobchod	The sale of goods to consumers through shops. Retail prices are usually higher than when buying in bulk from a wholesaler.
retail chain	/ˈriːteɪl ˌtʃeɪn/	obchodní řetězec	One shop or a group of retail shops that sell goods to people under the same brand. Walmart, IKEA, Apple Store...these are just a few examples of retail chains.
sales growth	/ˈseɪlz ˌgrəʊθ/	prodejní růst	A situation when the amount of sales grows over a period of time. There has been a healthy sales growth of two percent every year.
shortage of stock	/ˌʃɔːtɪdʒ əv ˈstɒk/	nedostatek zásob	Less than enough of the goods for sale or the supplies for use. Sometimes, a distributor can't supply your order because of a shortage of stock.
store in	/ˈstɔːr ɪn/	skladovat, uchovávat v	To keep something somewhere to sell or use later. There is an industrial park on the edge of our city with large warehouses storing goods.
supply	/səˈplaɪ/	zásobovat; zásobování	To give someone something that is wanted, usually over a period of time and in large numbers; the act of supplying something. Our business supplies plastic bottles to The Coca-Cola Company.
supply and demand	/səˈplaɪ ənd dɪˈmɑːnd/	nabídka a poptávka	The relationship between how many goods or services are available and how many people want to buy. The supply and demand model of our new line of headphones will help us decide about the price.
surplus	/ˈsɜːpləs/	nadbytek	An amount that is more than enough or needed. Our stock is in surplus at the moment.
trade credit	/ˈtreɪd ˌkredit/	obchodní úvěr	A business agreement that allows a consumer or business to pay for ordered goods at a later date. Offer your new clients trade credit with a due date.
under warranty	/ˌʌndə ˈwɒrənti/	v záruce	Still protected by the agreement between you and the seller, who promises to repair or replace the product you've bought when something happens to it. The warranty period is usually two years so I guess this three-year old laptop isn't under warranty.

unit and quantity	/ˌjuːnɪt ənd ˈkwɒntəti/	jednotka a počet	<i>A thing or a part of something and its amount. Have you seen the invoice? The units are wrong and the quantity numbers are different from our order.</i>
warehouse	/ˈweəhaʊs/	sklad, velkoobchod	<i>A big building for storing large amounts of goods before they are used, distributed, or sold. There is a two-hundred-square-metre furniture warehouse near Prague.</i>
warranty claim	/ˈwɒrənti ˌkleɪm/	reklamace	<i>A formal way of asking for repairing or replacing a damaged product or getting money back for a bad service. If you start repairing the broken laptop yourself, your warranty claim may not be accepted.</i>
wholesale	/ˈhəʊlseɪl/	velkoobchod; ve velkém	<i>The sale of goods in large amounts to smaller shops; in large quantities. There is a huge difference between wholesale and retail. When you buy products at wholesale, you can save a lot of money.</i>

6. Add the following words to the definitions below.



warranty claim, producer, distributor, consumer, complaint, delivery, supply and demand

- A business or person supplying goods to shops, companies, etc.
- A formal way of asking for repairing or replacing a damaged product or getting money back for a bad service.
- Someone who buys a product or service for their own use.
- The act of taking parcels, post, goods, etc. to people.
- A business, country, or person that makes goods, provides materials or grows crops in large amounts.
- The relationship between how many goods or services are available and how many people want to buy.
- Saying that something is wrong or that you are not happy about something.

7. The following words can be used in more word classes (noun, verb, adverb, etc.). Depending on the context, decide which word fits the pair of sentences.



manufacture, purchase, supply, invoice

- What's the due date on the ____?
We need to ____ every client at the end of each month for what they've bought.
- Consumers won't be happy if demand is higher than ____.
We need to find a new partner to ____ our production.
- You will get 10% off your next ____.
Do not ____ concert tickets from any other website than ours.
- I know about five companies which ____ gardening tools.
Did you know that plastic is used in ____ of almost everything?

8. Create sentences with the phrases:



- a) buy in bulk _____
- b) make a purchase _____
- c) store in _____
- d) make a complaint _____
- e) get a refund _____

9. Fill in the missing words:



delivery, shortage, surplus, confirm, faulty, wholesale, credit note, quantity

1. If you pay too much for an order and the seller wants to give you your money back, they may issue a (1) _____.
2. There is a (2) _____ of the new line of ElecPro microwaves that nobody wants.
3. Please, (3) _____ by email in what (4) _____ you need the three kinds of apples you list in your order.
4. We've bought four kilos of cherries at a (5) _____ price.
5. Please, check on (6) _____ if the product is (7) _____.
6. The problem with a (8) _____ of stock is holding us back from becoming the leading company on the market.

10. Use the following words and add them to the segments of the distribution network. Talk to your classmates about what the picture shows.



RETAILERS

CONSUMERS

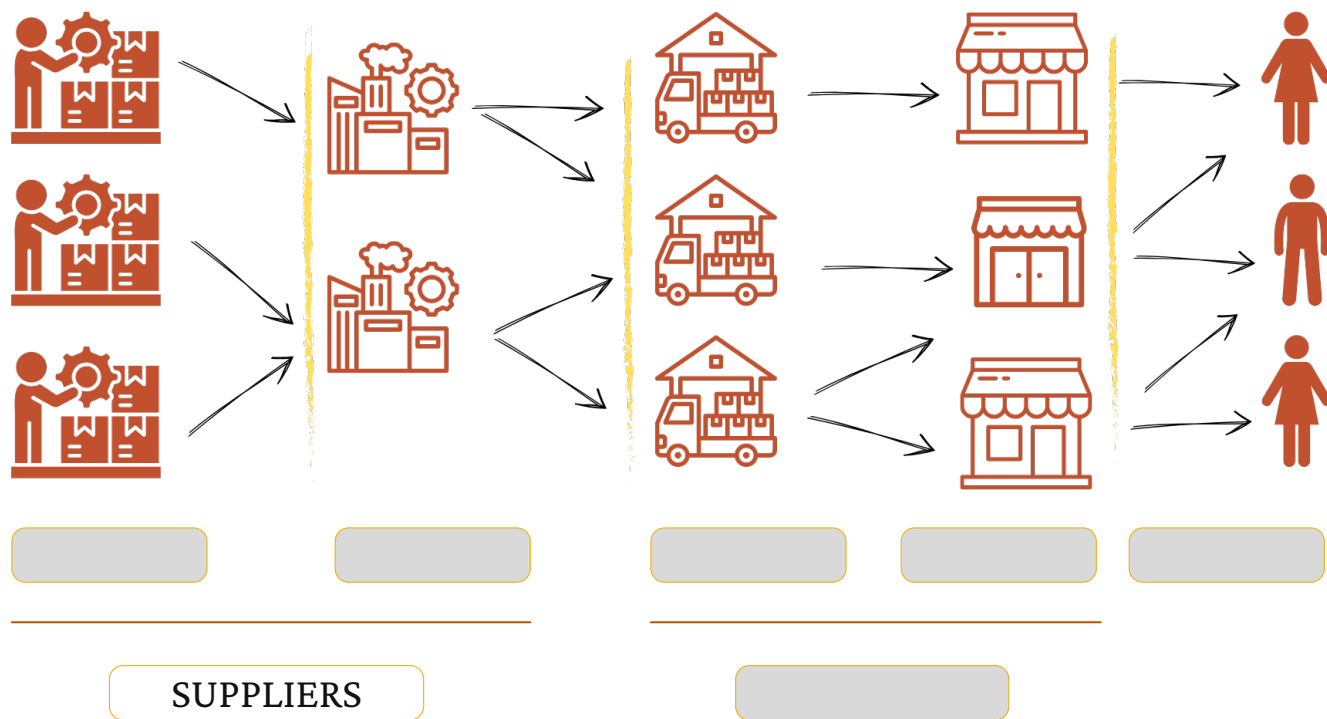
PRODUCERS

MANUFACTURERS

WHOLESALE

DISTRIBUTORS

Distribution Network



11. Write simple sentences about the process of buying a product or service.

[illegible]

PRÁCE S OBRAZOVÝM MATERIÁLEM

Invoice

To:

Address:

Phone:

CIN:

TIN:

Bank:

Account No.:

IBAN:

BIC:

Client Ref. No.:

Tomáš Mrázek

Pražská 111
Dolní Břežany
503 03
Czech Republic

+420 732 111 111

22222232

CZ22222232

Air Bank

1010144711/3030

CZ22 3030 0000 0010
1014 4711

AIRACZFN

AB0042

From:

Address:

Phone:

CIN:

TIN:

Bank:

Account No.:

IBAN:

BIC:

Sort Code:

Note:

Invoice No.:

Invoice Date:

Invoice Due:

Payment:

Office Supplies Ltd.

65 City Road
Guildford, Surrey
GU2 5AL
United Kingdom

+44 1123 544499

U 53411 UK 1966 LTD 111111

C 11111112XX0

Barclays PLC

10004477

GB2341 310 0044 77

GBLLDXX4411

24-51-01

Payer of VAT

20241402AB42

14/02/2024

24/04/2024

bank transfer



Description	Qty	Unit	Price (per unit)	VAT %	VAT	Total
Wall Calendar 2025 – Flowers	5.00	pcs	£8.00	21%	£8.40	£48.40
Pencil	10.00	pcs	£0.99	21%	£2.08	£11.98
Highlighter - Various Colours	8.00	pcs	£1.25	21%	£2.10	£12.10
Notebook - Size A5/ Dark Green	4.00	pcs	£12.00	21%	£10.08	£58.08
Desktop Computer - Standard	2.00	pcs	£1,000.00	21%	£420.00	£2,420.00
Installation	2.00	pcs	£20.00	21%	£8.40	£48.40
					Discount:	£0.00
					Subtotal:	£2,147.90
					Total Amount Due:	£2,598.96

12. Look at the abbreviated (shortened) words and choose the correct word they stand for:



1) No.	name	number	note
2) Qty	quality	quarter	quantity
3) Pcs	pieces	peaces	prices
4) VAT	value-added tax	very attractive tax	value of an item
5) Ref.	referee	reference	reform

13. In your opinion, what are the important points that an invoice has to have? Discuss the answers with your classmate.



_____	_____
_____	_____
_____	_____

14. Discuss these topics with your classmates:



- a) Should an invoice be issued before or after the sale?
- b) Do we have to pay the invoice as soon as we receive it?
- c) Do we have to keep an invoice from every purchase?
- d) What is the difference between a pro forma invoice and regular invoice?

15. Try to create your own invoice as homework.



Do not forget all the important points that an invoice has to have; look at the layout of the invoice above. Think about the graphics, the logo of your imaginary company, the products/services ordered. If you are not sure about the VAT part, talk to your parents/teacher.



ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV STUDENTA

16. Warranty Claim Letter - translate the following phrases and complete the text.



balení, vadný, obchodní řetězec, v záruce, potvrzení si, manipulace

To whom it may concern,

I am writing to inform you about a problem with a product I have purchased from your store.

On 24 May 2023, I made a purchase of a new Apple iPhone 13 from one of the stores of your retail chain SmartyPhoney. I placed the order after _____ with one of your staff members by phone that the product was stored in its original _____.

However, upon receiving the product, I noticed that the packaging was damaged, probably from bad _____. I followed the instructions given and still the phone was _____ as I'd expected. As a regular customer of your _____, I am very unhappy about the situation.

The product is still _____, so I kindly ask for your assistance in this situation. I would like the phone to be replaced or you can give me a refund for the purchase.

Please let me know the steps I need to take with the warranty claim.

Thank you for dealing with this problem.

Yours sincerely,

Clair Ryan

17. Writing - Warranty Claim Letter

Write your own warranty claim letter. Get inspired by the text you've read. Imagine that you've bought a faulty or damaged product or that you are unhappy with a service (e.g. roof repairs).



FRÁZE A JEJICH PROCVIČOVÁNÍ

add a unique selling point	/ˌæd ə juːˌniːk 'selɪŋ ˌpɔɪnt/	přidat jedinečný prodejní argument	Add a unique selling point that makes your product different from others.
ask for an advance payment	/ˌɑːsk fər ən ədˌvɑːns 'peɪmənt/	požádat o zálohovou platbu (platbu předem)	Always ask for an advance payment with a new client.
chase an invoice	/ˌtʃeɪs ən 'ɪnvɔɪs/	požadovat zaplacení faktury	When chasing an invoice, ask why it hasn't been paid yet in a very polite way.
demand exceeds supply	/dɪˌmɑːnd ɪkˌsiːdz səˈplaɪ/	poptávka převyšuje nabídku	When demand exceeds supply, prices always rise.
It was a real bargain!	/ɪt wəz ə ˌriːl 'bɑːɡɪn/	Byla to opravdu výhodná koupě.	I bought three t-shirts for the price of one. It was a real bargain!
offer a price reduction (discount)	/ˌɒfər ə 'praɪs rɪˌdʌkʃən ('dɪskaʊnt)/	nabídnout snížení ceny (slevu)	If you make a complaint about a service at a hotel, you may be offered a price reduction.
place an order	/ˌpleɪs ən 'ɔːdə/	zadat objednávku	If you place your order through our website form, you will get a discount.
put up prices	/ˌpʊt ʌp 'praɪsɪz/	zvednout ceny	Retailers have decided to put up prices by 15%.
settle an outstanding invoice	/ˌsetl ən aʊtˌstændɪŋ 'ɪnvɔɪs/	uhradit nezaplacenou fakturu	Make sure to settle any outstanding invoice before the end of the month.
tailor a product to your needs	/ˌteɪlə ə ˌprɒdʌkt tə jə 'niːdz/	přizpůsobit (ušít) produkt na míru	Do you phone every day? Do you send hundreds of texts but you don't use internet data? Our telecommunication company will help you find the right product tailored to your needs!
We can't supply your order.	/wɪː kɑːnt səˈplaɪ jɔː 'ɔːdə/	Nemůžeme dodat Vaši objednávku.	We are very sorry to inform you that we cannot supply your order.

18. Order each of the following lines to create phrases:



- your/a/tailor/product/needs/to _____
- selling/unique/add/a/point _____
- advance/ask/an/payment/for _____
- an/settle/invoice/outstanding _____
- bargain/real/was/it/a _____

19. Pair the expressions to make phrases.



- | | |
|------------|--------------------|
| 1) supply | a) price reduction |
| 2) demand | b) an invoice |
| 3) chase | c) prices |
| 4) offer a | d) exceeds supply |
| 5) put up | e) your order |

REVISION: CHOOSE THE CORRECT ANSWER.

1. Add a ____ point that makes your product different from others.

- a) unique selling
- b) credit note
- c) refund

2. Complete the phrase: place ____

- a) up prices
- b) a deal
- c) an order

3. Wholesalers typically buy products ____.

- a) from small businesses
- b) on at a time
- c) in bulk

4. A shortage ...

- a) occurs when everyone gets more products than they need.
- b) occurs when there is not enough supply of a product or resource to meet the demand.
- c) is a type of investment strategy.

5. VAT means ...

- a) a value-added tax.
- b) a very attractive tax.
- c) a value of a product.

6. If you start repairing the broken TV on your own, your ____ claim may not be accepted.

- a) price
- b) warranty
- c) offer

7. Which sentence has a similar meaning as “It was a real bargain!”?

- a) It was a huge disappointment!
- b) It was highly overpriced!
- c) It was a great deal!

