

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
БІЛОЦЕРКІВСЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ

ФАКУЛЬТЕТ ПРАВА ТА ЛІНГВІСТИКИ
Кафедра романо-германської філології та перекладу

ІНОЗЕМНА МОВА ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ
*(для здобувачів першого (бакалаврського) рівня вищої освіти денної та заочної
форми навчання спеціальностей 071 «Облік і оподаткування»,
072 «Фінанси, банківська справа та страхування», 073 «Менеджмент»,
076 «Підприємництво, торгівля та біржова діяльність»)*

ПРАКТИКУМ

Біла Церква

2021

УДК: 811. 111'25: 63 (075)

Затверджено

Науково-методичною комісією Білоцерківського НАУ

Протокол № 11 від 19. 03. 2021 р.

Автори: Демченко Н.С., Береговенко Н.С.

Демченко Н.С. Береговенко Н.С. Іноземна мова за професійним спрямуванням.
Практикум. Біла Церква, 2021. 127 с.

Публікація містить автентичні англомовні тексти субмов обліку і оподаткування, фінансової, банківської справи та страхування, менеджменту, підприємництва, торгівлі та біржової діяльності. Зміст практикуму забезпечує знайомство з найбільш вживаною термінологією. Система різноманітних вправ, наявність двомовних тематичних словників після кожного тексту створюють сприятливі умови для ефективного засвоєння змісту методичних вказівок та формують у студентів навички усного мовлення у сфері професійного спілкування. Призначено для студентів економічних спеціальностей денної та заочної форм навчання.

Рецензент: Ігнатенко В.Д., канд. пед. наук, доцент

© Н.С. Демченко, 2021

© Н.С. Береговенко, 2021

Зміст

Передмова	4
Text 1. Forget piggy banks. Kids are using mobile apps for pocket money	8
Text 2. The pros and cons of moving to a cashless society	13
Text 3. How inflation affects savings account	17
Text 4. Fintech and the future of finance	22
Text 5. Why businesses no longer need to turn to traditional lending	28
Text 6. The way Alibaba makes money.....	32
Text 7. Contactless payment.....	37
Text 8. Apple Pay vs Google Wallet:how they work	42
Text 9. The basics of financial responsibility	48
Text 10. Shadow market.....	54
Text 11. 5 ways cryptocurrency benefits ecommerce	59
Text 12. Are bitcoin payment services similar to credit cards?	64
Text 13. Growth and income fund	70
Text 14. Zero-rated goods	74
Text 15. What are the objectives of accounting?	79
Text 16. 5 sources of power in an organization	84
Text 17. 4 financial statements used in accounting	89
Text 18. What is the importance of quality management for an organization?..	95
Text 19. Types of management accounting	100
Text 20.Operations management	105
Vocabulary.....	110
Список використаних джерел.....	126

ПЕРЕДМОВА

Знання іноземної мови загального спрямування часто недостатньо, щоб розуміти ділову та професійну інформацію та ефективно спілкуватися з іноземними фахівцями в сфері економіки. В умовах глобалізації економіки іноземна мова, особливо англійська, стає важливим інформаційним продуктом, вона допомагає об'єктивно оцінювати ситуацію в світовій економіці, виробляти стратегію підвищення ефективності економіки для свого підприємства.

Володіння професійною іноземною мовою для фахівців в сфері економіки є однією з умов успішної роботи і кар'єрного зростання. Український бізнес все більше інтегрується в світову економіку, і знання іноземної мови стає базовим навиком.

Практикум забезпечує розвиток навичок розуміння й аналізу оригінальних текстів на професійну тематику, подальше збагачення словникового запасу студентів сучасною англійською термінологічною лексикою. Тематика і зміст текстів не лише відповідають вимогам програми, а й задовольняють професійні інтереси та потреби студентів.

Матеріал, вміщений у практикумі, спрямований на формування в студентів фахової компетенції, дає інструменти для використання англійської мови у професійній діяльності та сприяє забезпеченню конкурентоспроможності фахівців в англійськомовному середовищі.

У результаті вивчення навчальної дисципліни у здобувача вищої освіти формуються наступні результати навчання:

Результати навчання за спеціальністю «Облік і оподаткування» відповідно до ОП	Результати навчання з дисципліни «Іноземна мова за професійним спрямуванням»
ПР 01 Знати та розуміти економічні категорії, закони, причинно-наслідкові та функціональні зв'язки, які існують між процесами та явищами на різних рівнях	ПР 01.1. Знати та розуміти економічні категорії, нормативи, закони та стандарти, що використовуються у міжнародній бухгалтерській діяльності.

економічних систем.	
ПР 08 Розуміти організаційно-економічний механізм управління підприємством та оцінювати ефективність прийняття рішень з використанням обліково-аналітичної інформації.	ПР 08.1. Описувати зміст організації управління та облікового персоналу на підприємстві іноземною мовою, використовуючи професійну лексику.
ПР 16 Володіти та застосовувати знання державної та іноземної мови для формування ділових паперів і спілкування у професійній діяльності.	ПР 16.1. Володіти та застосовувати знання іноземної мови для формування ділової та професійної кореспонденції та спілкування у сфері бухгалтерського обліку.
ПР 17 Вміти працювати як самостійно, так і в команді, проявляти лідерські якості та відповідальність у роботі, дотримуватися етичних принципів, поважати індивідуальне та культурне різноманіття.	ПР 17.1. Проявляти відповідальність у роботі, дотримуватися етичних принципів та порядку денного бухгалтерської служби на підприємстві, поважаючи при цьому індивідуальне та культурне різноманіття колег.
ПР 18 Аналізувати розвиток систем, моделей і методів бухгалтерського обліку на національному та міжнародному рівнях з метою обґрунтування доцільності їх запровадження на підприємстві.	ПР 18.1. Вміти застосовувати фахову термінологію та граматичні структури аналізуючи системи, моделі та методи бухгалтерського обліку іноземною мовою на міжнародному рівнях з метою обґрунтування доцільності та запровадження International Financial Reporting Standards на підприємстві.

