

OLVASOTT SZÖVEG ÉRTÉSE

(gazdálkodási menedzsment szaknyelv)

1. Bluewaters

(0) WHO WE ARE.....

Project Development and Environmental Engineering

BLUEWATERS is a young company in the field of project development and environmental engineering. Our headquarters are in Vienna, and we have a subsidiary in the Czech Republic.

Our experts follow structured educational programmes in order to be able to offer best practice and best available technology when needed. Due to the team's experience in project financing and funding, projects are being designed efficiently and follow the principle of least-cost-planning.

OUR TEAM AT YOUR SERVICE:

(1): *Doris Wirth* is in charge of client relations and all internal affairs. She has worked in most Eastern European countries in environmental projects as hydrogeological expert. Apart from her technical expertise, she is also giving lectures at the Technical University of Vienna in project management and risk analysis for contaminated land. Doris speaks German, English and French.

(2): *Delia Miatovici* is in charge of phone, correspondence, accounting and everything else that keeps a company alive. She knows how to make you comfortable whether you are a client or an employee. Delia speaks German, Romanian and Serbian and of course English.

(3): *Robert Jakl* graduated in Landscape Planning from the University of Agricultural Sciences in Vienna. Apart from the mother tongue German and his skills in English, he speaks fluent Czech. His focuses on the sector of environmental marketing studies as well as R&D projects within the 5th European framework programmes. In line with his knowledge of Czech, his main responsibilities are projects in the Czech Republic and in Slovakia.

(4): *Anna Petric* has studied chemistry at the University of Natural Sciences of Novi Sad. She is implementing the BLUEWATERS Quality-and Environmental Management System. Her mother tongue is Hungarian, but she is also fluent in German, Serbian, Croatian and English.

(5): *Slávka Jasová* is Czech. She has graduated in mechanical engineering from an Engineering High School. Her main responsibilities are environmental projects in the Czech Republic and in Slovakia. She is also in charge of marketing clients relations, especially government officials in the Czech Republic and Slovakia. Slavka not only speaks fluent Czech, but English and German, too.

(6): *Ursula Müllner* has studied Landscape Planning at the University of Agricultural Sciences in Vienna. She speaks German, English and Italian. Ursula has the responsibility to obtain international contracts and she is in charge of project acquisition. Her main interests lie in urban development and regional planning.

(7): We follow our internal project management standards, which are closely related to our quality management system. Our office is equipped with up-to-date hard-and software, and we work with Lotus Notes to have best interaction with our experts' network, but also compatible and literate with MS-products.

Első feladat

Olvassa el a BLUEWATERS című szöveget és a szöveghez tartozó tartalmi összefoglalókat. Döntse el, hogy melyik bekezdéshez (1 - 7) melyik összefoglaló (A - J) tartozik. Az összefoglalók közül 7 munkaköröket ír le, 3 pedig a vállalat tevékenységére vonatkozik. Két összefoglaló fölösleges. Írja megoldását a táblázatba, a példa (0) szerint.

Az összefoglalók:

- A. AND WHAT OUR AIMS ARE
- B. AND HOW WE ARE DOING THINGS
- C. WHO WE ARE
- D. expert for management systems
- E. project engineer (tenders)
- F. personnel manager
- G. project assistant
- H. hydrogeologist and general manager
- I. project engineer (field work)
- J. bureau secretary

0	1	2	3	4	5	6	7
C							

Második feladat

Olvassa el újra a BLUEWATERS című szöveget, és válaszoljon röviden a feltett kérdésekre a szöveg alapján. Írja megoldását a kérdések mellé, a példa (0) szerint.

KÉRDÉSEK	VÁLASZOK
0. Which country is the company's main office in?	Austria.
8. What principle does the company use for planning project financing?	
9. How many languages do the staff speak altogether?	
10. Which university are 3 members of staff connected to?	
11. Which part of Europe does the company do most business with?	
12. Which European Union project does the company participate in?	
13. Which member of staff has completed her studies in a vocational technical school?	
14. Which team member does teaching, too?	
15. What are the company's internal project management standards built on?	

2. Playing the market economy game in Russia and Ukraine

Our university department was asked to put together a lecture on the workings of a market economy to present to farm managers in Russia and Ukraine in three weeks, and with limited resources for translating. From talking with visiting Russian scientists, we knew that one of the first questions will be “Who determines what prices will be?”

We decided to demonstrate it rather than talk about it. We created a game which used many principles of a market economy and actively involved the audience. Our exercise employed the techniques of “experimental economics,” which is becoming popular as a teaching tool in many economic principles classes in the USA. This way, we wanted to minimize the amount of material to be translated, and to avoid depending on computers.

Our economy consisted of a one-product food chain with several intermediaries. The end product was bread, which every player had to get in order to survive. The roles of Bank, Fertilizer supplier, Farm, Flour mill, Bakery and Consumer were randomly given to members of the audience.