8. Complete the phrase: ____ an invoice

- a) to chase
- b) to promote
- c) to buy

9. You will get 10% off your next ____.

- a) purchase
- b) price
- c) demand

10. Sales growth occurs when ...

- a) sales stay exactly the same over time.
- b) the amount of sales grows over a period of time.
- c) a company stops selling products to their customers.



Unit 6

BUSINESS COMMUNICATION AND CORRESPONDENCE

TYPES OF BUSINESS COMMUNICATION AND CORRESPONDENCE (EMAILS, PHONE CALLS, FACE-TO-FACE MEETINGS),
USING FORMAL STYLE



THE MAIN PRINCIPLES OF GOOD BUSINESS COMMUNICATION



In business communication, we use email to connect with our customers or business partners. It's one of the most popular ways to communicate. It is fast and reliable. **Recipients** can read emails at any time, without their work being constantly **interrupted**. Information can be communicated **clearly** and **briefly**. There is always a written record of the communication with the client or your **superior**. It's easy to find the necessary information in the **thread**. You can contact multiple people at once, put their email addresses in **CC** field or **BCC** them if needed. Email is a great time saver. Sometimes, however, emails can get unopened and unread, which means that the recipient hasn't read the message. It's also difficult to set the tone for email communication, which can be influenced when having a phone call or a **face-to-face** meeting. Emails can get lost in a flood of messages or end up in the spam folder.

Making phone calls is an important part of business communication. They are simple and easy to make. They are good for having closer contact and choosing the right tone to set the atmosphere from the first minute. However, if we call at the wrong time and the person on the other end is not **fully focused**, it can **make a bad first impression**.

Preparing for a **business meeting** is also important. We should find out as much as we can not only about the client or business partner, but also the meeting itself and the goals we want to achieve. The more you know, the easier it is to **lead the negotiation** and **communicate**. If you show your business partner you understand them, they will feel comfortable.

Each situation is individual and needs a different kind of communication. In many businesses, communicating with a personal touch and responding immediately to a **complaint** or **inquiry** is necessary. These situations need phone calls or personal meetings. However, it is essential that all communication is by email, so a **summary** of telephone and face-to-face meetings is recommended. And what are the basic rules of professional business communication? Here are some tips. Don't use emoticons, shortened forms or a **colloquial language**. Also, don't use exclamation marks or CAPS LOCK. These can **make a bad impression** of your message. It's always a good idea to use a **formal style**, and **be polite**. **Avoid** using long sentences.

1. Read the text and decide which statements are true and which are false.

- | | |
|---|--|
| ☐ T ☐ F | 1. Using colloquial language and emoticons is recommended to make the communication friendlier. |
| ☐ T ☐ F | 2. In a business meeting, it is important to have some information about the client and set goals for the meeting. |
| ☐ T ☐ F | 3. A summary of a business call or meeting in an email is not necessary. |
| ☐ T ☐ F | 4. Phone calls are sometimes preferred over emails because we can create the right atmosphere immediately. |
| ☐ T ☐ F | 5. In business communication, it is recommended to use long sentences to show your rich vocabulary. |



2. List 3 things a business communication in general should have and 3 things it should NOT have. Then compare your answers with your classmates.



It should have:

It shouldn't have:

3. Pair the words to make phrases.



- 1) fully
- 2) business
- 3) formal
- 4) face-to-face
- 5) colloquial

- a) meeting
- b) style
- c) language
- d) correspondence
- e) focused

4. Discuss the following with your classmates:



- 1. In your opinion, what are the benefits of phone calls?
- 2. Is it good to use colloquial language in business communication? What impression does it make on the recipient?
- 3. Why is it important to know the details about the client before a business meeting?

USEFUL VOCABULARY

announcement	/ə'naʊnsmənt/	oznámení	A public or formal statement about something important or new. The company made an announcement about the new product launch.
attachment	/ə'tætʃmənt/	příloha	A file or document that is sent along with an email. Please see the attachment for details.
avoid	/ə'vɔɪd/	vyhnout se, vyvarovat se	To try not to do something or stay away from it. I try to avoid making mistakes in my emails.
be polite	/bi pə'laɪt/	být zdvořilý	Showing good manners towards others, such as behaviour, speech, etc. It is important to always be polite in business communication.

BCC (blind carbon copy)	/ˌbiːsiː'siː (ˌblaɪnd ˌkɑːbən 'kɒpi)/	skrytá kopie	By filling in this box, you will send email to multiple email addresses that are hidden to others. Julie, reply to the customer and add me to the BCC.
body (of an email)	/ˈbɒdi (əv ən 'iːmeɪl)/	tělo (emailu)	The main part of an email where you write your message. Please put all product information in the body of the email.
briefly	/ˈbriːfli/	krátce, stručně	To do something quickly or say something with only a few words. Can you briefly explain the draft contract to me?
business meeting	/ˈbiznɪs ˌmiːtɪŋ/	obchodní schůzka	A gathering of people to discuss work-related matters. We have a business meeting scheduled for 10 am tomorrow.
CC (carbon copy)	/ˌsiː'siː (ˌkɑːbən 'kɒpi)/	kopie	This field allows you to send email to multiple email addresses that are visible to others.
clearly	/ˈkliəli/	jasně	In a way that is easy to understand or see. She explained the instructions clearly so everyone could understand.
colloquial language	/kəˌləʊkwɪəl 'læŋɡwɪdʒ/	hovorový jazyk	An informal language used in everyday communication. Using colloquial language can make you sound friendlier in conversation.
communicate	/kə'mjuːnɪkeɪt/	komunikovat	To exchange information or ideas with someone else. It's essential to communicate effectively in a team.
conclusion	/kən'kluːʒn/	závěr	The end or final part of something, often summarising what has been discussed. In conclusion, I believe we should invest in new technology.
confirmation	/ˌkɒnfə'meɪʃən/	potvrzení	A statement or action verifying that something is true or has been agreed upon. Please send a confirmation email once you've finished the final report.
consider	/kən'sɪdə/	považovat, zvažovat	To think about or take into account. We need to consider all options before making a decision.
correspondence	/ˌkɒrɪ'spɒndəns/	korespondence	Communication through letters, emails, etc. Do you have a record of email correspondence with the client?
deal with complaints	/diːl wɪð kəm'pleɪnts/	řešit stížnosti	To deal with issues or problems that people have raised. As a customer service representative, it's my job to deal with complaints.
dear	/diə/	vážený/á	A polite way to address someone at the beginning of a letter or email. Dear John, I hope this email finds you well.

draft contract	/ˈdraːft ˌkɒntrækt/	návrh smlouvy	An unofficial first version of a formal agreement or legal document. We need to review the draft contract before finalising the deal.
face-to-face meeting	/ˌfeɪstəfeɪs ˈmiːtɪŋ/	osobní schůzka	A meeting where people are physically present in the same location. Let's have a face-to-face meeting to discuss this matter further.
formal style	/ˈfɔːməl ˌstɑɪl/	formální styl	A polite and professional way of writing or speaking. It is important to have a formal style in business correspondence.
fully focused	/ˌfʊli ˈfəʊkəst/	plně soustředěný	Paying full attention to something. Don't talk to me please, I need to be fully focused during this presentation.
helpful	/ˈhelpfl/	nápomocný, ochotný	Providing assistance or support. Thank you for your helpful advice.
informal style	/ɪnˈfɔːməl ˌstɑɪl/	neformální styl	A relaxed and casual way of writing or speaking. In an informal style of writing, you can use more casual language and expressions to connect with the reader on a personal level.
inquiry	/ɪnˈkwɪəri/	dotaz	A request for information on a particular matter. I've sent an inquiry to the customer service department.
interrupt	/ˌɪntəˈrʌpt/	narušit	To stop someone while they are speaking or doing something. Please don't interrupt me while I'm speaking.
introduction	/ˌɪntrəˈdʌkʃn/	úvod	The opening part of something (letter, email). Let me give you a quick introduction to our new vision.
lead the negotiation	/ˌliːd ðə ˌnɪɡəʊʃiˈeɪʃn/	vést jednání	To take charge or guide the process of discussing terms or agreements. He's skilled at leading negotiations and getting the best deals.
make a bad impression	/spɔɪl ðɪ ɪmˈpreʃən/	pokazit dojem	To ruin one's opinion of someone because of a negative action or behaviour. Arriving late to the interview could spoil the impression you make on the hiring manager.
notice	/ˈnəʊtɪs/	oznámení	A formal announcement or written information about something. Did you see the notice about the office closure next week?
paragraph	/ˈpærəɡraːf/	odstavec	A section of a piece of writing, usually dealing with a single topic. Each paragraph in the report describes a different part of the problem.

participate (in a meeting)	/pɑ:'tɪsɪpeɪt (ɪn ə'mi:tɪŋ)/	zúčastnit (se schůzky), podílet se	<i>To take part in or join discussions during a meeting. Everyone is expected to participate in the meeting and share their ideas.</i>
purpose	/ˈpʊːpəs/	účel, smysl	<i>The reason for which something is done or created. The purpose of this meeting is to discuss the budget for the next quarter.</i>
recipient	/rɪ'sɪpiənt/	příjemce	<i>The person that receives something. Make sure to double-check the email address of the recipient before sending.</i>
respond	/rɪ'spɒnd/	odpovědět	<i>To reply or react to something that has been said or done. I'll respond to your email as soon as possible.</i>
request	/rɪ'kwest/	žádost	<i>An act of asking politely or formally for something. They received a lot of requests for more information.</i>
sender	/ˈsendə/	odesílatel	<i>A person who sends something. The sender of the package has forgotten to include their contact information.</i>
signature	/ˈsɪɡnətʃə/	podpis	<i>A person's name written (in their own handwriting) as a form of identification. Don't forget to add your signature at the end of the letter.</i>
subject line	/ˈsʌbdʒekt ˌlaɪn/	předmět (emailu)	<i>The line of text at the top of an email that says what the email is about. The subject line of the email should clearly indicate what the message is about.</i>
summary	/ˈsʌməri/	souhrn, shrnutí	<i>An explanation or overview of the main points or key information contained within a larger piece of text, document, or discussion. Can you give me the summary of the main points from the meeting?</i>
superior	/su:'piəriə/	nadřízený	<i>Someone who is higher in rank, position, or authority. She has shown herself to be an excellent superior.</i>
thread	/θred/	vlákno	<i>A series of connected messages or emails on the same topic. I lost track of the conversation thread in the group chat.</i>



5. Pair the following words with the definitions below.



thread, superior, purpose, formal style, attachment, subject line, deal with complaints

1. A professional and polite way of writing without using colloquial language.
2. A file sent along with an email.
3. The line of text at the top of an email that says what the email is about.
4. A conversation with a series of messages and replies.
5. To handle and resolve the situation when a customer is not happy about something.
6. Someone in a higher position than you.
7. An intention or goal; the reason why something is done.

6. Pair the words to make phrases.



- | | |
|----------------|---------------------|
| 1) lead | a) a bad impression |
| 2) make | b) in a meeting |
| 3) deal | c) the negotiation |
| 4) draft | d) with complaints |
| 5) participate | e) contract |

7. Create sentences with these phrases:



- a) face-to-face meeting _____
- b) make a phone call _____
- c) make a bad impression _____
- d) deal with complaints _____
- e) draft contract _____





8. Fill in the missing words:

attachment, communicate, clearly, draft contract, helpful, sender, participate, signature, respond, inquiry

Mrs Kees, please have a (1) _____ ready for me to sign at the afternoon meeting.

Write your instructions (2) _____ and briefly so everyone can understand them.

Please, (3) _____ to my message as soon as you can.

Tomorrow, I will (4) _____ in a meeting about launching our new project.

We've received an (5) _____ from a customer about the product he's bought.

It's important to (6) _____ politely with your superior.

Sorry, I forgot to send you an (7) _____ with the details about the next month's meeting.

Thank you for being so (8) _____ in resolving this matter.



9. Rewrite the following sentences in colloquial English into sentences we can use in business communication. Then, compare the sentences with your classmates.

1. Hey, Mr Leeds, I'm writing to you about our 'rendezvous' today.

2. Cheers, I need some help with the instructions on that thingy I've bought from you, guys.

3. Dear Ms Jones, will you be a sweetheart and send me those invoices super quick?

4. Hey guys, I need a little favour from you. Who can send me the papers for tomorrow's meeting? Thanks to y'all!

5. Cheerio, Mrs Evans, can you just take a look at my problemo super fast?!





10. Business communication is full of acronyms or abbreviations (a short form of a longer phrase created from the initial letters) like CC - carbon copy - or BCC - blind carbon copy . Complete the following phrases with the words below to match the abbreviations.

also, in, own, information, soon, reply, in, asked, your, way, disturb, by, other

- 1) ASAP = as _____ as possible
- 2) BTW = _____ the _____
- 3) AKA = _____ known as
- 4) AYOR = at _____ risk
- 5) DND = do not _____
- 6) FAQ = frequently _____ questions
- 7) FYI = for your _____
- 8) IOW = _____ words
- 9) NRN = no _____ needed
- 10) TIA = thanks _____ advance



11. Are the letters in the following abbreviations ordered correctly? Reorder the letters if necessary. Write the abbreviation again if it is correct.

- a) ITA - _____
- b) RNN- _____
- c) AKA - _____
- d) RAYO - _____
- e) PAAS - _____
- f) IOW - _____



PRÁCE S OBRAZOVÝM MATERIÁLEM

Subject line: READ ME
E-mail: d.smith@email.com

Heeya Mr. Smith,

Are you free tomorrow?? I am James from EZindustry, and we specialise in industrial supplies. Considering how important you are to this industry, I think we would both gain a lot from working together.

Working with us would give you access to the knowledge of our consulting team and the high-quality products we offer. :-D

We would like to invite you to a presentation meeting about our new project that could be beneficial for your company. The meeting is scheduled for tomorrow at 2 p.m. I will send you a link to join the call.

I think this meeting's gonna be super useful for both of us! Let me know if you can make it. Thanks a ton!

XOXO,
James Jonson

12. Read the business email above. Is it written in a formal style? Try to find at least 6 sentences or words that should not appear in such an email and explain to your classmates why.



If you're not sure, have a look at the article in the introduction of this chapter for tips on what to use and not to use in business communication.

13. Discuss these topics with your classmates:



1. Does the email subject line above contain information about what the email is about?
2. As a recipient of this email, what would be your first impression of the sender?
3. Think of some situations when it is better to communicate only by email and when it is better to call or organise a face-to-face meeting. What are the advantages and disadvantages of each means of communication?

14. Look at the email above and create an email in a formal style as homework.



Create a formal email to the headmaster of your school asking for an individual study plan as you are going on a study trip to the UK.

Remember, every business email should have a proper salutation, the email body should include all the important information - why you are writing and what you need - and don't forget a proper goodbye. Try to remember what language we use in business communication and what is not recommended.

ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV STUDENTA

15. Meeting Invitation - Look at the following text and fill in in English the expressions given in Czech.



(vážený, stručně, zvažovat, účast, nápomocný, vyhnout se, předmět, odpovědět, vlákno, příloha)

(1) ____: Meeting on Marketing Strategy

(2) ____ Marketing Team,

I hope this message finds you well.

I would like to invite you to a meeting for both top management and lower management of the marketing department. The meeting takes place on Monday at 9:00 am in the main conference room.

In this meeting, we will (3) ____ discuss the next steps for our marketing strategy due to the decline in sales of our online professional courses. We will (4) ____ targeting our courses at companies and schools as potential new markets.

Your (5) ____ in the meeting is important, and your ideas will be very (6) ____.

In the (7) ____ of this email, you will find the meeting plan. Please go through it before the meeting itself to (8) ____ any delays.