Результати навчання за спеціальністю «Фінанси, банківська справа та страхування» відповідно до ОП	Результати навчання з дисципліни «Іноземна мова за професійним спрямуванням»
ПР 15. Спілкуватись в усній та письмовій формі іноземною мовою у професійній діяльності.	ПР 15.1. Володіти та застосовувати знання іноземної мови для формування ділової й професійної кореспонденції та спілкування у фінансовій сфері.

<p>ПР 16. Застосовувати набуті теоретичні знання для розв'язання практичних завдань та змістовно інтерпретувати отримані результати</p>	<p>ПР 16.1. Застосовувати набуті теоретичні знання граматики та лексики для розв'язання практичних і комунікативних завдань в сфері фінансів, банківської справи та страхування та змістовно інтерпретувати інформацію іноземною мовою.</p>
<p>ПР 17. Визначати та планувати можливості особистого професійного розвитку.</p>	<p>ПР 17.1. Визначати та планувати можливості підвищення рівня володіння іноземною мовою для професійного розвитку фахівців у фінансовій сфері.</p>
<p>ПР 18. Демонструвати базові навички креативного та критичного мислення у дослідженнях та професійному спілкуванні.</p>	<p>ПР 18.1. Демонструвати базові навички критичного мислення у дослідженнях різних іншомовних джерел з метою оволодіння новітньою фінансовою інформацією та професійному спілкуванні іноземною мовою.</p>
<p>ПР 19. Виявляти навички самостійної роботи, гнучкого мислення, відкритості до нових знань.</p>	<p>ПР 19.1. Виявляти навички самостійної роботи та відкритості до нових іншомовних матеріалів з метою оволодіння новітньою інформацією про специфіку функціонування сучасних світових фінансових систем та характеристику їх структур використовуючи іноземні джерела.</p>

<p>Результати навчання за спеціальністю «Менеджмент» відповідно до ОП</p>	<p>Результати навчання з дисципліни «Іноземна мова за професійним спрямуванням»</p>
<p>РН 4. Демонструвати навички виявлення проблем та обґрунтування управлінських рішень.</p>	<p>РН 4.1 Демонструвати навички виявлення проблем та обґрунтування управлінських рішень, ефективно використовуючи широкий діапазон словникового запасу і граматичні структури, необхідні для викладу власних думок та аналізу результатів.</p>
<p>РН 5. Описувати зміст функціональних сфер діяльності організації.</p>	<p>РН 5.1. Описувати зміст функціональних сфер діяльності організації іноземною мовою, використовуючи фахову термінологію.</p>
<p>РН 11. Демонструвати навички аналізу ситуації та здійснення комунікації у різних сферах діяльності організації.</p>	<p>РН 11.1. Демонструвати навички аналізу ситуації та здійснення іншомовної комунікації у різних сферах діяльності організації, застосовуючи відповідні засоби вербальної комунікації та адекватні форми ведення дискусій і дебатів.</p>

РН 13. Спілкуватись в усній та письмовій формі державною та іноземною мовами.	РН 13.1. Спілкуватись в усній та письмовій формі іноземною мовою у професійній діяльності.
РН 16. Демонструвати навички самостійної роботи, гнучкого мислення, відкритості до нових знань, бути критичним і самокритичним.	РН 16. Демонструвати навички самостійної роботи та відкритості до нових іншомовних матеріалів з метою оволодіння новітньою інформацією через іноземні джерела.

Результати навчання за спеціальністю «Підприємництво, торгівля та біржова діяльність» відповідно до ОП	Результати навчання з дисципліни «Іноземна мова за професійним спрямуванням»
РН 3. Мати навички письмової та усної професійної комунікації державною й іноземною мовами.	РН 3.1. Демонструвати навички письмової та усної професійної комунікації іноземною мовою у сферах підприємницької, торговельної та біржової діяльності
РН 6. Вміти працювати в команді, мати навички міжособистісної взаємодії, які дозволяють досягати професійних цілей.	РН 6.1 Вміти працювати в команді, мати навички міжкультурної взаємодії, які дозволяють досягати професійних цілей.

Text 1. Forget piggy banks.

Kids are using mobile apps for pocket money

Children may not be stashing coins in piggy banks for much longer; with the move towards a cashless society, pocket money is moving digital.

To reflect this trend, a flurry of mobile budgeting apps for children has sprung up worldwide: GoHenry, Osper and Gimi to name a few.

These apps offer a simple money management service for children, often for a monthly subscription fee paid by the parents. Parents can add money to children's accounts, set limits and monitor transactions, while children can choose to save their money or spend it using a prepaid card that works like a debit card. The apps suggest minimum ages ranging from six to nine for the prepaid card.

Set to join the pocket money market is the digital bank Revolut, with its upcoming launch of Revolut Youth for seven to 18-year-olds. Parents who are already Revolut customers will be able to add their children to their account as secondary users, each with their own personal debit card. Parents can monitor the child's account through their existing app, while kids can download their own child-friendly version. Initial testing has begun, with the dedicated app for kids expected to become available in the United Kingdom in the first quarter of 2020.

Spend responsibly. The companies behind the apps argue that in an increasingly cashless society, they can be a valuable way of teaching young children about money.

Two thirds of adults globally are financially illiterate, according to Standard & Poor's Global Financial Literacy Survey, and one in four teenagers are unable to make even simple decisions on everyday spending. These apps aim to overcome this, claiming to teach children financial concepts, such as budgeting, interest rates and income.

For instance, the Swedish app Gimi – with 1.2 million users globally – has virtual savings jars where children can deposit money; parents can pay children interest as they save; and there is a chores feature, where parents can pay children for completing household tasks.