The rules of the market economy game:

- A. All prices are determined by negotiations among the players, including the interest rate on loans. They do not need to be the same for everyone.
- B. Flour mills exchange fertilizer and land cards for wheat, which is then sold to the bakeries.
- C. All players must buy or exchange at least one unit of bread by the end - or “die”. Collect one bread card from each player at the end.
- D. Prices are negotiated for fertilizer, loans (interest rate), wheat and bread.
- E. Each unit of land produces one unit of wheat. Farms may buy fertilizer from a fertilizer dealer, but it is not required. Each unit of fertilizer produces one additional unit of wheat.
- F. Farms exchange fertilizer and land cards for wheat, which is then sold to the flour mills.
- G. For the second cycle pass out new land cards to the farmers and fertilizer cards to the fertilizer dealers, and repeat the exercise. Make sure all the bank loans have been repaid, if possible, then let everyone keep their reserves of bread and cash.
- H. Bakeries exchange each unit of flour for one unit of bread, which can then be sold to any of the other players.

After the game we lead discussions about what had just happened and how it illustrated the workings of the market economy. In summary, we pointed out several key conditions that must be present for such an economy to function: competition, access to capital, and free flow of price information.

A.

W. Edwards and D. Judd, Department of Economics at Iowa State University, In: Choices, First Quarter 1994

Első feladat

Olvassa el a 'Playing the market economy game in Russia and Ukraine' című szöveget. Rekonstruálja az eredeti szöveget a bekeretezett részében levő bekezdések (A-H) helyes sorrendjének megállapításával. Írja megoldását a táblázatba, a példa (0) szerint.

0	1	2	3	4	5	6	7
A							

Második feladat

Olvassa el újra a szöveget, és válaszoljon röviden a feltett kérdésekre a szöveg alapján. Írja megoldását a kérdések mellé, a példa (0) szerint.

KÉRDÉSEK	VÁLASZOK
Who prepared this game?	0. Department of Economics, Iowa State University
What teaching method was used?	8.
What equipment was missing in Russia for using complex teaching material?	9.
What were the stages of the chosen food chain?	10.
	11.
	12.
How many players are there in this game?	13.
How many rounds are there in a game?	14.
What did the scientists want to demonstrate through this game?	15.

3. Business Book reviews

<p>B. <i>Behind Closed Doors</i> by Irving Scholar</p> <p>In the first ever boardroom look at football, the former principal Spurs shareholder and ex Chairman – breaks his silence and reveals Spurs’ secret business transactions. He addresses questions outside the arena and comments upon the unusual nature of the business itself. An insider’s insight into the state of English football, and the first of its kind.</p> <p style="text-align: right;"><i>Andre Deutsch, £14.99</i></p>	<p>C. <i>Liberation Management</i> - necessary disorganisation for the nanosecond nineties by Tom Peters</p> <p>The book everyone is talking about. The moment the economic curve goes one way or the other, everyone takes Tom Peter’s new book on why it happened and how it will change. His new idea is that all goods are becoming fashion goods, and all work will be done in small, project-oriented, speedy and flexible teams.</p> <p>Even if he isn’t right, you’ll like this.</p> <p style="text-align: right;"><i>Macmillan, £20.00</i></p>
<p>D. <i>Who Dares Sells</i> - the ultimate guide to selling by Patrick Ellis</p> <p>This is no ordinary ‘how to sell’ book. The entire book is littered with proverbs, Kipling poems and psychological theories. It has a splendid chapter on body language, in which you can find out what it means if your potential client is poking their tongue out, for example.</p> <p>Don’t let the fact that it’s a book about sales put you off.</p> <p style="text-align: right;"><i>Thorsons, £9.99</i></p>	<p>E. <i>Hunting with the Tigers</i> - how to achieve commercial success in the Asian-Pacific Rim by Claudia Rigg</p> <p>The tigers are Korea, Taiwan, Hong Kong and Singapore.</p> <p>Well, no one’s buying anything in the UK, so why not go and sell to the over 100 million people who are hungry for our products? Sound like a good idea? This is your comprehensive and well-researched guide – incorporating country profiles and export guidelines.</p> <p style="text-align: right;"><i>Mercury Books, £18.99</i></p>
<p>F. <i>Up and Running</i> - women in business by Jane McLaughlin</p> <p>Do women change business or does business change women?</p> <p>McLaughlin has examined cultural trends and interviewed top businesswomen, and has the answers to the questions “is business masculine” and “will future businesswomen be different from those who first entered into the boardrooms?”</p> <p>Ninety per cent of new jobs over the next decade will be filled by women. So it might be a good idea to find out what a business-woman is.</p> <p style="text-align: right;"><i>Virago Press, £7.99</i></p>	<p>G. <i>Bullying at Work</i> - how to confront and overcome it by Andrea Adams</p> <p>Bullying and harassment at work gradually erodes our personal and professional confidence and damages our well-being. And you often can’t just tell your bully to get lost.</p> <p>The book, which emerged out of a BBC Radio 4 programme on the theme, gives hard advice using shockingly true examples of this rarely recognised topic.</p> <p style="text-align: right;"><i>Virago Press, £6.99</i></p>

Feladat

Olvassa el a könyvismertetéseket, és jelölje be X-szel a táblázatba a példa (0) szerint, hogy melyik könyvről szól a kérdés. Összesen 15 jó válasz van.

	A	B	C	D	E	F
0. Which book is about the football business?	X					
1. Which books give advice on how to achieve success in business?						
2. Which book is about women's role in business?						
3. Which book is a bestseller?						
4. Which book includes literary material?						
5. Which books are based on real stories?						
6. Which book describes a rather strange business?						
7. Which book is published by Thorsons?						
8. Which book can you use if you want to expand your business in Asia?						
9. Which books were written by women writers?						
10. Which book writes about negative psychological events?						
11. Which book tells us about the meaning of body language?						