Please (9) ____ in this (10) ____ by Friday afternoon so that I can prepare the appropriate documentation for each of you.

Best regards,

Jena Davenport

Assistant to the Marketing Director

16. Writing - Meeting Invitation



Write your own meeting invitation. Get inspired by the text you've read. Don't forget to inform all who are invited when the meeting takes place and what the main subject of discussion is.

FRÁZE A JEJICH PROCVIČOVÁNÍ

Could you repeat that, please?	/kəd ju rɪ'pi:t ðæt 'pli:z/	Můžete to prosím zopakovat?	<i>Could you repeat that, please? I didn't catch your surname.</i>
I am pleased to inform you that...	/aɪ əm 'pli:zd tə ɪn'fɔ:m ju ðæt/	S potěšením Vám oznamuji, že...	<i>I am pleased to inform you that your application has been approved.</i>
Further to...	/'fɜ:ðə tu/	V návaznosti na...	<i>Further to our meeting, I am sending a detailed summary of all the information in an email.</i>
I am writing/calling with regard to...	/aɪ əm 'raɪtɪŋ/'kɔ:lɪŋ wɪð rɪ'gɑ:d tə/	Píši/volám Vám v souvislosti s...	<i>I am writing with regard to the job offer posted on your website.</i>
I look forward to hearing from you soon.	/aɪ ,lʊk 'fɔ:wəd tə 'hɪərɪŋ frəm ju 'su:n/	Těším se, že se brzy ozvete.	<i>I look forward to hearing from you soon with any updates on the project.</i>
Please find attached ...	/'pli:z ,faɪnd ə'tætʃt/	V příloze naleznete...	<i>Please find attached the document you requested.</i>
Please let me know if you have any questions.	/'pli:z ,let mi 'nəʊ ɪf ju ,hæv eni 'kwestʃənz/	V případě dotazů mi prosím dejte vědět.	<i>Please let me know if you have any questions or need further clarification.</i>
Thank you in advance...	/θæŋk ju ɪn əd'vɑ:ns/	Předem děkuji...	<i>Thank you in advance for your help.</i>
To whom it may concern	/tə 'hu:m ɪt meɪ kən'sɜ:n/	komukoli, koho se to týká	<i>This message is addressed to whom it may concern.</i>
Yours sincerely	/jɔ:z sɪn'sɪəli/	S úctou	<i>Yours sincerely, James West.</i>





17. Phrases - Choose the correct option to complete the sentences.

1. _____ we have successfully completed the first phase of the project.
 - a) Could you repeat that, please
 - b) I am pleased to inform you that
 - c) Please let me know if you have any questions
2. _____ the position of secretary to the sales director. Is the position still open?
 - a) I am calling with regard to
 - b) Could you repeat that, please
 - c) I look forward to hearing from you soon
3. _____ the meeting agenda for next week's discussion.
 - a) Please find attached
 - b) Yours sincerely
 - c) I look forward to hearing from you soon
4. In case you need more information, _____.
 - a) Yours sincerely
 - b) to whom it may concern
 - c) please let me know if you have any questions
5. _____ your complaint, we are sending you a discount on your next purchase as an apology.
 - a) Further to
 - b) Could you repeat that, please
 - c) Thank you in advance
6. During the call, the line was interrupted. I didn't catch your name. _____?
 - a) I am calling with regard to
 - b) Could you repeat that, please
 - c) I look forward to hearing from you soon
7. _____ we have signed a favourable agreement with a multinational company.
 - a) Thank you in advance
 - b) Could you repeat that, please
 - c) I am pleased to inform you that

REVISION: CHOOSE THE CORRECT ANSWER.

1. The acronym BCC means ...

- a) a blind carbon copy.
- b) a bank credit code.
- c) a business contact card.

2. Formal style is ...

- a) a casual and informal way of talking to friends.
- b) speaking in a rude and disrespectful manner.
- c) a polite and professional way of writing or speaking.

3. Please don't ____ me while I'm speaking.

- a) repeat
- b) forward
- c) interrupt

4. I'll ____ to your email as soon as possible.

- a) request
- b) respond
- c) support

5. Which of the following greetings is formal?

- a) Good morning, Mr Smith.
- b) Hey, what's up?
- c) Heeya!

6. Complete the phrase: Yours ____.

- a) quickly
- b) sincerely
- c) since

7. Write your instructions _____ and briefly, so that everyone can understand them.

- a) helpful
- b) slowly
- c) clearly

8. I look forward to ____ from you soon.

- a) speaking
- b) listening
- c) hearing

9. Complete the phrase: Do not ____.

- a) disturb
- b) do
- c) demand

10. The acronym ASAP means ...

- a) After some additional paperwork
- b) As soon as possible
- c) A slow and steady process



Unit 7 ACCOUNTING

BASICS IN ACCOUNTING AND FINANCIAL RECORDS –EXPENSES, PROFITS, BALANCE SHEET, PROFIT-AND-LOSS ACCOUNT, CASH FLOW, BASIC ACCOUNTING TERMS (ASSETS, LIABILITIES, BALANCE SHEET, ETC.)

THE ROLE OF ACCOUNTS IN BUSINESS

 Every business **keeps** its **accounts**, an official record of the money spent and received, for better financial management, planning, but also for tax purposes for the **revenue authority**, which companies **report** their income to.

Accountants check financial records, analyse financial data, and give information to help businesses make informed decisions. While accounting is about analysing and summarizing financial data for making better choices in business, **bookkeeping** is the process of **recording financial transactions**. For the analysis, accountants use tools such as **trial balance**, which checks if debits and credits are of the same amount, or a **cash flow forecast**, which helps to guess future cash flows. There are various types of accountants, including **auditors**, who officially **examine** the final **accounts** to make sure they are accurate and complete. Some companies use **creative accounting** techniques. They use legal methods to present financial data in a better light to improve a company's financial position, but they are not accurate.

Financial records include financial statements, or accounts, such as: a **balance sheet**, showing the **assets** and **liabilities** of a company at a specific point in time; cash-flow statement, showing where your money is going or coming from and how much cash you actually have at the moment; or the **profit-and-loss account**, showing the **revenue**, costs, and profits over a period of time. Assets are something owned by a company, such as cash, **inventory**, and equipment. Liabilities are debts (money owed) of the company, such as loans and **accounts payable**. The **accounting equation** (assets = liabilities + **equity**) should be balanced. **Gross profit** is the difference between revenue and the cost of goods sold, while **net income** is the profit after all expenses have been taken away.

These are just a few examples of the things accountants need to do and which help to check a company's financial health.

1. Read the text and decide which statements are true and which are false.

- | | |
|---|---|
| ☐ T ☐ F | 1. An accountant and a bookkeeper do the same job. |
| ☐ T ☐ F | 2. A balance sheet, cash-flow statement and profit-and-loss account are financial statements. |
| ☐ T ☐ F | 3. Auditors help accountants to analyse financial data . |

2. Name what financial records accountants analyse and what tools they use to analyse financial data.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |



3. Match the words to make phrases.

- | | |
|-------------------|----------------|
| 1) balance | a) equation |
| 2) assets and | b) statement |
| 3) the accounting | c) payable |
| 4) cash flow | d) liabilities |
| 5) financial | e) forecast |
| 6) accounts | f) sheet |



4. Discuss these topics with your classmates.

- What is a balance sheet?
- What do accountants do?
- What is in the accounting equation?
- What is the difference between an accountant, bookkeeper, and auditor?
- What is creative accounting and is it legal?

USEFUL VOCABULARY

accountant	/ə'kaʊntnt/	účetní	A person who keeps or checks financial accounts. Our company has an external accountant.
accrued expenses	/ə,kru:d ɪk'spensɪz/	výdaje příštích období	An amount of money owed that is recorded in the accounts but is not payable in that period. Accrued expenses are a current liability with no clear timing or amount.
auditor	/ˈɔ:ɪtə/	auditor	A person who officially reviews the accounts of a company. The accounts are usually examined once a year by an auditor.
balance sheet	/ˈbæləns ʃi:t/	účetní rozvaha, balance	A financial statement showing the assets and liabilities of a company at a specific point in time. The coffee company has the weakest balance sheet in the past four years.
bookkeeper	/ˈbʊk,ki:pə/	účetní	Someone who keeps a record of the money spent or received. Bookkeepers usually record the financial data that accountants then check and work with.
bottom line	/ˌbɒtəm 'laɪn/	celkový hospodářský výsledek	The total amount of money that is the total profit or loss of a company. Great expenses hurt the bottom line.

cash flow forecast	/ˈkæʃ ˌfləʊ ˌfɔːkɑːst/	prognóza peněžního toku	<i>A plan of how much money a company will spend and receive over a period of time. Without the cash-flow forecast, our company would go bankrupt.</i>
creditor	/ˈkredɪtə/	věřitel	<i>Someone who money is owed to. In the accounts, the amounts that you owe someone are creditors or accounts payable.</i>
current assets	/ˈkʌrənt ˌæsɛts/	oběžná aktiva	<i>Things such as cash or materials being made and used or sold during the same year. Current assets are often things that a company needs for day-to-day operation.</i>
debtor	/ˈdetə/	dlužník	<i>A company or a person who owes money. The customers who have to pay you money are debtors or accounts receivable in AmE.</i>
deferred	/dɪˈfɜːd/	odložený	<i>An amount in the accounts that a company owes but will be paid back at a future date. The accountant said we should do something about the deferred liabilities.</i>
double-entry bookkeeping	/ˌdʌbl ˌentri ˈbʊkkiːpɪŋ/	podvojný účetnictví	<i>A system of accounts in which every business activity is recorded as a credit in one and a debit in the other account. Double-entry bookkeeping is a useful tool for checking that the accounts are correct.</i>
equity	/ˈekwɪti/	vlastní kapitál, čistá jmění	<i>The value of a company after debts are taken away. Owner's equities can be their investments.</i>
financial year	/faɪˌnænsɪl ˈjɪə/	fiskální rok	<i>A period of twelve months over which the accounts are calculated. The financial year is not always from January to December.</i>
gross/net profit	/ˌgrəʊs/ˌnet ˈprɒfɪt/	hrubý/čistý zisk	<i>Money earned before charges are taken from it, such as tax, is gross profit. After the charges, it is net profit. Our gross profit last year was much higher.</i>
intangible assets	/ɪnˌtændʒɪbəl ˈæsɛt/	nehmotná aktiva	<i>Something of high value that a company owns and is not material. A good reputation can also be included in the balance sheet as an intangible asset.</i>
inventory	/ˈɪnvəntri/	stav zásob	<i>The goods and materials a company has or is being made. We should lower the inventory levels.</i>
ledger	/ˈledʒə/	účetní kniha	<i>A book in which business and financial activities are recorded. Every company should keep a ledger with its debts and credits and so on.</i>

liquid asset	/ˈlɪkwɪd ˌæset/	likvidní aktiva	<i>Something that has value and can be easily sold. By selling, fixed assets become liquid assets.</i>
liquidate	/ˈlɪkwədəɪt/	umořit, splatit	<i>To pay a debt. We had only 2 months to liquidate the debt.</i>
long-term liabilities	/ˌlɒŋtɜːm laɪəˈbɪlɪtɪz/	dlouhodobá pasiva	<i>Debts that are not needed to be paid that year. Long-term liabilities can include long-term debts or deferred income tax, for instance.</i>
payable	/ˈpeɪəbl/	splatný, vyplacený	<i>That should or must be paid. By the half of the year, I want the interest payable to be lower at least by a half.</i>
profit-and-loss account	/ˌprɒfɪt ənd ˈlɒs əˌkaʊnt/	výkaz zisků a ztrát	<i>A financial account showing the revenue, costs, and profits over a period of time. Loss is recorded as charges or costs on the profit-and-loss account.</i>
receivables and payables	/ˌrɪːsɪːvəblz ənd ˈpeɪəblz/	pohledávky a závazky	<i>Receivables are amounts owed to a company while payables are amounts owed by the company. Accounts payable, or payables, are American terms used for creditors.</i>
retained earnings	/ˌrɪːteɪnd ˈɜːnɪŋz/	nerozdělený zisk	<i>A part of the profit that a company wants to keep instead of paying it to shareholders. Retained earnings are a type of equity and they are also called capital.</i>
revenue	/ˈrevənjuː/	výnos, celkový příjem	<i>The regular income of a company from selling goods or services. Our accountant has forecasted an increase in revenues.</i>
revenue authority	/ˈrevənjuː ɔːθərəti/	finanční úřad	<i>An office in a country that looks after financial matters of the country. The revenue authority in our country is called the Financial Administration of the Czech Republic.</i>
tangible assets	/ˌtændʒɪbl ˈæset/	hmotný majetek	<i>Physical assets, such as cash, property and goods. Not in cash, but business people like to have their money in other tangible assets, such as land.</i>
the accounting equation	/ðiː əˌkaʊntɪŋ ɪˈkweɪʒən/	základní bilanční rovnice	<i>The calculation of assets = liabilities + equity. The balance sheet shows the accounting equation in detail.</i>
trial balance sheet	/ˈtraɪəl ˌbæləns ʃiːt/	předvaha	<i>A financial statement that checks if credits and debts (money owed) are the same amount. It is clever to make a trial balance sheet first to check if the accounts are correct.</i>

turnover

/ˈtɜːnəʊvə/

obrat

The total income a company gets from sales.
The annual turnover of €4 millions is lower than we usually have.

5. Match the following words with the definitions below.



receivables, double-entry bookkeeping, ledger, liquidate, turnover, intangible assets, debtor

1. A system of accounts in which every business activity is recorded as a credit in one and a debit in the other account.
2. To pay a debt.
3. The total income a company gets from sales.
4. A company or a person who owes money (has a debt).
5. Amounts owed to a company.
6. Something of high value that a company owns and is not material.
7. A book in which business and financial activities are recorded.

6. Pair the following words to create synonyms.



- | | |
|----------------|--------------|
| 1) income | a) long-term |
| 2) account | b) turnover |
| 3) fixed | c) debtors |
| 4) revenue | d) creditors |
| 5) receivables | e) statement |
| 6) payables | f) earnings |

7. Create sentences with these words and phrases:



- a) cash-flow forecast _____
- b) gross profit _____
- c) deferred _____
- d) liquidate _____
- e) turnover _____



8. Create one or more words with the following roots:



Example: audit auditor, ...

a) account _____

b) liquid _____

c) pay _____

d) book _____



9. Fill in the missing words:



bottom line, ledger, payable, equity, accrued, auditor, receivables and payables, long-term

Things that a company owns, such as land, buildings, etc. that are (1)_____ assets, also called fixed assets on the balance sheet.

The (2)_____ is the net income and shows if the company has made a profit or not.

The (3) _____ line on a balance sheet is the amount of money that a company's owner has put into it or owns.

Americans use the term (4) “_____” for what the British call debtors and creditors.

All business activities must be entered in the (5)_____.

(6)_____ expenses and interests (7) _____ are both current liabilities.

We have invited an external (8) _____ to do an official examination of our accounts.