The account is attached to a prepaid card that is currently available in Sweden only, but expected to launch elsewhere in Europe in 2021.

"Cash was the best way to teach financial literacy because it's so tangible and so easy to grasp," Philip Haglund, CEO of Gimi, tells CNN Business. "Now money is being transferred through some kind of cyberspace, which is really abstract and hard for anyone to understand."

Haglund believes the app can teach responsible spending habits, whereas schools tend to focus more on economic theory.

"You don't become better at money management just because you have a degree in economics. It's more about the attitude and the relationship you have with parents' money when you're six to 12 years old," he says.

But Catherine Winter, managing director of financial capability at The London Institute of Banking and Finance, warns that while digital tools can help there needs to be a more structured approach to financial education. The area should "have regular, dedicated, classroom time and ideally should be taught as a standalone subject," she said. "Children would then have the right context and foundation to get the most out of both the apps and their money."

Encouraging spending or debt? One concern is that introducing digital money apps to young children could help to encourage irresponsible spending habits. "If children don't have a good foundation in financial capability, there's a risk that money apps could be seen as just another game". "There's a risk that they won't learn about the real value of money and might develop bad money habits."

However, children are protected from this as parents can monitor their spending habits and none of the services offer an overdraft so children cannot go into debt.

Plus, it is important for kids to learn and make mistakes, says Guichard. "We want to help kids and teenagers gain financial skills for life, and the earlier you do that the better, because if you're going to make a mistake of £10 at eight, it's better than making a mistake of £1,000 when you're when you're 28," he says [2].

Vocabulary

income – дохід

interest rate – відсоткова ставка

value – вартість

debt – борг

stash– збирати, зберігати, економити

flurry – пошвавлення; сплеск, шквал

springup- виникати, з'являтися

fee – оплата за послуги

monitor – контролювати; стежити; відслідковувати

set to join – готовий приєднатися

upcoming – майбутній, що наближається

initial – початковий, первинний

dedicated – орієнтований, спеціально призначений

illiterate – неграмотний, неосвічений

literacy – грамотність

claim – вимагати, домагатися

tangible – матеріальний, реальний

transfer – переказувати (кошти)

abstract – малозрозумілий; неясний;

standalone – незалежний, самостійний, окремий

doleout – виділити гроші, надавати гроші

financial capability – фінансова грамотність

overdraft – перевищення кредитного ліміту

Post-Reading activities

1. Answer the following questions

1. What are the advantages of digital pocket money?
2. What age should children be to start using Revolut Youth?
3. What are these apps aimed to overcome?

4. Why isn't it easy to teach financial literacy?
5. What is the disadvantage of digital pocket money?
6. Can parents monitor their children's spending?
7. Can children go into debt using these apps?
8. What do you think of digital pocket money?
9. Are Ukrainian children and parents prepared for digital pocket money?

2. Match the words with their definitions

1. fee	a. an amount of money that a customer with a bank account is temporarily allowed to owe to the bank, or the agreement that allows this
2. spending	b. the interest percent that a bank or other financial company charges you when you borrow money, or the interest percent it pays you when you keep money in an account
3. cashless	c. the amount of money that something is worth
4. overdraft	d. an amount of money that you pay for professional advice or services
5. debt	e. the money that you earn from your work or that you receive from investments, the government
6. income	f. the amount of money that is spent by a government, an organization or a person
7. Value	g. the amount of money that is owed by a person, company, country, etc. and that they usually have to pay interest on
8. Interest rate	h. done or working without using money in the form of coins and notes

3. Make up word combinations and translate them

1. provide	a. a debt
2. charge	b. savings
3. write off	c. a fee
4. interest rate	d. capability
5. set	e. literacy

6. build up	f. fluctuations
7. financial	g. limits
8. financial	h. an income

4. Complete the sentences with the correct form of the given words

interest rates	spending	income	cashless
value	debt	fee	

1. Customers pay an annual _____ for the service.
2. When applying for a loan, customers may be required to prove their ability to repay the _____.
3. The shift toward an increasingly _____ society has changed our relationship with money.
4. The bank has plans to raise _____.
5. He decided to invest the money to generate an _____ for the future.
6. The _____ of the land had increased by \$2m.
7. Consumer _____ has more than doubled in the last ten years.

5. Translate the following sentences into Ukrainian

1. Some banks charge a fee for using other banks cash machines.
2. It took him three years to clear his bank debts.
3. The bank has decided to leave interest rates unchanged
4. The dollar has been steadily increasing in value.
5. We can now see tangible evidence of economic renewal and growth.

6. Give a summary of the text

Text 2. The Pros and Cons of Moving to a Cashless Society

A cashless society might sound like something out of science fiction, but we're already on our way. Several powerful forces are behind the move to a cash-free world, including governments and large financial services companies. Even critics of the mainstream financial system and government-issued currencies favor doing away with cash.

But we're not there yet. In addition to logistical challenges, we need to address several social issues before giving up on cash entirely. The benefits and disadvantages below can give you an idea of the myriad of effects going cashless can have on money and banking as you know it.

Benefits of a Cashless Society

Less crime: With cash, it's easy to steal money, whether the amount is large or small. Also, illegal transactions (drug trade, for example) typically take place with cash so that there's no record of the transaction—and so that the seller can be certain about getting paid.

Paper trails: Financial crime should also dry up. It is harder to hide income and evade taxes when there's a record of every payment you receive. Money laundering becomes much harder if the source of funds is always available.

No cash management: It costs money to print bills and coins. Businesses need to store the money, get more when they run out, and deposit cash when they have too much on hand. Moving money around and protecting large sums of cash could become a thing of the past.

International payments: When you visit a foreign country, you may need to buy local currency. But payments are easy if both nations can handle cashless transactions. Instead of figuring out another currency, your mobile device handles everything for you.