10. Write simple sentences about financial statements and what they show.



PRÁCE S OBRAZOVÝM MATERIÁLEM

11. Fill in the missing words on the balance sheet.



Balance Sheet

ASSETS

A. _____	Assets		
	• _____ Assets-goodwill		CZK 40,000.00
	• Long-term Financial Investments		CZK 5,000.00
	• Land		CZK 15,000.00
	• Buildings		CZK 60,000.00
	• Plant and Equipment		CZK 60,000.00
	Total Fixed Assets		<u>CZK 180,000.00</u>
B. Current Assets			
	• Cash		CZK 5,000.00
	• Account _____		CZK 5,000.00
	• Short-term Investments		CZK 1,000.00
	• Inventory and Supplies		CZK 25,000.00
	• Prepaid Expenses		CZK 0.00
	Total Current Assets		<u>CZK 36,000.00</u>
C. Other Assets			
	• Deferred Income Tax Asset		CZK 20,000.00
	Total Other Assets		<u>CZK 20,000.00</u>

TOTAL ASSETS		<u>CZK 236,000.00</u>
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LIABILITIES AND EQUITY

A. Equity			
	• Owner's Capitol Contribution		CZK 65,000.00
	• _____ Earnings		CZK 65,000.00
	Total Equity		<u>CZK 130,000.00</u>
B. Liabilities			
1. _____	Liabilities		
	• Accounts Payable		CZK 30,000.00
	• _____-term Loan		CZK 2,000.00
	• Accrued Salaries		CZK 8,000.00
	• Taxes _____		CZK 6,000.00
	• Interest Payable		CZK 25,000.00
	Total Current Liabilities		<u>CZK 71,000.00</u>

2. Long-term Liabilities

• Long-term Debt		CZK 15,000.00
• Deferred Income Tax (Liability)		CZK 20,000.00
Total Long-term Liabilities		<u>CZK 35,000.00</u>

TOTAL LIABILITIES AND EQUITY CZK 236,000.00

TOTAL BALANCE CZK 0.00

12. Select the correct accounting equation that is shown on the balance sheet. Are all of them correct?



- a) liabilities = assets + equity
- b) assets = liabilities + equity
- c) liabilities + money that a company's owner has put into a company or owns = assets

13. Discuss these topics with the teacher and your classmates:



- a) Do you think it is important to keep accounts?
- b) Double-entry bookkeeping isn't important. Do you agree?
- c) Bookkeepers, accountants, auditors ... they all do the same job.



14. Try to create your own balance sheet as homework.



Imagine that you are an accountant and have your own company. Create a balance sheet with some of the items on the sample balance sheet. Do not forget that a balance sheet needs to be BALANCED.

FRÁZE A JEJICH PROCVIČOVÁNÍ

be in the red	/biː ɪn ðə 'red/	být v mínusu	If you keep spending more money than you earn, you will be in the red.
convert into cash	/kənˌvɜːt ɪntə 'kæʃ/	proměnit na peníze	Liquid assets are easily converted into cash.
examine final accounts	/ɪɡˌzæmɪn ˌfaɪnl ə'kaʊnts/	zkontrolovat účetní závěrku	Auditors examine the final accounts of a company and check if they are complete and accurate.
keep accurate accounts	/ˌkiːp ˌækjərət ə'kaʊnts/	vést přesné účetní výkazy	It is the bookkeeper's job to keep accurate accounts.
make a profit (loss)	/ˌmeɪk ə 'prɒfɪt ('lɒs)/	mít zisk/ztrátu	Start-up companies usually make a loss before they start to make profits.
record business transactions	/rɪˌkɔːd ˌbɪznɪs træn'zækʃən/	zaznamenávat obchodní transakce	Nowadays, bookkeepers use softwares to record business transactions.
report financial results	/rɪˌpɔːt faɪ'nænʃəl rɪˌzʌlts/	nahlásit finanční výsledek	You have to report your financial results every year.
return on investment	/rɪˌtʃːn ɒn ɪn'vestmənt/	návratnost investice	Return on investment is important mainly for the investors.
save money on taxes	/seɪv ˌmʌni ɒn 'tæksɪz/	ušetřit peníze na daních	Keeping a good record of your inventory and sales helps to save money on taxes.
track revenues and expenses	/ˌtræk ˌrevənjuː ənd ɪk'spensɪz/	sledovat příjmy a výdaje	A profit-and-loss account tracks revenues and expenses.





17. Choose the correct option to complete the sentences.

1. A profit-and-loss account _.

- a) examines financial accounts
- b) makes a profit
- c) tracks revenues and expenses

3. Liquid assets are easily _.

- a) converted into cash
- b) examined into cash
- c) deferred into cash

5. If the profit-and-loss account shows a higher loss than profit, the company is _.

- a) in the red
- b) in the black
- c) in a profit

2. When you put your money into something, you want the _ to be high.

- a) balance sheet
- b) return on investment
- c) financial report

4. It is the bookkeeper's job to _

- a) make a profit
- b) save money on taxes
- c) keep accurate accounts

6. Modern times offer accounting softwares to _.

- a) return on investment
- b) record business transactions
- c) be in the red

REVISION: CHOOSE THE CORRECT ANSWER.

1. Complete the phrase: Be in ____.

- a) blue
- b) red
- c) pink

2. ____ check financial records and analyse financial data.

- a) Accountants
- b) Directors
- c) Management

3. Liquid asset is ...

- a) a solid investment.
- b) something that is hard to sell.
- c) something that has value and can be easily sold.

4. Bookkeeping is the process of ...

- a) greeting colleagues.
- b) managing people.
- c) recording financial transactions.

5. Long-term liabilities are ...

- a) debts that are not needed to be paid within a certain year.
- b) short-term investments.
- c) annual expenses.

6. The ____ shows the accounting equation in detail.

- a) fair trade
- b) balance sheet
- c) profit

7. Complete the phrase: ____ and payables.

- a) salary
- b) receivables
- c) profits

8. What is “a turnover”?

- a) the amount of money you have to pay to your employees
- b) the total income a company gets from sales
- c) a situation when someone does not have enough money to pay their bills

9. Complete the phrase: ____ a profit.

- a) to reach
- b) to do
- c) to make

10. The term “assets” covers:

- a) liquid assets + equity.
- b) liabilities - equity.
- c) liabilities + equity.

Unit 8 BANKING

TYPES OF BANKS, SERVICES OFFERED (CARDS, TYPES OF ACCOUNTS AND LOANS –MORTGAGE; INTEREST RATE...), BANK OPERATIONS

BANKING: MANAGING YOUR MONEY

 Today, fewer and fewer people have cash on them because they prefer card payments. You can go and **withdraw money from a cash machine**, but it is just so far away! It's much easier to take out your card and **hold it near a payment terminal** or **transfer money from** your account **into** another.

Whatever the method of cashless payment, keep track of your **account activity** by checking your **bank statement**, which shows all the money going in and out of your account. With online banking, you can do that from your computer or smartphone. Remember, using **credit cards** means buying items **on credit**. You pay for them later, usually at the end of the month. A **debit card** is linked directly to your **current account**, so when you use it, the money is taken out right away.

Sometimes, you can go **overdrawn** on your current account, that is, spend more money than you have, but only if you have agreed on an **overdraft** facility with your bank. Still, you may **pay interest on the overdraft** if it's too large or owed for a long time. When you need to pay your bills, you can set up a **standing order** to regularly and automatically send money into another account. If you get money from your job or other sources, you can have it paid directly into your account by **direct deposit**.

Moreover, by keeping your money in a bank, especially in a **deposit account**, you can earn interest. This means that the bank pays you a little extra money for keeping your savings with them. There are usually no **charges** for depositing money into the account.

And what bank should we choose? Different banks offer different accounts, such as current accounts, **joint accounts** (owned by more than one person), or **fixed-deposit accounts**. There are other financial institutions like **credit unions**, **investment banks**, etc. Each has a specific purpose. Banks are typically regulated by the **central bank**, which is the Czech National Bank in the Czech Republic.

1. Read the text and decide which statements are true and which are false.

- | | |
|---|--|
| ☐ T ☐ F | 1. With the right account in a bank, you can earn money on your savings. |
| ☐ T ☐ F | 2. With a debit card, you can buy things on credit. |
| ☐ T ☐ F | 3. A joint account has only one owner. |

2. A. Name 3 payment methods.

1. _____
2. _____
3. _____

B. Also, name 3 types of accounts.

1. _____
2. _____
3. _____

3. Pair the words to make phrases.



- | | |
|-------------|-------------|
| 1) account | a) account |
| 2) bank | b) machine |
| 3) credit | c) order |
| 4) cash | d) activity |
| 5) standing | e) transfer |
| 6) current | f) union |

4. Discuss the following with your classmates:



1. What is a bank statement?
2. What is the benefit of a deposit account?
3. Is a standing order a good or bad thing?
4. What is the difference between a credit and debit card?
5. Does every bank offer the same services?

USEFUL VOCABULARY

account activity	/əˌkaʊnt æk'tɪvəti/	pohyb na účtu	A record of money going in and out. Check your account activity regularly.
account balance	/əˌkaʊnt 'bæləns/	zůstatek na účtu	The amount of money that is in your account. The account balance of your current account is 13,000 CZK, without the overdraft.
available funds	/əˌveɪləbl 'fʌndz/	volné prostředky	Money in your bank account that you have at hand and that you can spend right away. Keep 20,000 CZK of available funds in case some machine breaks down.
bank statement	/'bæŋk ˌsteɪtmənt/	výpis z účtu	A document stating all the money going in and out of a bank account over some period. I would like to receive a monthly bank statement by email.
budget	/'bʌdʒɪt/	rozpočet	The money you have at hand or a plan of what you earn and can spend. We have a limited household budget.
building society	/'bɪldɪŋ səˌsaɪəti/	stavební spořitelna	An organisation you can save money with and which lends you money if you want to buy a house. Raiffeisenbank Building Society is an international building society operating in many countries.
building society account	/'bɪldɪŋ səˌsaɪəti əˌkaʊnt/	stavební spoření	An account used for saving money (and earning interest) for building a house, reconstruction, etc. and on which you can get credit. Can I withdraw money from my building society account?
cash machine	/'kæʃ məˌʃiːn/	bankomat	A machine from which you can take out money. MONETA Money Bank has hundreds of cash machines across the whole country.
central bank	/ˌsentrəl 'bæŋk/	centrální banka	A bank that helps regulate operations of other banks and does business with the government. The Czech National Bank is a central bank, which controls the amount of finances in the economy.

charge	/tʃɑːdʒ/	poplatek	Money paid to a bank for the services you use. My bank makes a high charge for international money transfer.
credit card	/ˈkredɪt ˌkɑːd/	úvěrová karta	A card with which you can buy things on credit and pay for them later. Credit card payment is one type of cashless payment.
credit to	/ˈkredɪt tu/	připsat na	To pay money into a bank account. The bank has credited 200 CZK to my account and I don't know who it's from.
credit union	/ˌkredɪt ˈjuːniən/	kampelička, družstevní záložna	A cooperative financial institution that lends money to its members at low interest rates. Credit unions don't make profit and offer services to their members only.
creditworthy	/ˈkredɪt,wɜːði/	úvěruschopný	Able to pay off the money a bank lends you. With my income of twenty thousand crowns a month, I'm not creditworthy for the bank.
current account	/ˈkʌrənt əˌkaʊnt/	běžný účet	An account which you can take money out of freely and with which you get a debit card. There is usually a zero interest rate on current accounts.
debit card	/ˈdeɪtɪt ˌkɑːd/	platební (debetní) karta	A card which you buy things with and pay for them from your bank account right away. Can I pay by debit card?
deposit	/dɪˈpɒzɪt/	vklad	A payment into a bank account. My salary is paid into my account by direct deposit.
deposit account	/dɪˈpɒzɪt əˌkaʊnt/	spořicí účet	An account where you put your savings for a long time and on which you earn interest. Open a deposit account with us and you'll get 5% p.a. (per year) on deposits up to 500,000 CZK.
direct debit	/ˌdaɪrekt ˈdeɪtɪt/	přímé inkaso	An order to your bank to let someone take money directly from your account when the payment needs to be made. I pay my gas and electricity bills by direct debit.
fixed-deposit account	/ˌfɪkst dɪˈpɒzɪt əˌkaʊnt/	termínovaný účet	An account where you have to keep your money for a specific period of time to get higher interest. I've set up a fixed-deposit account for 6 months with a 7.5% interest rate.
instalment	/ˌɪnstɔːlmənt/	splátka	One of the payments for something you've bought, made regularly until the thing is paid for. The smartphone costs a lot, but I can pay for it in monthly instalments of 2,500 CZK.
interest rate	/ˈɪntrest ˌreɪt/	úroková míra	Money in percentage points that you are charged for borrowing money or that you earn for saving money. The bank has set the interest rate on savings accounts at 5% for another two months.

investment bank	/ɪnˈvestmənt ˌbæŋk/	investiční banka	<i>A bank that helps businesses with buying and selling shares and other investments. J.P. Morgan Chase & Co. is one of the most famous investment banks on Wall Street.</i>
joint account	/ˈdʒɔɪnt əˌkaʊnt/	společný účet	<i>An account that has more than one owner. If you want to withdraw money from the joint account, we need your wife's signature too, Mr Denis.</i>
loan	/ləʊn/	půjčka	<i>An amount of money that is borrowed from a bank. I'm going to a bank to get a million-pound loan. Wish me luck!</i>
mortgage	/ˈmɔːɡɪdʒ/	hypotéka	<i>Money borrowed from a bank to buy or build a house or flat. We have a big mortgage of six million crowns.</i>
overdraft	/ˈəʊvədraʊt/	kontokorent	<i>Money available on an account that you can use and owe the bank when your account is without money. My current account has an overdraft facility of 20,000 CZK.</i>
overdrawn	/ˌəʊvəˈdrɔːn/	(mající) přečerpaný účet	<i>Having taken more money out of your bank account than there was. It's only the second week of the month and I am overdrawn by a thousand crowns already.</i>
on credit	/ɒn ˈkredɪt/	na úvěr	<i>Buying something and paying for it later. My sister bought a new TV on credit.</i>
standing order	/ˌstændɪŋ ˈɔːdə/	trvalý příkaz	<i>An instruction to a bank to pay somebody from your account regularly on the same day. I've set up three standing orders due on the 13th day of every month.</i>



5. Match the following words with the definitions below.



mortgage, loan, budget, building society, instalment, creditworthy, debit card

- a) The money you have at hand or a plan of what you earn and can spend.
- b) Able to pay off the money a bank lends you.
- c) A card with which you buy things and pay for them from your bank account right away.
- d) Money borrowed from a bank to buy or build a house or flat.
- e) An amount of money that is borrowed from a bank.
- f) An organisation you can save money with and which lends you money if you want to buy a house.
- g) One of the payments for something you've bought, made regularly until the thing is paid for.