Disadvantages of a Cash-Free World

Depending on your perspective, going cashless might actually be problematic.

Privacy: Electronic payments mean less privacy. You might trust the organizations that handle your data, and you might have nothing to hide, but your

payment information could turn up in ways that are impossible to predict. Cash allows you to spend money and receive funds anonymously.

Hacking: Hackers are the bank robbers and muggers of the electronic world. In a cashless society, the consequences are higher if somebody drains your account because you don't have any alternative ways to spend. Even if you're protected under federal law, you face significant inconveniences and other consequences after a breach.

Technology problems: Glitches, outages, and innocent mistakes can also cause problems, leaving you without the ability to buy things when you need them. Likewise, merchants have no way to accept payments from customers when systems malfunction. Even something as simple as a dead phone battery could leave you "penniless."

Inequality: The poor and unbanked will have an even harder time in a cashless society. They don't have expensive devices for making payments, and those who operate in the informal economy would have no way to get paid or receive aid. The U.K. is experimenting with contactless ways to donate to charities and homeless individuals, but there's still a long way to go.

Fees, Fees, Fees: If we're forced to choose from just a few payment methods, can we expect financial institutions to give us a fantastic deal? Payment processors may just cash in on the high volumes, eliminating the savings that should come from less cash handling.

Overspending: When you spend with cash, you feel the "pain" of every dollar you spend. But with electronic payments, it's easy to swipe, tap, or click without noticing how much you spend. Consumers will need to renew their efforts to manage spending.

Negative interest rates: When all money is electronic, if the government charges banks a negative interest rate, they can pass it on to customers (in the form of fees) who will no longer have any cash to pull out and stuff into a proverbial mattress to avoid the negative rates. Dropping the interest rate is typically a move to stimulate an economy, but the result is that money loses purchasing power [9].

Vocabulary

address issues – вирішувати питання

dry up – закінчуватися

evade taxes – ухилятися від податків

money laundering – легалізація незаконних доходів

deposit cash –класти гроші в банк

handle – обробляти, займатися

merchant – купець

charge – стягувати плату

interest rate – процентна ставка

fee -плата

purchasing power – купівельна спроможність

donate – пожертвувати

inequality – нерівність

drain account – спустошувати рахунок

breach – порушення

efforts –зусилля

overspending – надмірна трата грошей

Post-Reading Activities

1. Answer the following questions

1. What does the society need to do before going into cashless society?
2. Why is it easy to steal money with cash?
3. Will financial crime flourish with electronic money? Why?
4. How can the government benefit by going into cashless society?
5. How can electronic money make travelling easy?
6. What are the disadvantages of moving a cashless society?
7. Is Ukraine ready to move to a cashless society?
8. Do you prefer using cash or electronic money?

2. Make up word combinations and translate them

1. evade	a. the currency
2. donate	b. fees
3. cause	c. an economy
4. charge	d. problems
5. accept	e. issues
6. stimulate	f. to charities
7. devalue	g. payments
8. address	h. taxes

3. Match the words with their definitions

1. currency	a. a piece of paper money
2. charge	b. to give something of value such as money or goods to help a person or organization such as a charity:
3. donate	c. to put money into a bank account
4. money laundering	d. the percentage amount that you pay for borrowing money, or get for lending money, for a period of time, usually a year
5. overspending	e. the system of money that a country uses
6. deposit	f. a person or business that buys and sells goods in large quantities, especially one who imports and exports goods
7. bill	g. the action of moving money which has been earned illegally through banks and other business, to make it seem to have been earned legally
8. purchasing power	h. to ask an amount of money for goods or a service
9. merchant	i. the action of spending more money than you should
10. interest rate	j. money that people have available to buy goods with

4. Complete the sentences with the correct form of the given words.

currency	overspending	deposit	money laundering
donate	charge	interest rate	purchasing power

1. Authorities plan to limit cash deposits of dollars at bank counters as a measure against _____ .

2. The bank _____ 25 cents for every \$100 spent using the card.
3. The major problem we're facing is _____ by politicians.
4. Millions were _____ in Swiss bank accounts.
5. The bank _____ a commission on all foreign currency transactions.
6. You'll need some cash in local _____ but you can also use your credit card.
7. The cost of houses has risen faster than _____.
8. Some cards charge an _____ of over 16%.

5. Translate the following sentences into Ukrainian

1. Counterfeiting is a growing parallel economy and one that allows for large-scale money laundering.
2. You can withdraw and deposit money in any of our branches.
3. The Central bank devalued the currency to curb rising inflation.
4. He donated thousands of pounds to charity.
5. Companies are free to charge whatever they like for their services.
6. Interest-rate fluctuations may affect present and future cash flows of the company.
7. The country is suffering a budget crisis brought on by reckless overspending.

6. Give a summary of the text

Text 3. How Inflation Affects Savings Account

Prices change from year to year, whether it's a house, or college, or a loaf of bread. When prices increase over time, it's called inflation, and the inflation rate is this year-over-year change expressed as a percentage.

Increasing prices result in your money not going as far as it once did. Maybe you could buy four candy bars with a dollar in 1980, but today you could only buy

half of one; that's inflation. It affects interest rates, bank accounts, loans, and other financial activities.

When inflation rises, your purchasing power goes down. If inflation outpaces the interest you earn on your bank account, it will feel like losing money. Your balance might be increasing, but not enough to keep up with higher prices.

For example, say you deposit \$1,000 in a savings account with a 0.09% annual percentage yield (APY), which was the national average in 2019; after a year, you'd have earned 90 cents in interest. But if the inflation rate is 1.5%, what you could have bought with \$1,000 costs \$1,015 a year later. You're effectively behind by \$14.10 due to inflation, even though you earned interest.

Although 0.09% is the national average APY, there are still some ways to come close to (or occasionally even beat) inflation; online high-yield savings accounts and some certificates of deposit (CDs) are two places to look.

If inflation heats up in the coming years, you can expect a couple of things to happen: Less purchasing power for the money you've saved, and rising interest rates on savings accounts, CDs, and other products.

When you save money for the future, you hope it will be able to buy at least as much as it buys today, but that's not always the case. During periods of high inflation, it's reasonable to assume that things will be more expensive next year than they are today—so there's an incentive to spend your money now instead of saving it.

But you still need to save money and keep cash on hand, even though inflation threatens to erode the value of your savings. You'll need your monthly spending money in cash, and it's also a good idea to keep emergency funds in a safe place like a bank or credit union.

The good news is that interest rates tend to rise during periods of inflation. Your bank might not pay much interest today, but you can expect your APY on savings accounts and CDs to get more attractive if inflation increases.

Savings account and money market account rates should move up fairly quickly as rates rise. Short-term CDs (with terms of six or 12 months, for example)

might also adjust. However, long-term CD rates probably won't budge until it's clear that inflation has arrived and that rates will remain high for a while.

The question is whether or not those rate increases will be enough to keep pace with inflation. In an ideal world, you'd at least break even; even better if your savings grow more quickly than prices increase. But in reality, rates lag behind inflation, and income tax on the interest you'd earn means you'll probably *lose* purchasing power.

Another area where inflation can hurt your savings is in your retirement account. After all, if money becomes less valuable over time, a figure that could support your lifestyle comfortably today won't have the same buying power years from now.

Even if you sock away 15% of your income, as many experts suggest, inflation can eat away at the gains you might make in your 401(k) or IRA. If your retirement accounts gain 6% a year in interest (and they're certainly not guaranteed to increase in value), an inflation rate of 2% or 3%—plus taxes and fees—can leave your net return well south of that. Properly balancing your portfolio is a strategy used to combat the effects of inflation on your retirement accounts [9].

Vocabulary

result in – спричиняти, приводити до

purchasing power, buying power – купівельна спроможність

go down – зменшитися, знижуватися

outpace – випередити; перевершити

annual percentage yield – річна відсоткова прибутковість

due to – через те, що, завдяки

beat – перевершувати

high-yield savings – високодохідні заощадження

certificates of deposit – депозитний сертифікат

heat up – збільшувати

keep cash on hand – тримати наготові

threaten – загрожувати

erode the value – зменшувати вартість
 emergency fund – резервний фонд
 break even – виходити на точку беззбитковості
 lag – відставати
 sock away – збирати, відкладати (гроші)
 income – дохід
 eat away at – зменшувати
 gains – прибуток
 gain – отримувати
 combat the effects – боротися з наслідками
 net return – чистий прибуток

Post-Reading Activities

1. Answer the following questions

1. What does inflation mean?
2. What does inflation affect?
3. What happens when inflation rises?
4. How is it recommended to keep monthly spending money?
5. What inflation can hurt?
6. What is going on with inflation in Ukraine?

2. Make up word combinations and translate them.

1. pay off	a. a loan
2. outpace	b. inflation
3. rise	c. interest rate
4. keep cash	d. on hand
5. income	e. tax
6. sock away	f. income
7. combat	g. the effect

3. Match the words with their definitions.

1. break even	a. the amount of money received from an investment or a company's activities after all costs have been paid
2. certificate of deposit	b. the rate at which prices increase over time, causing the value of money to fall
3. net return	c. a bank account with money set aside to pay for large, unexpected expenses, such as: unforeseen medical expenses
4. annual percentage yield	d. the real rate of return earned on a savings deposit or investment taking into account the effect of compounding interest.
5. inflation rate	e. a type of investment in which customers earn interest for saving their money for a fixed period of time, or the document which shows this investment
6. income	f. to grow or develop more quickly than something else
7. outpace	g. to have no profit or loss at the end of a business activity
8. emergency fund	h. the money that a person, a region, a country, etc. earns from work, from investing money, from business, etc

4. Complete the sentences with the correct form of the given words.

gain	outpace	income	break even
savings	net return	loan	

1. They receive a proportion of their _____ from the sale of goods and services.
2. The higher the total expenses of the fund, the lower the _____ to investors.
3. New restrictions require lenders to check a person's income and ability to repay the _____.

4. The share price ended the year with a 60% _____.
5. Growth in the services and information industries continues to _____ overall economic recovery.
6. My grandfather refused to put his _____ in the bank.
7. After paying for our travel costs, we barely (= only just) _____.

5. Translate the following sentences into Ukrainian

1. The company made a small loss last year but this year has managed to break even.
2. State forecasts show that demand for water will outpace supply by 2030.
3. There is a risk that the shares may fall in value.
4. The card gives you instant access to your savings.
5. He hopes the economic reforms will bring the country gain.
6. We've been socking little bits away for years in order to put down a deposit on a home.

6. Give a summary of the text

Text 4. Fintech and the future of finance

Financial technology, or FinTech for short, is one of the most exciting – and fastest growing – areas in global business today. While the definition may be simple, products and companies that employ newly developed digital and online technologies in the banking and financial services industries, how it is used, and its impact on consumers is much more complex. In fact, in a relatively short period of time, the emergence of a new generation of FinTech has greatly impacted how we do business, transact as customers, and think about the future of finance. Among other things, it is significantly blurring the lines between business services, allowing bankers, advisers, and technology providers to provide nearly identical services.

FinTech has changed the way people think about money and value exchange in a real-time, digital world “Cashless” businesses are popping up around the everywhere, forcing reluctant consumers to adopt the habit of digital transactions and governments to discuss whether it is discriminatory or simply progress.

Requiring consumers to pay electronically for goods and services instead of using cash is just the first step. Tech giant Amazon is leading the way in merging an online shopping account with a traditional brick and mortar experience in nine cashier-less convenience stores to test their new concept. Customers simply grab what they need, leave the store, and the items are automatically charged to their Amazon account. Concepts like these will likely shape the future of shopping.