6. Pair the words to create phrases.



1) joint

2) bank

3) available

4) building

5) direct

6) interest

a) statement

b) debit

c) account

d) funds

e) rate

f) society account

7. Create sentences with the following phrases.



a) be overdrawn

b) buy on credit

c) pay by debit card

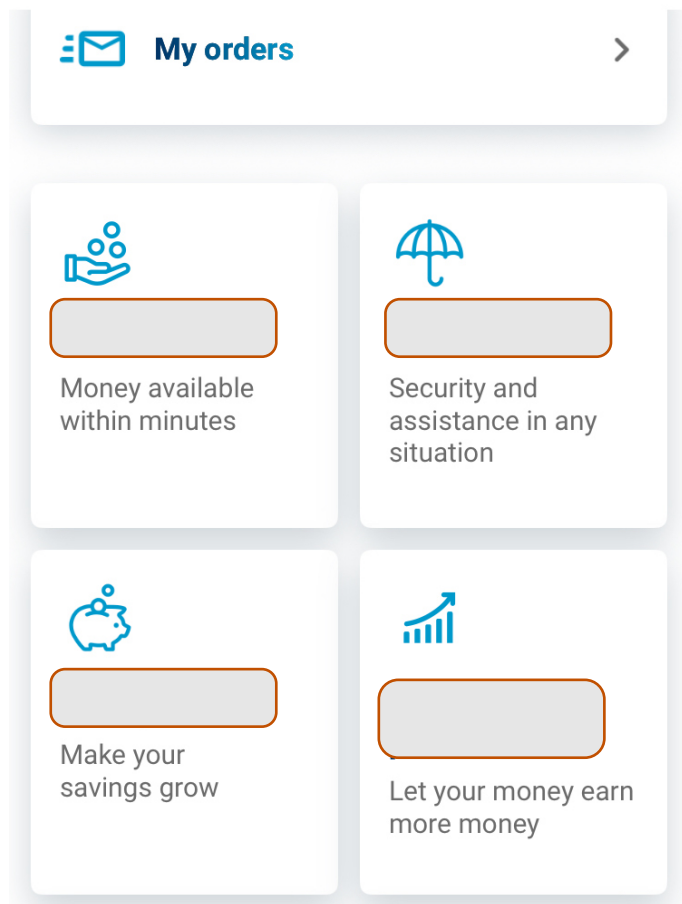
d) set up a standing order

e) withdraw money



PRÁCE S OBRAZOVÝM MATERIÁLEM

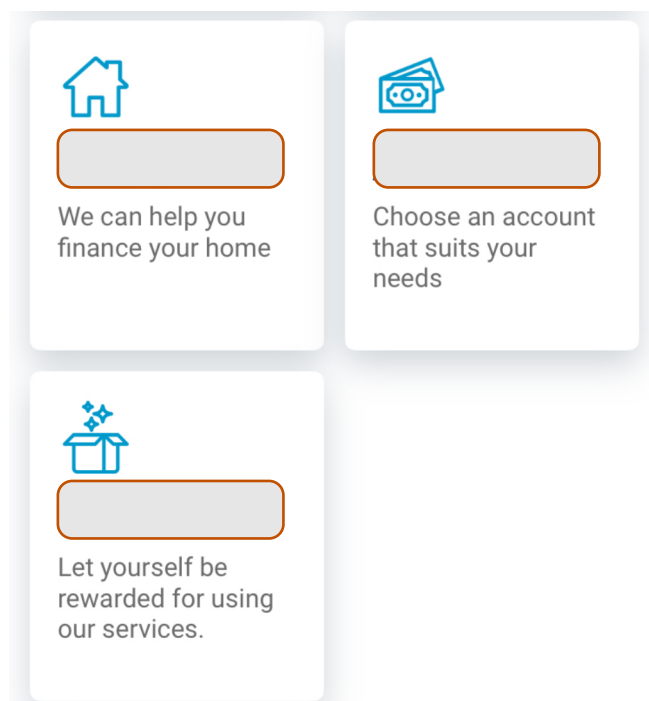
A - ČSOB SMART E-SHOP



11. Answer the following questions about the pictures in B without looking at them:



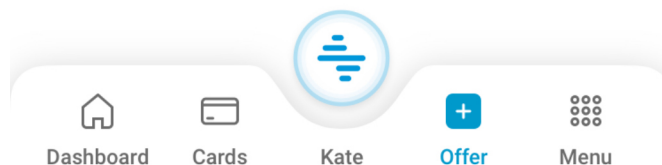
- 1) What can help you finance your home?
- 2) What gives you security and assistance in any situation?
- 3) What is 'money available within minutes'?
- 4) What will let your money earn more money?



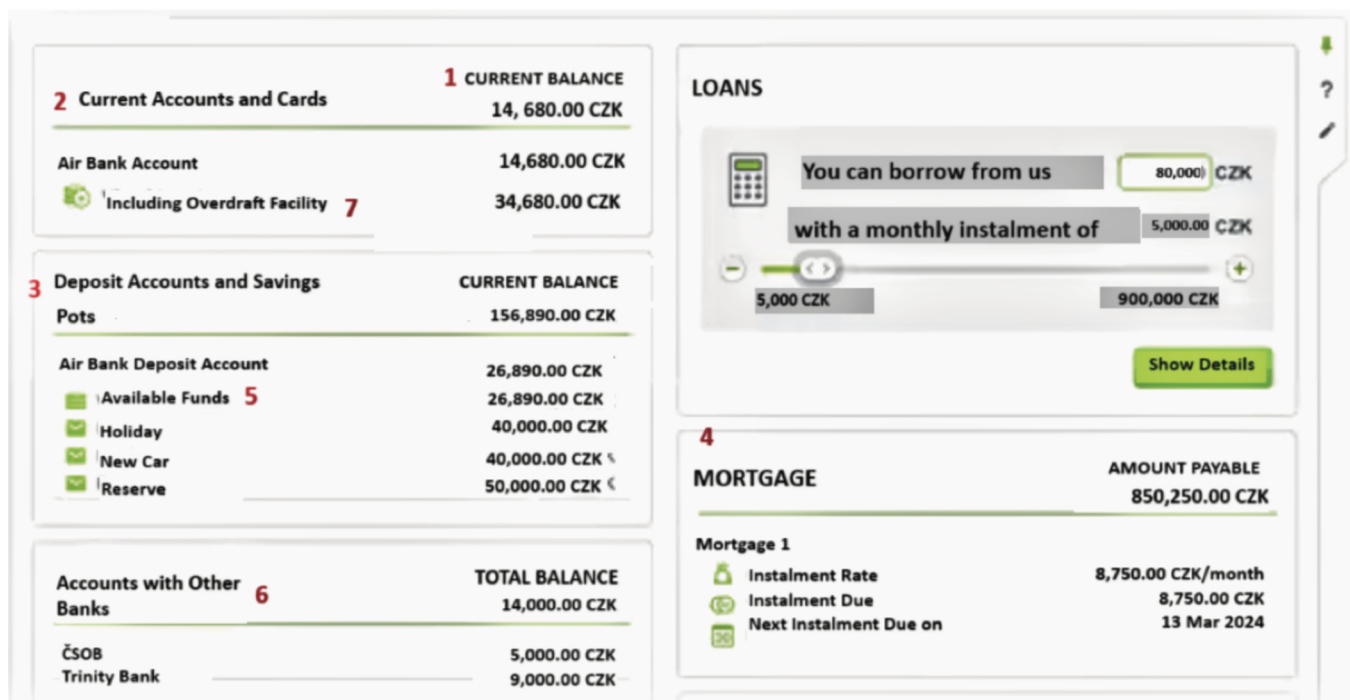
Didn't find what you were looking for?

You may ask Kate or let us call you right away.

 **Call me**



B - AIR BANK INTERNET BANKING



12. Add the following translations to the numbers in picture B:

- | | |
|----------------------|-----------------------|
| • hypotéka | • včetně kontokorentu |
| • běžné účty, | • spořicí účty |
| • volné prostředky | • aktuální zůstatek |
| • účty u jiných bank | |

13. Look at picture A and answer the following. Discuss your answers with a classmate.

- What is an overdraft?
- Are a mortgage and loan the same thing?
- Which account is the most basic one?
- Which accounts do you pay or earn interest on?
- What are savings pots? What would you save for, if it was your account?

14. Try to create your own internet banking interface (rozhraní) as homework.

Be creative. You don't have to have the same products or amounts. For instance, replace the MORTGAGE part with LOAN. Think about your future and how you'd like it to be financially. Switching the language in your e-banking app may help :).



15. Loan Application Letter - Look at the following text and fill in in English the expressions given in Czech.



firma, půjčení si, úveruschopný, žádost, půjčka, splatit

Dear Mr Banks,

I hope this letter finds you well. My name is Harry King and I am writing to apply for a (1) ____ from your highly respected institution.

I need financial help to start a small (2) ____ . I believe that a loan from your institution would help me greatly to achieve my goals. I would like to receive a loan amount of 2,000,000 CZK. I am more than sure I will be able to (3) ____ the loan within your terms and conditions.

Please, find attached all the documents needed, including my income statements and identification.

I understand what comes with (4) ____ money and I promise I will comply with all the terms and conditions set by your institution. I hope you will find me (5) ____ .

Thank you for checking my loan (6) ____.

I look forward to a positive reply.

Yours sincerely,

Harry King

16. Writing - Loan Application Letter



Write your own loan application letter. Get inspired by the text you've read. Fill in your reasons why you want to get a loan.

FRÁZE A JEJICH PROCVIČOVÁNÍ

comply with the terms	/kəmˌplaɪ wɪð ðə 'tɜːmz/	dodržet smluvní podmínky	I will comply with all the terms and conditions set by your institution.
have an overdraft of	/ˌhæv ən 'əʊvədraʊt ɒv/	být v mínusu (kolik)	I have an overdraft of three thousand crowns at my bank.
hold a card near	/ˌhəʊld ə 'kɑːd nɪə/	přidržit kartu u	Sir, if you could hold your card near the contactless symbol, please. Thank you.
open/close a bank account	/əʊpən/ˌkləʊz ə 'bæŋk əˌkaʊnt/	založit/zrušit bankovní účet	You can open as many bank accounts as you like.
pay a bill	/ˌpeɪ ə 'bɪl/	zaplatit účet	Everyone has to pay bills. That's just how it is.
pay by bank transfer	/ˌpeɪ baɪ 'bæŋk ˌtrænsfə/	zaplatit bankovním převodem	Do you prefer online card payments or paying by bank transfer?
pay directly into	/ˌpeɪ daɪ'rektli ɪntu/	zaplatit přímo na	There is no need to divide the payment. Just pay it all directly into my account.
pay interest on	/ˌpeɪ 'ɪntrest ɒn/	platit úrok z	Be careful with going overdrawn. You may pay interest on the overdraft.
transfer money from ... into	/ˌtrænsˌfɜː 'mʌni frəm ... ɪntu/	převést peníze z ... na	It takes just a few seconds to transfer money from one account into another.
withdraw money from	/wɪðˌdrɔː 'mʌni frɒm/	vybrat peníze z	If you're too lazy to withdraw money from a cash machine, pay for the shopping by card.



17. Choose the correct option to complete the sentences.



1. The bank has just called. They say that my son has ___ five thousand crowns!
a) a budget for
b) an overdraft to
c) an overdraft of
2. How does contactless payment work? Just ___ your card ___ the payment terminal.
a) hold/to
b) hold/near
c) held/near
3. Of course you need to pay ___ the loan you've got.
a) interest on
b) budget on
c) transfer on
4. Just a few clicks and you can ___ a bank account online without going to the local branch.
a) start
b) open
c) set off
5. I won't get the loan because I 'don't ___ the terms', they say. What does that mean?
a) transfer with
b) go overdrawn on
c) comply with

REVISION: CHOOSE THE CORRECT ANSWER.

1. Choose a type of payment method.

- a) a bank statement
- b) the current account
- c) paying in cash

2. Choose a type of bank account.

- a) cash machine
- b) joint account
- c) investment bank

3. I bought a new TV on ____.

- a) mortgage
- b) credit
- c) deposit

4. It takes just a few seconds to ___ money from one account into another.

- a) transfer
- b) comply
- c) build

5. You can ___ as many bank accounts as you like.

- a) profit
- b) loan
- c) open

6. Deposit is ...

- a) a payment made in cash.
- b) a withdrawal from a bank account.
- c) a payment into a bank account.

7. There are usually no ___ for depositing money into the account.

- a) charges
- b) deposits
- c) assets

8. Complete the phrase: ___ machine

- a) bank
- b) cash
- c) account

9. What is a bank statement?

- a) a receipt for a bank deposit
- b) a document stating all the money going in and out of a bank account over some period
- c) a summary of a bank's annual profits

10. Banks are typically regulated by ____.

- a) directors
- b) central managers
- c) the central bank



Unit 9 INSURANCE

INSURANCE COMPANY, TYPES OF INSURANCE - COMPULSORY INSURANCE, TRAVEL INSURANCE, LIABILITY INSURANCE, CONTENTS INSURANCE, ETC., THE IMPORTANCE OF INSURANCE



THE IMPORTANCE OF INSURANCE



Having the right **insurance cover (coverage)** is important to protect people and businesses financially against **injury**, illness, car accidents, or property damage. Insurance involves **an insurance policy**, an agreement between the policyholder, a person or business, and an insurance company. It includes the terms and conditions of coverage. The policyholder then pays a **premium** to the insurance company to be **protected against** specific **risks**.

There are various types of insurance. For instance, **third party car insurance** gives you financial protection against the costs of the damage that you caused in a car accident. **Health insurance** covers medical expenses in case of illness or injury, while **travel insurance** offers protection against medical emergencies and other incidents during trips.

In business, there are two types of **compulsory insurance**: **employers' liability insurance** and **professional liability insurance**. The first protects employers against **claims** from employees who get injured or ill at work, while the second **covers** doctors, lawyers, etc. **against** claims of doing their job badly. **Life insurance** can cover different **insured risks**, such as the death of the policyholder, so that the loved ones are taken care of financially, or **disability** when the policyholder becomes unable to work due to a disability. In case of an accident or injury, the policyholder needs to **file an insurance claim** by filling out a form and giving the insurance company specific documentation, e.g. **medical records** or proof of loss. The insurance company then checks the records or sends a **loss adjuster** to look at the damage and calculate the loss **covered** by the policy. Then, **the settlement is paid out** to the policyholder. Before you **take out insurance**, it is essential to look at **insurance quotes** from different companies to compare the premiums.

1. Read the text and decide which statements are true and which are not.

☐ T ☐ F

1. There are some types of insurance that businesses have to have.

☐ T ☐ F

2. When travelling, it is good to take out life insurance in case something happens.

☐ T ☐ F

3. Every insurance company offers the same premium rates so we can choose any company.

2. List different types of insurance:

1. _____

4. _____

2. _____

5. _____

3. _____

6. _____

3. Match the words to create phrases.



- | | |
|--------------|--------------|
| 1) insurance | a) adjuster |
| 2) liability | b) risks |
| 3) insured | c) holder |
| 4) loss | d) record |
| 5) medical | e) fraud |
| 6) policy | f) insurance |

4. Discuss these topics with your classmates.



1. What is an insurance policy?
2. What insured risks can life insurance include?
3. What is the difference between a quote and premium?
4. What do we do in case of an accident or injury to get the settlement?
5. Do doctors need to have professional liability insurance? Why? Why not?