Payment transfers through smartphones or smartwatches are another example of FinTech advancements many consumers have adopted today. While PayPal has been in this game for a long time, relative newcomers like Venmo, TransferWise and Zelle are revolutionising how we share money for common interactions like splitting a bill and selling items to friends. Add to that the rise in crowdfunding sites like GoFundMe that allow nearly anyone to create a simple way for those who care about a person, situation, or cause to contribute with a few clicks.

Much less understood, but likely more innovative in the long run, is the rise of digital currencies like Bitcoin and the record-keeping technology known as blockchain behind them. While not yet well-integrated into our daily lives, it could eventually greatly change how we pay, save and borrow money, as well as how we manage financial risk.

IoT, AI, blockchain and cloud computing are some of the technologies driving change in how consumers interact with those they purchase from and how they manage their money. Although traditional financial services players may consider FinTech a disruptor of their industry, those that are embracing technology innovation are transforming the industry from the outside in, and succeeding in areas traditional players have failed in. FinTech companies are now leading the industry and are creating a wide range of new financial products and services, with the purpose of making money management easier and more effective.

Borrowing & lending money: Getting access to funds has become much more transparent and less centralised, and the traditional way of borrowing money from a bank via loans and mortgages is being joined by options like crowdfunding and peer-to-peer lending. These new, non-traditional methods of sharing money have allowed investors to flourish while giving those who may not qualify for a traditional loan access to the money they need through resources like Seedrs and others.

Financial markets: Originally built in a pre-digital world, financial markets are seeing a good deal of disruption and innovation. The use of artificial intelligence (AI) and machine learning is allowing algorithmic or automated trading in the stock exchanges. Prediction markets, like Augur, aggregate data through connections and network intelligence to predict possible future events. This new access gives individuals access to trading facilities that were once only available to corporate investors.

Asset management: Data processing and analysis tools and technologies have increased automation, specifically in asset rebalancing. Additionally, cloud-based, robo-advisory-enabled platforms are using algorithms to advise users about investment and asset management.

Regtech: With changes happening so fast, it is hard for many businesses to compete yet still remain within their industry's regulatory frameworks. Using big data and machine-learning, regtech tools monitor transactions and identify outliers that may indicate fraudulent activity. By identifying potential threats in real time, risks are minimised, and data breaches can often be addressed or completely avoided.

Grandtech: While FinTech companies have long focused on Gen X and Millennials, some innovators in the market are creating protections to look after grandparents and great-grandparents who are considered financially vulnerable. Entrants like SilverBills in conjunction with Eversafe aim to make it easier to administer the fragmented process of managing senior citizens monthly bills. By linking all of the senior's various financial accounts to the service, the app can learn their habits and send alerts when it spots something unusual, like 2:00 a.m. ATM visits [9].

Vocabulary

employ – застосовувати

impact – вплив

emergence – виникнення

value exchange – переміщення валютних цінностей

pop up – з'явитися

reluctant – неохочий, вимушений

merge – поєднувати

brick and mortar store – фізичний магазин, оффлайн магазин

charge – записувати

payment transfers – трансфертні платежі

advancements – досягнення, успіх

split a bill – розділити рахунок

revolutionise – радикально змінити

crowdfunding – громадське фінансування

contribute – вносити; робити внесок

interact – взаємодіяти

funds – кошти

transparent – прозорий

mortgage – іпотека

peer-to-peer lending – рівноправне кредитування

stock exchange – фондова біржа

Post-Reading Activities

1. Answer the following questions

1. How has Fintech impacted the society?
2. What does Fintech force consumers and governments to do?
3. What kind of new concept does tech giant Amazon offer to customers?
4. What FinTech advancements have many consumers adopted today?
5. How do Fintech make money management easier and more effective?

6. Which non-traditional methods of sharing money have allowed investors to flourish?
7. What are prediction markets?
8. What do Regtech tools do?
9. What generations do Fintech and Grandtech focus on?

2. Make up word combinations and translate them

1. value	a. transfers
2. fraudulent	b. a bill
3. spill	c. currencies
4. digital	d. financial risk
5. payment	e. exchange
6. manage	f. activity

3. Match the words with their definitions

1. fund	a. a business that operates from a shop or a building that customers visit, rather than only online
2. stock exchange	b. the proportion at which a commodity can be exchanged for other commodities
3. transparent	c. an amount of money that is collected and kept for a particular purpose
4. value exchange	d. a legal arrangement by which you borrow money from a bank or similar organization in order to buy a house, and pay back the money over a period of years
5. mortgage	e. a place where shares in companies are bought and sold; all of the business activity involved in doing this
6. bricks and mortar	f. to join together, or to be joined together, to make a larger company, organization, department, etc
7. transfer	g. characterized by visibility or accessibility of information especially concerning business practices

8. merge	h. act of moving money from one account to another
----------	--

4. Complete the sentences with the correct form of the given words.

stock exchange	transparent	mortgage	transfer
interact	merge	peer-to-peer lending	

1. The company was formed by _____ three smaller firms.
2. People who default on their _____ repayments may have their home repossessed.
3. They bought some shares on the London _____.
4. Customers can _____ money instantly, using the bank's automated machines.
5. Companies need to be _____ about their goals and policies.
6. China lacks a proper student loan system and growing demand has been met by _____ and other online services.
7. We _____ with our customers over the phone.

5. Translate the following sentences into Ukrainian

1. The firm became the world's largest supplier of online security software when it merged with its rival in a £35m deal.
2. The trade agreement between Japan and the US is more transparent, and there are no secret documents.
3. There are also opportunities in peer-to-peer lending networks, whereby online services match lenders directly with borrowers.
4. The company's shares fell sharply on the London stock exchange.
5. He raised the money by taking out a second mortgage on his house.
6. I need to transfer some money from my savings account to my checking account.
7. The project was financed through crowdfunding.

6. Give a summary of the text

Text 5. Why businesses no longer need to turn to traditional lending

At one time, when businesses needed financial help, they'd have no option but to turn to their bank. However, today there's a huge range of financial sources offering an alternative to more traditional lenders.

Here, we'll look at how funding for businesses has diversified and the options now available to those who do need financial assistance.

Two of the most recent alternatives to traditional lending suitable for small businesses include crowdfunding and peer to peer lending.

Crowdfunding is particularly popular, allowing businesses to get the money they need through a large number of people. Individuals contribute small amounts, meaning the funding comes from multiple sources, rather than just one.

With peer to peer lending, the platform is very similar. However, businesses will usually receive the funds they need through fewer individuals. Both of these options typically have a much lower interest rate than traditional lenders.

Although business loans may have become much more difficult to receive through traditional sources, there's still great alternative options available. You'll find plenty of unsecured business loans out there which can be very useful for start-ups in their early days without the assets to take out secured loans.

The great thing about unsecured loans is that your business won't be at risk if you can't afford the repayments further down the line, and just having a diverse range of loans allowing businesses to select the one most appropriate for them is an ideal scenario.

As well as loan and crowdfunding, there's a few other alternative credit options available to businesses today.

Asset finance is ideal for businesses with a lot of assets but poor cash flow. The finance can be secured upon the assets, allowing the business the funds it needs to grow. Invoice factoring is another option on offer. Businesses can choose to release some of the money owed to them through invoices early. This is a great option for those experiencing temporary cash flow issues.

Company credit cards are another option, though these would be best suited to businesses with small cash flow problems. There are also lines of credit, which enable businesses to have a regular credit line they can tap into if needed.

There's lots of different options businesses have today to secure the funds they need. Whether you need short term or long-term financial assistance, there's always a funding source you can turn to. As technology continues to develop, it's likely we'll start to see a lot more funding options opening up. It's important for businesses to understand their options before choosing the best one to fit their needs [2].

Vocabulary

turn to – звертатися до

lenders – позикодавець

diversify – урізноманітнити

available – наявний, доступний

crowdfunding – громадське фінансування

peer to peer lending – рівноправне кредитування

contribute – вносити; робити внесок

funds – кошти

interest rate – процентна ставка

business loan – комерційний кредит

unsecured loan – незабезпечений кредит

assets – активи

secured loans – забезпечені кредити

afford – дозволити собі

repayments – виплати, відшкодування

cash flow – грошовий потік

Invoice – накладна

Release – випускати

short term – короткостроковий

funding source – джерело фінансування

Post-Reading Activities

1. Answer the following questions

1. What are alternatives to traditional lending suitable for small businesses?
2. What is crowdfunding?
3. What is peer to peer lending?
4. What kind of loan is useful for start-ups?
5. What are advantages of unsecured loans?
6. What are alternative credit options available to businesses today?
7. Which credit option is perfect for businesses with poor cash flow? Why?

2. Make up word combinations and translate them

1. keep up	a. cash flow
2. release	b. an invoice
3. hold	c. source
4. generate	d. funds
5. funding	e. assets
6. maintain	f. a loan
7. receive	g. repayment
8. take out	h. money

3. Match the words with their definitions

1. asset	a. a person or an organization that lends money
2. funding	b. money that an organization such as a bank lends and somebody borrows
3. lender	c. the act of paying back money that you have borrowed

4. cash flow	d. to give something, especially money or goods, to help achieve or provide something
5. repayment	e. a document that lists things provided or work done, gives their cost, and asks for payment
6. loan	f. something that is owned by a person, company, or organization, such as money, property, or land
7. contribute	g. money given by an organization or a government for a particular purpose
8. invoice	h. the movement of money into and out of a business as goods/ services are bought and sold

4. Complete the sentences with the correct form of the given words

invoice	lender	secured loan	assets
loan	repayments	cash flow	afford

- The bank was an important _____ to the British government.
- If you want money for a specific purchase, you can get a personal _____.
- If you think you cannot meet _____, talk first to your lender.
- The parties will decide whether to buy _____ or shares.
- To improve _____, Kmart eliminated its dividend, cut expenses and boosted earnings.
- You need to have a copy of your original _____ if you want a refund.
- Debt is not necessarily a bad thing if the consumer can _____ to pay it back.
- The company managed to keep in business by obtaining \$250,000 in _____ from its parent company.

5. Translate the following sentences into Ukrainian

- Several lenders are offering very attractive rates of interest at the moment.
- Charge cards have no limit, but full repayment is to be made each month

3. The company's board could dispose of assets once they decide to sell the company.
4. Bartering can help you generate sales and improve cash flow and profits.
5. Payment will be made within 28 days after receipt of the appropriate VAT invoice.
6. The company contributed \$50 000 towards training costs.
7. Crowdfunding has been an effective means for entrepreneurs and businesses in developed countries that do not have access to more formal financial markets.

6. Give a summary of the text

Text 6. The way Alibaba Makes Money

Alibaba Group (BABA) was founded by Jack Ma, who remains the company's CEO, and 17 others in 1999. At its core, the Chinese company is an ecommerce giant made up of many online platforms that offer consumer-to-consumer (C2C), business-to-consumer (B2C), and business-to-business (B2B) services. However, Alibaba is also involved in many other kinds of business.

Alibaba is often likened to Amazon (AMZN); while the two companies are similar, it's important to know how they differ. Both companies are among the world's largest, based in ecommerce and extremely diversified. But unlike Amazon, Alibaba itself is not a retailer. Instead, Alibaba's network of interlocking platforms merely facilitate ecommerce between manufacturers, suppliers, retailers, and customers.