USEFUL VOCABULARY

accidental permanent injury	/æksɪˌdentəl ˌpɜːmənənt ˈɪndʒəri/	trvalé následky úrazu	An insured risk in the form of a lasting injury that the policyholder is protected against. The accidental permanent injury cover is from 0.1% of the injury scale.
buildings/home insurance	/ˈbɪldɪŋz/ˈhəʊm ɪnʃʊərəns/	pojištění nemovitosti	Insurance that covers the costs when something happens to a building itself, not its contents (the things inside). People often think buildings, or home, insurance covers the contents of a building, but not always.
casualty insurance	/ˈkæʒuəlti ɪnʃʊərəns/	úrazové pojištění	A type of insurance that protects a person when they get injured or killed. I remember when premium rates for casualty insurance were much lower.
cause damage	/ˌkɔːz ˈdæmɪdʒ/	zapríčinít škodu	To do harm or to break something. You have the liability insurance to protect you financially if you cause damage to someone or something.
claim settlement	/ˌkleɪm ˈsetlmənt/	pojistné plnění	A situation when a policyholder gets money from an insurance company as compensation for injury, damage, etc. It is important to have accurate documentation for the claim settlement to be paid out.
compulsory insurance	/kəmˈpʊlsəri ɪnʃʊərəns/	povinné pojištění	The insurance that a person or business has to have because of a law. Both employers' and professional liability insurance are examples of compulsory insurance.
constant sum assured	/ˌkɒnstənt ˌsʌm əˈʃʊəd/	konstantní pojistná částka	The amount of money that doesn't change and that you will get for an insured risk when it happens. The sum assured for disability is usually changing, but it is constant with the insured risk of death.

cover (coverage)	/ˈkʌvə (ˈkʌvərɪdʒ)/	pojistné krytí	<i>The level of financial protection that something or someone has. I'm thinking about changing my life insurance because the coverage isn't enough.</i>
critical illness	/ˌkrɪtɪkl ˈɪlənəs/	závažné onemocnění	<i>A situation when a person has a very serious illness or needs surgery and intensive care. There is a whole list of illnesses and conditions that an insurance company classifies as critical illness.</i>
daily compensation	/ˌdeɪli ˌkɒmpənˈseɪʃən/	denní plnění	<i>A daily payment of a claim, often as a part of casualty insurance, that the injured person gets. If I'm badly injured, I have my daily compensation set at 600 CZK a day.</i>
disability	/ˌdɪsəˈbɪləti/	invalidita, postižení	<i>A serious long-term illness or injury that makes a person unable to do things. Because I need to look after myself, the disability cover of my insurance is set really high.</i>
employers' liability insurance	/ɪmˌplɔɪəz ˌlaɪəˈbɪləti ɪnˌʃʊərəns/	pojištění odpovědnosti zaměstnavatele	<i>Insurance that covers the costs when an employee gets ill through or gets injured at work. Every business has to have employers' liability insurance. It's compulsory.</i>
health insurance	/ˈhelθ ɪnˌʃʊərəns/	zdravotní pojištění	<i>Insurance that covers your medical care in a country, paid by regular payments from your income. It looks like those who are not employed pay much higher health insurance.</i>
(home) contents insurance	/ˌ(həʊm) kənˈtents ɪnˌʃʊərəns/	pojištění domácnosti	<i>Insurance that covers the costs for the damage to the contents of a building. There is also buildings and contents insurance that is actually one and covers the whole building and the things in it.</i>
incapacity	/ˌɪnkəˈpæsəti/	neschopnost	<i>Not being able to do something. One of the insured risks in my life insurance policy is incapacity to work.</i>
insurance broker	/ɪnˌʃʊərəns ˌbrəʊkə/	pojišťovací makléř	<i>A person who helps to choose the best insurance for the client by offering more insurance companies. My insurance broker calls me every year to offer me new insurance.</i>
insurance claim	/ɪnˌʃʊərəns ˌkleɪm/	pojistný nárok, pohledávka	<i>An application by a policyholder for financial compensation when something happens to someone or something insured. Sometimes it takes very long to settle an insurance claim.</i>
insurance fraud	/ɪnˌʃʊərəns ˌfrɔːd/	pojistný podvod	<i>A situation when a policyholder lies about injury, etc. to the insurance company to get a higher payout. My neighbour crashed his car himself to get some money. It's a clear case of insurance fraud.</i>

insurance quote	/ɪnʃʊərəns 'kwəʊt/	odhad ceny pojištění	An offer from an insurance company stating how much money you will pay for a new insurance policy. I've looked at four different companies and compared their insurance quotes.
insured risk	/ɪnʃʊəd 'rɪsk/	pojištěné riziko	A bad situation which you are insured or protected against financially. One of the insured risks in my home contents insurance policy is fire.
liability insurance	/ˌlaɪə'bɪləti ɪnʃʊərəns/	pojištění odpovědnosti („na blbost“)	A type of insurance that protects the policyholder when they injure someone or damage something. If your dog damages your neighbour's garden, you have liability insurance to cover the costs.
life insurance	/ˈlaɪf ɪnʃʊərəns/	životní pojištění	A type of insurance that a person takes out when they want to insure specific risks, such as disability, critical illness, etc. Private life insurance is very important for those who are not employed.
loss adjuster	/ˌlɒs ə'dʒʌstə/	likvidátor škod	A person from an insurance company who calculates how much money should be paid to the policyholder. The loss adjuster came to our house after the fire and checked the damage.
medical record	/ˌmedɪkl 'rekɔːd/	zdravotní záznam	The history of someone's health. You need to give the insurance company your medical records when you file a casualty insurance claim.
policyholder	/ˈpɒləsiˌhəʊldə/	pojistník, pojištěnec	A person who has insurance. There is a small benefit for the policyholders who take out insurance with our company.
premium	/ˈpriːmiəm/	pojistné	An amount of money paid monthly, annually etc. for insurance. The premium rates of third party car insurance depend on your driving history, your car, etc.
professional liability insurance	/prəˌfeʃənl ˌlaɪə'bɪləti ɪnʃʊərəns/	pojištění profesní odpovědnosti	A compulsory insurance that protects doctors, lawyers, etc. against claims of doing their job badly. If your dentist does something wrong and you take legal action, they have professional liability insurance to protect them.
protect against	/prəˌtekt ə'genst/	chránit před	To keep safe from injury, damage, etc. Travel insurance will protect you against risks when travelling abroad.
social security	/ˌsəʊʃəl sɪ'kjʊərəti/	sociální pojištění	A system of payments to the government to get money from the state when you are retired, ill, etc. The level of social security is stated by the law.

third party car insurance	/ˈθɜːd ˌpɑːti ˈkɑːr ɪnʃʊərəns/	povinné ručení	A type of insurance that covers the costs when you cause a car accident. My third party car insurance premium is higher and higher every year. Shouldn't I pay less?
travel insurance	/ˈtrævl ɪnʃʊərəns/	cestovní pojištění	A type of insurance that pays for the doctors, damage, etc. when you are travelling. Last year, I forgot to take out travel insurance before our holiday so we weren't insured!
uncovered	/ʌnˈkʌvəd/	nekrytý	Not protected by insurance. When there is fire in your house and you have only contents insurance, the building itself is uncovered.

5. Match the following words with the definitions below.



premium, claim settlement, insurance quote, coverage, insurance claim, daily compensation, constant sum assured

- The level of financial protection that something or someone has.
- A daily payment of a claim, often as a part of casualty insurance, that the injured person gets.
- The situation when a policyholder gets money from an insurance company as compensation for injury, damage, etc.
- The amount of money that doesn't change and that you will get for an insured risk when it happens.
- An application by a policyholder for financial compensation when something happens to someone or something insured.
- An offer from an insurance company stating how much money you will pay for a new insurance policy.
- An amount of money paid monthly, annually, etc. for insurance.

6. Pair the words to create phrases.



- | | |
|----------------|------------------|
| 1) daily | a) illness |
| 2) compulsory | b) car insurance |
| 3) critical | c) compensation |
| 4) third party | d) insurance |
| 5) health | e) broker |
| 6) insurance | f) insurance |

7. Create sentences with the following phrases.



- a) protect against _____
- b) travel insurance _____
- c) take out insurance _____
- d) medical record _____
- e) casualty insurance _____

8. Fill in the following missing words:



loss adjuster, professional liability insurance, policyholder, social security, insurance fraud, insurance claim, incapacity, uncovered

- If you break a leg, you will have to file a casualty (1) ____.
- (2) ____ is a serious crime and you could go to prison for that.
- The (3) ____ has to inform our insurance company about any changes to personal details.
- Anyone who pays (4) ____ payments, has the right for (5) ____ benefits.
- The rate of the compensation for the damage will be stated by the company's (6) ____.
- If flooding is not in your contents insurance policy, the damage to your furniture will be (7) ____.
- As a dentist, I have to take out (8) _____. I must be covered if I accidentally hurt someone.

9. Write simple sentences about what insurance is and about the process of taking out insurance.



PRÁCE S OBRAZOVÝM MATERIÁLEM

10. Fill in the missing words in this document:



Life Insurance 		
The Insured	Name: Petra	
	Surname: Černá	
	Insurance Number: 965222/1111	
	Date of Birth: 22 February 1996	
	Place of Birth: České Budějovice, CR	
	Address: Pod Lipami 666, 500 02, České Budějovice, Czech Republic	
	Nationality: CZ	
	Sex: Female	
	Height: 5.4 ft	
	Weight: 121.1 lb	
Policy Information	Occupation: Hairdresser	
	Policy Number: 258468945	
	Period of Insurance:	20 January 2020 – 19 January 2061
Insurance Information		
Primary Insured – Petra Černá, year of birth: 1996, age at the beginning of insurance: 28		
Occupation: Hairdresser		
Sport:		
Risk Group: 1		
		 Premium for the Covered Risk
Death with constant sum assured	100,000.00 CZK	25.00 CZK
First-degree 	1,000,000.00 CZK	154.00 CZK
Second-degree disability	2,000,000.00 CZK	90.00 CZK
Third-degree disability	2,000,000.00 CZK	203.00 CZK
Critical 	700,000.00 CZK	110.00 CZK
Passport loss	15,000.00 CZK	50.00 CZK
Incapacity to work from the 15 th day	500.00 CZK	341.00 CZK
Hospitalisation	500.00 CZK	52.00 CZK
Accidental injury from 10% of ISV	500,000.00 CZK	102.00 CZK
Daily injury from the 3 rd day	250.00 CZK	127.00 CZK
Missed flight	30,000.00 CZK	150.00 CZK
 PAID:	1,404.00 CZK	

11. There are two risks that are not usually in a life insurance policy. Which are they? What type of insurance can cover these?



ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV STUDENTA

14. Buildings/Home Insurance Claim Letter: look at the text and fill in the blanks with the translations of the following words.



poškozený, zapříčinil, nehoda, pojistný nárok, náklady, domácnost

Dear Mrs Edison,

I hope this letter finds you well. I am writing to file an _____ under my buildings and _____ insurance policy, no. 258468945.

On 31 December 2023, there was an accident with fireworks that _____ property damage. I accidentally did it. As a result, the walls and the roof of our house were badly burnt and _____. There are no medical expenses, but only the repair _____, which are quite high because our house is a newly-built property.

Please find enclosed the documents needed, supporting my claim, including photographs of the damage, the final report of the structural engineer, and reports from our neighbours that saw the _____.

I would appreciate it if you could process my claim as soon as possible.

Thank you for your cooperation.

Yours sincerely,

Petra Černá

15. Writing - Insurance Claim

Write your insurance claim. It could be a life, casualty, home, contents etc. insurance claim. Get inspired by the text you've read. Discuss your ideas with your parents and ask them if they've ever filed an insurance claim.



FRÁZE A JEJICH PROCVIČOVÁNÍ

be liable for the costs	/biˈlaɪəbl fə ðəˈkɒsts/	být odpovědný za výlohy (náklady)	If you cause a car accident, you are liable for the costs so you must be covered for that.
buy insurance with	/ˌbaɪ ɪnˈʃʊərəns wɪð/	koupit si pojištění u	Don't buy insurance with any company; talk to an insurance broker first.
compensate for	/ˈkɒmpəseɪt fɔː/	odškodnit za	If you are insured, your insurance company will compensate for a covered loss.
complete a health questionnaire	/kəmˌplɪːt əˈhelθ ˌkwɛstʃənɛə/	vyplnit zdravotní dotazník	My insurance broker and I spent an hour completing a health questionnaire.
file an insurance claim	/ˌfaɪl ən ɪnˈʃʊərəns ˌkleɪm/	zažádat o pojistný nárok	Don't wait! File an insurance claim fast.
have insurance cover against	/hæv ɪnˈʃʊərəns ˈkʌvər əːgenst/	mít pojištění (pojistné krytí) proti	What? You don't have insurance cover against death?
insure a business	/ɪnˈʃʊər əˈbɪznɪs/	pojistit firmu	It costs a lot of money to insure a business.
provide protection against	/prəˈvaɪd prəˈtekʃən əːgenst/	poskytnout ochranu proti	Your life insurance provides protection against critical illness or disability.
settle a claim	/ˌsetl əˈkleɪm/	likvidovat škodu, zaplatit pohledávku	I broke my thumb and it took the insurance company two months to settle the claim.
take out insurance on	/ˌteɪk aʊt ɪnˈʃʊərəns ɒn/	uzavřít pojistku na	You must take out travel insurance on you and your family when you go abroad.



16. Choose the correct option to complete the sentences.



1. You have to make sure the _ will be _ accurately.

- a) health questionnaire / completed
- b) health questionnaire / compensated
- c) medical record / completed

3. Third party car insurance _ car accidents.

- a) prevents financial protection on
- b) provides financial protection against
- c) provides financial quotes against

5. I need to go to an insurance company and _ my home.

- a) take in insurance for
- b) take out insurance on
- c) take for insurance at

2. If you damage someone's property, you are _.

- a) able to have the costs
- b) liable for the costs
- c) have liable costs

4. My insurance company _ in a week! Can you believe it?

- a) filed an insurance claim
- b) paid the premium
- c) settled the claim

6. I don't have _ disability.

- a) insurance cover against
- b) claim settlement to
- c) protection by

REVISION: CHOOSE THE CORRECT ANSWER.

1. Professional liability insurance is ...

- a) a type of compulsory insurance that protects doctors, lawyers, etc. against claims of doing their job badly.
- b) mandatory health insurance for all employees.
- c) an insurance for personal property.

2. You need to give the insurance company your _____ when you file a casualty insurance claim

- a) medical records
- b) cash register
- c) trade credit

3. What is insurance fraud?

- a) A type of insurance that covers fraudulent activities.
- b) A mistake made by an insurance company in processing a claim.
- c) A situation when a policyholder lies about injury, etc. to the insurance company to get a higher payout.

4. Complete the phrase: ____ party car insurance.

- a) second
- b) third
- c) first

5. Social security is ...

- a) a private savings account for emergencies.
- b) mandatory insurance for all vehicle owners.
- c) a system of payments to the government to get money from the state when you are retired, ill, etc.

6. If you break an arm, you will have to file a casualty ____ .

- a) insurance
- b) cover
- c) quote

7. Complete a phrase: ____ a claim.

- a) to produce
- b) to fill
- c) to settle

8. ____ covers medical expenses in case of illness or injury.

- a) Travel insurance
- b) Home insurance
- c) Health insurance

9. Loss adjuster is ...

- a) a person from an insurance company who calculates the amount of money should be paid to the policyholder.
- b) a sales representative for an insurance company.
- c) a bank employee who handles deposits and withdrawals.

10. If you are insured, your insurance company will ____ for a covered loss.

- a) responsible
- b) compensate
- c) settle

Unit 10 TAXES

TAXATION SYSTEM - DIRECT AND INDIRECT TAXATION, TAXPAYER, VAT PAYER, TAX BASE, TAX RATE



TAXATION IN THE CZECH REPUBLIC



The **taxation system** in the Czech Republic is a system where individuals or businesses pay money to the government based on the money earned (their income). A **taxpayer** is any individual or business that has to **pay taxes** to the government. Taxation in the CR is **divided into** two main categories: **direct** and **indirect taxation**.

Direct taxation includes taxes that are collected directly from individuals or businesses. They are: **income taxes** (**personal income** and **corporation tax**), and **property tax** and **tax on gambling winnings**. Corporation tax is a tax from the profits of corporations, while personal income tax is the tax from a person's **taxable** income; the part of your salary you have to **pay tax on**. **Property transfer tax, inheritance tax** and **gift tax** are no longer official taxes but are in the "other income" box on your **tax return**. Once a year, individuals or businesses have to **file a tax return**, which is a document that gives information about their income. Each region has a **tax office** under the Financial Administration of the Czech Republic, which then counts if there is any amount of tax owed. Taxpayers **are liable to income tax** if their salary is above a certain limit. But they can use deductions, **exemptions**, etc. to **pay less tax**.

Indirect taxes are taxes on goods and services. They include **value added tax (VAT)**, **excise taxes**, and **energy taxes**. VAT is a tax on the value added to goods and services. VAT is collected by businesses instead of the government and is given to the tax office. Excise taxes include, for instance, tax on alcohol, tobacco products, etc. Energy taxes include, for instance, tax on electricity, natural gas, etc.

To sum up, taxes are complicated for everyone, but they are an important part of the social system in any country. If you are not sure what taxes to pay and how, find a good **tax advisor** or accountant.

1. Read the text and decide which statements are true and which are not.



- | | |
|---|---|
| ☐ T ☐ F | 1. A taxable income is the part of your income that you don't have to pay tax on. |
| ☐ T ☐ F | 2. VAT is paid by people directly to the government. |
| ☐ T ☐ F | 3. There is no official tax on inheritance. |
| ☐ T ☐ F | 4. Corporations and individuals pay the same tax. |

2. List 6 kinds of tax you remember from the text.



- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

3. Match the words to make phrases.



- | | |
|--------------|------------------|
| 1) income | a) income |
| 2) value | b) added tax |
| 3) taxable | c) winnings |
| 4) gambling | d) to income tax |
| 5) be liable | e) a tax |
| 6) abolish | f) tax |

4. Discuss these topics with your classmates.



1. What is tax?
2. What are the two basic tax groups?
3. What are the taxes a person, not a corporation, may pay?
4. Do we all pay the same taxes?
5. What is the main office for collecting taxes called?

USEFUL VOCABULARY

abolish a tax	/əˈbɒlɪʃ ə ˈtæks/	zrušit daň	To officially end a tax on something. Property transfer tax, inheritance tax and gift tax were all abolished some years ago.
corporation tax	/ˌkɔːpəˈreɪʃən ˈtæks/	daň z příjmu právnických osob	The amount of money paid on a company's profits. Charity organisations do not pay corporation tax on their profits.
corporation taxes department	/ˌkɔːpəˈreɪʃən ˈtæksɪz dɪˌpɑːtmənt/	oddělení daní právnických osob	The part of a tax office that deals with taxes of corporations. Companies must file their tax return at the corporation taxes department.
energy taxes	/ˈenədʒi ˈtæksɪz/	daň z energií	A tax paid on making and using energy products, such as gases, electricity, etc. Energy tax in the Czech Republic includes natural and some other gases, solid fuels and electricity.
excise tax	/ˈeksɪz ˈtæks/	spotřební daň	A tax paid on some types of goods, created by the government within the country. The excise tax on tobacco products is at 30% rate in the Czech Republic.
excluding VAT	/ˌɪkˌskluːdɪŋ ˈvæt/	bez DPH	It means that VAT is not a part of the total price. New doors will cost 16,000 CZK, excluding VAT.
Financial Administration Office	/ˈfaɪnænʃəl ədˌmɪnɪˈstreɪʃn ˌɒfɪs/	Finanční správa ČR	An office which is responsible for financial matters in the Czech Republic. I often check the website of the Financial Administration Office for updates and news.
including VAT	/ˌɪnˌkluːdɪŋ ˈvæt/	včetně DPH	It means that VAT is a part of the total price. New doors will cost 20,000 CZK, including VAT.
(in)direct tax	/ˌ(ɪn)daɪˌrekt ˈtæks/	(ne)přímá daň	Money that people themselves have to pay to the government is direct tax. Money paid on goods and services is indirect tax. Within the group of indirect tax, the tax rates of individual taxes are different.

inheritance tax	/ɪnˈherɪtəns ˌtæks/	dědická daň	A tax paid on the money or property that you got from someone who died. In 2014, inheritance tax was abolished in the Czech Republic.
(non-)taxable	/ˌ(nɒn)ˈtæksəbl/	(ne)podléhající dani	Something that you don't pay tax on is non-taxable. If you pay tax on it, it is taxable. A part of your income is non-taxable.
personal allowance	/ˌpɜːsənl əˈlaʊəns/	nezdánitelné částka	The amount of money that you can earn before you have to pay tax. The personal allowance in the UK is £12,570 this year.
personal income tax	/ˌpɜːsənl ˈɪnkʌm ˌtæks/	daň z příjmu fyzických osob	The amount of money paid on a portion of a person's income. Everyone with an income above a certain limit has to pay personal income tax.
personal taxes department	/ˌpɜːsənl ˌtæksɪz dɪˈpɑːtmənt/	oddělení daní fyzických osob	The part of a tax office that deals with taxes of ordinary people. The personal taxes department is closed now and won't be open until Monday.
property tax	/ˌprɒpəti ˌtæks/	daň z nemovitých věcí	Money paid to the government on buildings and land. Property tax rate is calculated by a square metre.
tax advisor	/ˌtæks ədˌvaɪzə/	daňový poradce	A person who helps with and advises on taxes. I have a tax advisor who is informed about tax changes.
taxation system	/ˌtæksˈeɪʃən ˌsɪstəm/	daňová soustava	The system of taxing people. The taxation system in the Czech Republic is different from the one in the UK.
tax base	/ˌtæks ˌbeɪs/	základ daně	The total of your income, property, etc. put together, on which you pay tax. Businesses and corporations try to have a low tax base to pay less tax.
tax deduction	/ˌtæks dɪˌdʌkʃən/	srážka, odpočet daně	An amount of money that can be taken away from your income before calculating the tax. Your tax advisor will tell you what tax deductions available you can use.
tax dodger (inf.)	/ˌtæks ˌdɒdʒə/	daňový neplatič	A person who tries not to pay or to lower the amount of tax they have to pay. All societies are full of tax dodgers who try to find clever but illegal ways to pay less tax.
tax evasion	/ˌtæks ɪˌveɪʒən/	daňový únik	The illegal way of paying less tax. He was sent to prison for tax evasion.
tax exemption	/ˌtæks ɪgˈzempʃən/	osvobození od daně	A situation when a person or company doesn't have to pay tax. Non-profit organisations have the right for tax exemption.

tax on gambling winnings	/ˈtæks ɒn ˌɡæmblɪŋ ˈwɪnɪŋz/	daň z hazardních her	<i>A tax on the money a person has won. There is a tax on gambling winnings at the rate of 15%.</i>
taxpayer	/ˈtæksˌpeɪə/	poplatník	<i>A person who pays part of the money they earn to the government. This building has already cost a lot of taxpayers' money.</i>
taxpayer discount	/ˈtækspeɪə ˈdɪskaʊnt/	sleva na poplatníka	<i>The amount of money that can be taken away from the total tax you owe. The taxpayer discount is 30,840 CZK this year, but I remember when it was just around 25,000 CZK.</i>
tax rate	/ˈtæks ˌreɪt/	výše daně	<i>The amount of money in percentages that is paid in tax. The consumption tax rate of 21% is the highest of all European countries.</i>
tax return	/ˈtæks rɪˌtʃn/	daňové přiznání	<i>A document that gives information about how much the person earned the previous year and from which tax is calculated. These days, you can file a tax return online and you don't have to go to the tax office in person.</i>
VAT (value added tax)	/væt/	DPH (daň z přidané hodnoty)	<i>A tax on goods and services which a person buys. The new photocopier in our office cost £200 including VAT.</i>
VAT (non-)payer	/ˌvæt (ˌnɒn)ˈpeɪə/	(ne)plátce daně	<i>A person doing business or a company that pays VAT to the government is a VAT payer. If they don't have to pay, they are VAT non-payer. Those who earn less than 1,000,000 CZK are usually VAT non-payers.</i>
withholding tax	/wɪðˈhəʊldɪŋ ˌtæks/	srážková daň	<i>Money taken from a person's income by the employer and given to the government. People are getting angry because the withholding tax rate is just too high.</i>



5. Match the following phrases with the definitions below.



tax base, personal allowance, tax evasion, tax deduction, excise tax, indirect tax, tax advisor

1. The illegal way of paying less tax.
2. Money paid on goods and services rather than paid by people themselves.
3. A tax paid on some types of goods made by the government within the country.
4. The amount of money that you can earn before you have to pay tax.
5. An amount of money that can be taken away from your income before calculating the tax.
6. A person who helps with and advises on taxes.
7. The total of your income, property, etc. put together, on which you pay tax.

6. Pair the words to make phrases.



- | | |
|--------------|--------------------------|
| 1) taxpayer | a) Administration Office |
| 2) VAT | b) allowance |
| 3) Financial | c) exemption |
| 4) tax | d) non-payer |
| 5) personal | e) VAT |
| 6) excluding | f) discount |

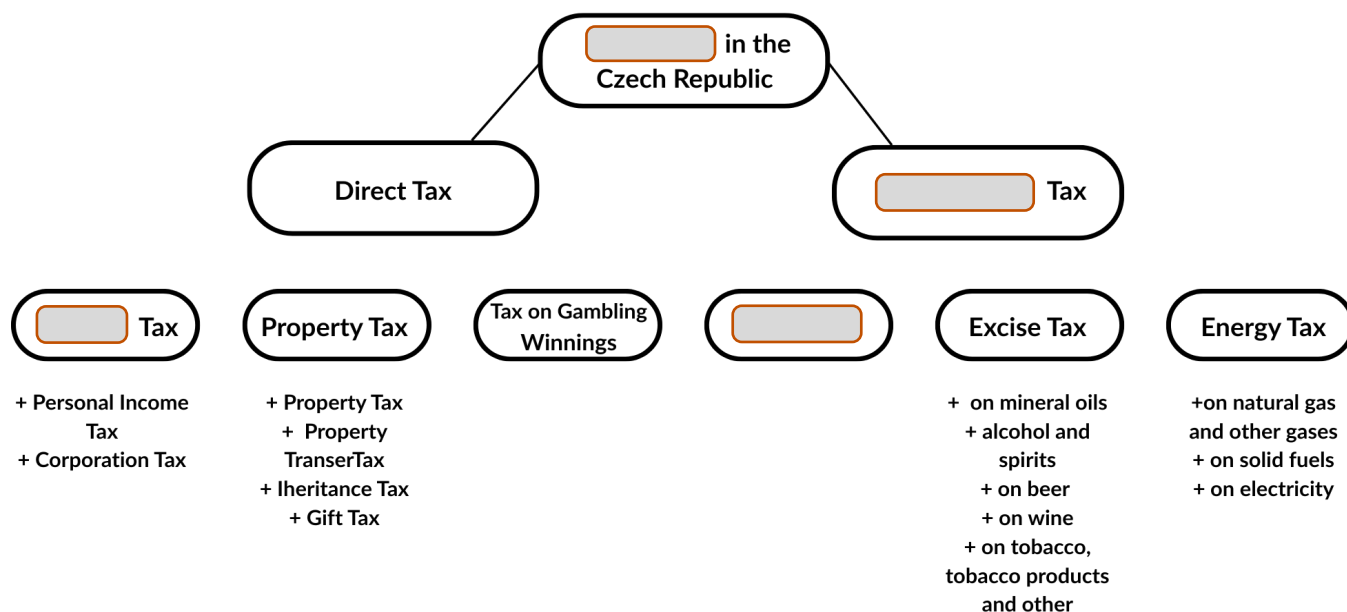
7. Create sentences with these phrases:



- a) *a tax return* _____
- b) *a taxpayer discount* _____
- c) *taxable* _____
- d) *a tax dodger* _____
- e) *a tax rate* _____



PRÁCE S OBRAZOVÝM MATERIÁLEM



10. Add headings to the graph (4).

11. In the diagram, there are three taxes that are no longer paid in the Czech Republic. Can you tell us which they are? Choose from the following options:

- a) Property Transfer Tax, Gift Tax, Tax on Beer
- b) Tax on Electricity, Inheritance Tax, Road Tax
- c) Property Transfer Tax, Gift Tax, Inheritance Tax

12. Discuss these topics with your classmates.

1. Do you think tax evasion is fair on other people who pay tax? Why?
2. Do tax evasion and tax exemption mean one and the same thing?
3. Can you think of some reasons why excise tax is a good thing?

13. Homework: What taxes do your parents pay?

Talk to your parents about taxes and write down what taxes they pay. Do they have a tax advisor? Are they owners of a company? If so, what taxes does the company pay?

ČTENÍ S POROZUMĚNÍM A SAMOSTATNÝ PÍSEMNÝ PROJEV STUDENTA

1

(daňový úřad, dědická daň, nezdanitelná částka, nižší daň, výše daň, Úřad finanční správy)

Every country has a different taxation system, tax offices or even documents. For instance, while in the UK the main office is called HM (Her Majesty) Revenue and Customs, any tax office in the CR is called _____. Every region has its own _____. Also, if you are a taxpayer in the Czech Republic, you no longer have to pay _____ on the property, money, etc. you got from someone who died, but in the UK, there is a 40% inheritance tax _____ if the total amount is above £325,000.

And that's not all! It is more common to use the phrase _____ in the UK if you want to describe the amount of money you can earn and on which you don't have to pay tax. In the Czech Republic, on the other hand, we include the taxpayer discount when we calculate the final tax.

We can pay _____ because of it or none at all! Interesting, huh?

Use your parents' receipt from the last shopping and write a short report about the following:

- 1) What tax rates are on the receipt?
- 2) If there are more than one, what products have what tax rate?
- 3) Do clothes and food have the same tax rates?
- 4) What was the total price and what was the total in VAT?

Example:

This is a receipt from our last shopping in

On the receipt, there are two tax rates; ...

The following items have a 12% VAT:

The total VAT at 21% rate is ...

The total price is ... The total VAT is...

ÚČTENKA			
Prodejna: Potraviny U Hrušky			
Adresa: Ulice 123, 110 00 Praha 1			
IČO: 12345678 DIČ: CZ12345678			
Datum: 27. 05. 2025 Čas: 14:26			
Dokladna: 01 Pokladník: Jana K.			
Položka	Množství	Cena (Kč)	DPH (Kč)
Mléko polotučné 1l	1 ks	24,90	2,67
Chléb konzumní 500g	1 ks	32,00	3,43
Máslo 250g	1,2 kg	49,90	5,34
Banany	1,2 kg	35,88	3,84
Zubní pasta Colgate	1 ks	59,90	10,40
Toaletní papír 8 rolí	1 ks	89,00	15,45
Pivo Plzeň 0,5l	2 ks	45,80	7,94
Dětské plenky Pampers	1 ks	299,00	32,00
Souhrn DPH:			636,38 Kč
Zboží s 12 % DPH:	441,68 Kč	(DPH:	47,28 Kč)
Zboží s 21 % DPH:	194,70 Kč	(DPH:	33,79 Kč)
Celkem k úhradě:			636,38 Kč
Hotové / karta			63,38 Kč
DPH celkem			81,07 Kč
Děkujeme za Váš nákup!			
Uchovejte si účtenku pro případ reklamace.			

FRÁZE A JEJICH PROCVIČOVÁNÍ

add the ... VAT onto	/,æd ðə 'væt ɒntu/	přidat ... DPH na	We have to add the 15.00 CZK VAT onto the basic price of 100.00 CZK.
calculate the tax	/,kælkjəleɪt ðə 'tæks/	vypočítat daň	I leave calculating the tax to an expert.
file a tax return	/,faɪl ə 'tæks rɪ,tʃɪn/	podat daňové přiznání	Taxpayers have to file a tax return every year.
fill out a tax return	/,fɪl aʊt ə 'tæks rɪ,tʃɪn/	vyplnit daňové přiznání	You can fill out the tax return yourself or you can ask your tax advisor for help.
get a tax break	/,get ə 'tæks ,breɪk/	mít daňové zvýhodnění	It is always the rich that get a tax break with a change in the law.
increase/reduce a tax to	/ɪn,kri:s ə 'tæks tə/	zvýšit/snížit daň	The standard VAT rate has been increased from 12% to 15%.
introduce a tax on	/ɪntrə,dʒu:ɪs ə 'tæks ɒn/	uvalit daň na	The government may introduce a new tax on coffee.
liable to income tax	/,laɪəbl tə 'ɪnkʌm ,tæks/	podléhat dani z příjmů	Residents of the Czech Republic are liable to Czech income tax on Czech income only.
live in a tax haven	/,lɪv ɪn ə 'tæks ,heɪvən/	žít v daňovém ráji	Sometimes I ask myself how nice it must be to live in a tax haven.
pay less tax	/,peɪ les 'tæks/	platit menší daně	To pay less money from your income to the government. With the taxpayer discount and deductions available I can pay less tax.
taxes are divided into	/'tæksɪz ə dɪ,vɑɪdɪd ɪntu/	daně se dělí na	Taxes in the Czech Republic are divided into two main groups: direct and indirect.

16. Choose the correct option to complete the sentences.



1. Those who earn and spend more usually get more _.

- a) breaking taxes
- b) tax brokes
- c) tax breaks

3. To submit a tax return is the same thing as to _ .

- a) file a tax return
- b) find a tax return
- c) fire a tax return

5. Do you think a tax advisor can help me _?

- a) number the tax
- b) clear the tax
- c) calculate the tax

2. If you live in a particular country and your income is above a certain limit, you are _.

- a) able to have income tax
- b) liable to income tax
- c) have liable income

4. Every shop has to _ 21% VAT _ some goods and services.

- a) give / onto
- b) add / onto
- c) add / into

6. The taxation system in our country _ two main categories.

- a) is divided into
- b) is divided onto
- c) are divided into

REVISION: CHOOSE THE CORRECT ANSWER.

1. A taxpayer is ...

- a) a person who pays a part of the money they earn to the government.
- b) a person who manages government funds.
- c) a person who collects taxes for the government.

2. The ____ in the Czech Republic is a system where individuals or businesses pay money to the government based on their income.

- a) medical system
- b) insurance system
- c) taxation system

3. In every region, there is a ____.

- a) tax office
- b) tax company
- c) allowance

4. Complete the phrase: to live in a tax ____.

- a) dream
- b) heaven
- c) land

5. VAT means ...

- a) vehicle acquisition tax
- b) voluntary additional tax
- c) value added tax

6. Everyone who earns money above a certain limit is a taxpayer ____ income tax.

- a) divided into
- b) provided with
- c) liable to

7. Complete a phrase: to get a tax ____.

- a) break
- b) product
- c) CV

8. All societies are full of tax ____ who try to find clever but illegal ways to pay less tax.

- a) collectors
- b) dodgers
- c) breakers

9. What product is a subject to excise taxes?

- a) clothing
- b) wine
- c) bread

10. People are getting angry because the ____ rate is just too high.

- a) tax break
- b) insurance company
- c) withholding tax

KLÍČ

UNIT 1

1. 1. true, 2. false, 3. false, 4. true, 5. true

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

5. 1. produce, 2. freelancer, 3. sole trader, 4. joint-stock company, 5. set up a business, 6. trade register, 7. ownership

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

8. 1. produces, 2. in charge, 3. responsible for, 4. manages, 5. subsidiary company

9. 1. produces, 2. provides, 3. provides, 4. produces, 5. produces

10. Possible answer: This company works in business services or customer service. There are three people in the office, and they work with computers. The company may be a Limited Company (LTD) because it looks professional but small. They probably provide services to other companies, such as help with clients or administration. One person may be the manager, and the others are employees. I think the headquarters is in this office, and they also work with other branches.

11. HR - Human resources, LTD - Limited Company, CEO - Chief Executive Officer, PLC - Public Limited Company

15. 1. foundation deed, 2. trade register, 3. partnership agreement, 4. limited partnership, 5. basic capital, 6. profit sharing

17. 1c, 2b, 3a, 4b, 5c

18. 1. was set up, 2. is located, 3. operate, 4. is managed, 5. is owned, 6. accepts responsibility, 7. provide services, 8. registered in a trade register

Revision: 1c, 2b, 3a, 4a, 5b, 6a, 7b, 8c, 9c, 10b, 11a, 12b

UNIT 2

1.1. false, 2. true, 3. false

2. work experience, education, skills, personal information, interests, references

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

6. 1. skills, 2. employee, 3. recruitment, 4. salary, 5. agreement, 6. cover letter, 7. employer, 8. permanent employment

7. 1d, 2h, 3f, 4b, 5a, 6g, 7c, 8e

9. 1. colleagues, 2. director, 3. education, 4. skills, 5. references, 6. be promoted, 7. be dismissed, 8. contract

11. education, skills, work experience, languages, personal profile/summary

12. B

15. 1. position, 2. skills, 3. important, 4. director, 5. cover letter, 6. questions

17. 1a, 2b, 3a

18. A) 1d, 2j, 3g, 4i, 5h, 6b, 7c, 8f, 9a, 10e

B) possible answers: 1. I think so., 2. I am against it., 3. No, on the contrary, 4. By all means., 5. Well, that's the point., 6. With pleasure., 7. I quite agree with you., 8. That's not true., 9. I'm looking forward to your reply., 10. You are wrong.

Revision: 1b, 2c, 3a, 4a, 5c, 6b, 7c, 8c, 9a, 10b

UNIT 3

1. 1 false, 2 true, 3 false

2. organising, managing people, achieving goals, decision-making, controlling, delegating

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

5. 1. budgeting, 2. task, 3. leadership, 4. development, 5. goal, 6. efficiency, 7. vision

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

8. 1. coordination, 2. development, 3. feedback, 4. change management, 5. top management, 6. budgeting, 7. delegation of work, 8. team leader

10. 1. Mr Smith - top management, 2. Mrs Smith - middle management, 3. Emily, Jessica, David - lower management, students - support staff

13. 1. team leader, 2. planning, 3. organising, 4. tasks, 5. feedback, 6. motivation, 7. leadership, 8. goal, 9. efficiency

15. 1a, 2b, 3c, 4a, 5c, 6c

16. 1f, 2g, 3k, 4i, 5d, 6h, 7j, 8b, 9l, 10c, 11e 12a

Revision: 1a, 2b, 3c, 4a, 5c, 6b, 7b, 8c, 9c, 10a

UNIT 4

1.1. false, 2. false, 3. true

2. product, price, promotion, place, people

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

5. 1 - desire, 2 - advertising, 3 - leaflet, 4 - brand, 5-satisfy, 6 - competition, 7 - public relations

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

8. 1. Strengths, 2. Weaknesses, 3. Opportunities, 4. Threats

10. upper left - STARS, upper right - QUESTION MARKS, lower left - CASH COWS, lower right - WATCHDOGS

13. 1. customer needs, 2. discounts, 3. membership benefits, 4. satisfy, 5. advertising, 6. target, 7. regular customers

15. 1a, 2a, 3b, 4a, 5b

16. 1. Remain, 2. action, 3. Increase, 4. Market, 5. relations, 6. competitive, 7. prices, 8. retention, 9. Regular

Revision: 1b, 2b, 3c, 4a, 5a, 6b, 7c, 8a, 9c, 10a

UNIT 5

1.1) true, 2) false, 3) false, 4) false

2. producer, manufacturer, distributor, wholesaler, retailer, consumer

3. trade credit, credit note, pro forma invoice, price reduction, advance payment, department store

6. a) distributor, b) warranty claim, c) consumer, d) delivery, e) producer, f) supply and demand, g) complaint

7. 1) invoice, 2) supply, 3) purchase, 4) manufacture

9. (1) credit note, (2) surplus, (3) confirm, (4) quantity, (5) wholesale, (6) delivery, (7) faulty, (8) shortage

10. (from left to right) producers, manufacturers, wholesalers, retailers, consumers (second line) distributors

12. 1) number, 2) quantity, 3) pieces, 4) value-added tax, 5) reference

13. e.g. invoice number, due date, invoice date, who it is invoiced to, payment details, description, quantity, unit, price, total due

16. confirming, packaging, handling, faulty, retail chain, under warranty

18. 1) tailor a product to your needs, 2) add

a unique selling point, 3) ask for an advance payment,
4) settle an outstanding invoice, 5) it was a real bargain

19. 1) supply your order, 2) demand exceeds supply, 3) chase an invoice, 4) offer a price reduction, 5) put up prices

Revision: 1a, 2c, 3c, 4b, 5a, 6b, 7c, 8a, 9a, 10b

UNIT 6

1. 1. false, 2. true, 3. false, 4. true, 5. false

2. It should have: formal style, short and brief sentences / It shouldn't have: emoticons, caps look, colloquial language

3. 1e, 2d, 3b, 4a, 5c

5. 1. formal style, 2. attachment, 3. subject line, 4. thread, 5. deal with complaints, 6. superior, 7. purpose

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

8. 1) draft contract, 2) clearly, 3) respond, 4) participate, 5) inquiry, 6) communicate, 7) attachment, 8) helpful

9. 1. Dear Mr Leeds, I am writing about our meeting today., 2. I would appreciate your help with the instructions for the product I have bought from your company., 3. Dear Ms Jones, could you please send me the invoices as soon as possible?, 4. Team, I would like to ask you to send me the documents for our business meeting tomorrow at 8:15., 5. Hello, Mrs Evans, could you please deal with my request as soon as possible?

10. 1. soon, 2. by/way, 3. also, 4. your own, 5. disturb, 6. asked, 7. information, 8. in other, 9. reply, 10. in

11. a) TIA, b) NRN, c) AKA, d) AYOR, e) ASAP, f) IOW

12. formal style should be used - no CAPS LOOK, no shortened forms, no colloquial language, use proper salutation - Dear Mr Smith, the conclusion should be formal; use Best Regards/ Yours sincerely

15. 1) subject line, 2) Dear, 3) briefly, 4) consider, 5) participation, 6) helpful, 7) attachment, 8) avoid, 9) respond, 10) thread

17. 1b, 2a, 3a, 4c, 5a, 6b, 7c

Revision: 1a, 2c, 3c, 4b, 5a, 6b, 7c, 8c, 9a, 10b

UNIT 7

1. 1. false, 2. true, 3. false

2. a balance sheet, a cash-flow statement, a profit-and-loss account, trial balance, a cash flow forecast

3. 1. balance sheet, 2. assets and liabilities, 3. the accounting equation, 4. cash flow forecast, 5. financial statement, 6. accounts payable

5. 1. double-entry bookkeeping, 2. liquidate, 3. turnover, 4. debtor, 5. receivables, 6. intangible assets, 7. ledger

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

8. a) account, accountant, accounting; b) liquid, liquidate; c) pay, payment, payable; d) book, bookkeeper

9. 1. long-term, 2. bottom line, 3. equity, 4. receivables and payables, 5. ledger, 6. accrued, 7. payable, 8. auditor

11. FIXED Assets, INTANGIBLE assets,
accounts RECEIVABLE, RETAINED earnings,
CURRENT liabilities, SHORT-term loan,
taxes PAYABLE

12. b) and c) are correct

15. 1. financial year, 2. profit-and-loss account/
statement, 3. revenue authority, 4. double-entry,
5. equation

17. 1. c, 2. b, 3. a, 4. c, 5. a, 6. b

Revision: 1b, 2a, 3c, 4c, 5a, 6b, 7b, 8b, 9c, 10c

UNIT 8

1.1. true, 2. false, 3. false

2. A) paying in cash, by card or by bank transfer

B) e.g. a deposit account, fixed-deposit
account, current account, joint account

3. 1) account activity, 2) bank transfer, 3) credit
union, 4) cash machine, 5) standing order,
6) current account

5. a) budget, b) creditworthy, c) debit card,
d) mortgage, e) loan, f) building society,
g) instalment

6. 1) joint account, 2) bank statement,
3) available funds, 4) building society account,
5) direct debit, 6) interest rate

8. 1. investment bank, 2. fixed-deposit account,
3. overdraft, 4. deposit, 5. bank statement,
6. account balance, 7. charges, 8. central banks

10. (by lines, from left to right) Loans, Insurance,
Savings, Investment Products, Mortgages,
Accounts, Rewards for you

11. 1) mortgage, 2) insurance, 3) loans,
4) investment products

12. 1 - aktuální zůstatek, 2 - běžné účty, 3 -
spořicí účty, 4 - hypotéka, 5 - volné prostředky, 6
- účty u jiných bank, 7 - včetně kontokorentu

15. 1. loan, 2. business, 3. pay off, 4. borrowing,
5. creditworthy, 6. application

17. 1. c), 2. b), 3. a), 4. b), 5. c)

Revision: 1c, 2b, 3b, 4a, 5c, 6c, 7a, 8b, 9b, 10c

UNIT 9

1.1. true, 2. false, 3. false

2. e.g. health insurance, travel insurance,
employers' liability insurance, professional
liability insurance, third party car insurance, life
insurance

3. 1) insurance fraud, 2) liability insurance,
3) insured risks, 4) loss adjuster, 5) medical
record, 6) policyholder

5. a) coverage, b) daily compensation, c) claim
settlement, d) constant sum assured,
e) insurance claim, f) insurance quote,
g) premium

6. 1) daily compensation, 2) compulsory
insurance, 3) critical illness, 4) third party car
insurance, 5) health insurance, 6) insurance
broker

8. 1. insurance claim, 2. insurance fraud,
3. policyholder, 4. social security, 5. incapacity,
6. loss adjuster, 7. uncovered, 8. professional
liability insurance

10. (from top to bottom) Policy, Insured Risk,
Coverage, constant, illness, permanent,
compensation, premium

11. Passport loss and missed flight.

14. 1. insurance claim, 2. contents, 3. caused,
4. damaged, 5. costs, 6. accident

16. 1. a), 2. b), 3. b), 4. c), 5. b), 6. a)

Revision: 1a, 2c, 3c, 4a, 5b, 6a, 7a, 8c, 9b, 10c

UNIT 10

1. 1. false, 2. false, 3. true, 4. false

2. Possibilities: (in)direct tax, property tax, VAT,
personal income tax, corporation tax, excise tax

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

5. 1. tax evasion, 2. indirect tax, 3. excise tax,
4. personal allowance, 5. tax deduction, 6. tax
advisor, 7. tax base

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

8. 1. property, 2. non-payer, 3. tax evasion, 4. self-
assessment, 5. non-taxable, 6. dodger, 7. less tax,
8. excise

10. Taxation (System), Income, Indirect, Value
Added Tax

11. C

14. Financial Administration Office, tax office,
inheritance tax, rate, personal allowance, less tax

16. 1c, 2b, 3a, 4b, 5c, 6a

Revision: 1a, 2c, 3a, 4b, 5c, 6c, 7a, 8b, 9b, 10c

IMAGE

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obchodn%C3%AD-koncept-kompozice-s-ovl%C3%A1d%C3%A1n%C3%ADm-lidsk%C3%BDch-rukou-p%C5%99i%C4%8Dem%C5%BE-kusy-gm1337400405-418297364?

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