Alibaba's long-term goal is to supply businesses with a comprehensive, all-encompassing platform that provides all the infrastructure necessary for ecommerce. As it stands, the company makes the vast majority of its money from charging businesses to use said infrastructure. However, beyond this core, Alibaba's portfolio

is extremely diversified. In addition to its ecommerce sites, the company also owns a shipping company, a messaging app, and movie studio, just to name a few.

In its filings, Alibaba splits its business up into four segments: “core commerce,” “cloud computing,” “digital media and entertainment,” and “innovation initiatives and others.” Core commerce is the company’s only profitable segment and also by far the largest. Alibaba’s net income was almost \$12 billion in 2018.

Core Commerce. According to its annual report, 85.5% of Alibaba's \$56.2 billion in revenue came from what it calls “core commerce” in 2018. This dominant segment of Alibaba’s business is made up of 13 ecommerce platforms that allow manufacturers, retailers, and customers to conduct many different kinds of transactions without leaving Alibaba’s ecosystem. Alibaba profits from these platforms by charging businesses commissions per transaction, yearly subscriptions to maintain digital storefronts, or to rank higher in search results.

Cloud Computing. In the past ten years, Alibaba’s cloud suite has grown to become competitive with the likes of Tencent Cloud, Amazon Web Services, and even Google’s G Suite. Due to Alibaba’s long-term goal, it already has a lot of experience building digital infrastructures to support its platform businesses. So it is only natural that it has moved into cloud computing, another business based on digital infrastructures.

Digital Media & Entertainment. Alibaba has also invested heavily in digital media and entertainment companies that are seemingly unrelated to its core commerce segment. For instance, Alibaba owns the Chinese video website Youku, which is like a cross between Netflix and Youtube. It owns the South China Morning Post newspaper, offers a music service called Alibaba Music, a sports broadcaster called Alisports, and even owns a movie studio called Alibaba Pictures. These businesses make money in a variety of ways, including advertising, newspaper sales, and subscriptions.

Innovation, Initiatives, and Others. The smallest segment of Alibaba's business also serves as its R&D department, which is where the company groups many of its still-developing investments. Here, the company is experimenting with ventures like

its own computer operating systems, a professional communication platform called DingDing that has been compared to Slack, a company called Amap that deals in ride-hailing and congestion reduction, and even AliHealth, which positions itself as a medical services and pharmaceutical ecommerce business. This segment has seen the most moderate gains, \$480 million in 2018 up from \$260 million in 2016.

Why Invest so Broadly? To understand Alibaba's larger strategy, it can be instructive to think of the company's ecommerce ecosystem as a massive digital mall. This analogy illustrates that Alibaba's "core commerce" essentially consists of leasing retail space to businesses of all kinds and sizes. Like any mall owner, Alibaba's job is simple. It must find ways to funnel customers into the mall, convince them to buy things there, and incentivize them to stay for as long as possible. Thus, Alibaba's ancillary businesses—like video websites, social media platforms, digital wallets, etc.—all serve either as doorways into Alibaba's mall or as attractions that make it fun and convenient to stay inside the mall for long periods of time [3].

Vocabulary

retailer – роздрібний торговець

facilitate – сприяти, полегшувати

suppliers – постачальники

customers – клієнти

charging businesses

said infrastructure

portfolio – сфера діяльності

own – володіти

net income – чистий дохід

profitable – прибутковий

shipping company – транспортна компанія

ventures – комерційне підприємства

reduction – скорочення

gain – прибуток

instructive – інформативний

core – основний, ключовий

incentivize – спонукати

Post-Reading Activities

1. Answer the following questions

1. What does Alibaba offer?
2. What's the difference between Alibaba and Amazon?
3. What does Alibaba's portfolio consist of?
4. What four segments does Alibaba split its business?
5. Which segment is the most profitable?
6. Where does Alibaba invest heavily in?
7. How does Innovation segment differ from others?
8. What is Alibaba's job?
9. Are there any rivals for Alibaba?

2. Make up word combinations and translate them

1. own	a. growth
2. facilitate	b. income
3. profitable	c. a portfolio
4. net	d. ecommerce
5. build up	e. a company

3. Match the words with their definitions

1. to own	a. a new business activity
2. manufacturer	b. a person or company that supplies goods
3. retailer	c. to make an action or a process possible or easier
4. portfolio	d. a company that transports of shipments of goods (by ship or other means of transport)
5. facilitate	e. a person or business that sells goods to the public
6. supplier	f. a collection of different investments that are owned by a particular person or organization

7. venture	g. to have something that legally belongs to you
8. shipping company	h. a person or company that produces goods in large quantities

4. Complete the sentences with the correct form of the given words

portfolio	venture	suppliers	manufacturer
retailers	facilitate	own	

1. _____ have reported that consumer spending fell over the last 12 months.
2. A company's _____ are businesses that supply the company with products or materials.
3. The group is planning to risk everything to get their next _____ off the ground.
4. She _____ a popular tourist restaurant on the town's waterfront.
5. These funds are impossible to ignore if you want a broad international _____.
6. The new trade agreement should _____ more rapid economic growth.
7. They are the world's leading _____ of audio equipment.

5. Translate the following sentences into Ukrainian

1. But he announced he is shutting down most of his business ventures and will hand over the bulk of their financial reserves to his charitable work.
2. Manufacturers and retailers are responding to growing consumer demand.
3. My dad runs the family shipping company – actually my sister has just taken over.
4. The use of computers has greatly facilitated the firm's ability to keep accurate records.
5. The company does not make its own products, and thus has no control over manufacturing by its suppliers, who are based in Asia and Europe.
6. Last year there was only a modest gain in earnings.

7. Headquarters has incentivized employees with free offers of tickets to sporting events.

6. Give a summary of the text

Text 7. Contactless Payment

Contactless payment is a secure method for consumers to purchase products or services using a debit, credit, or smartcard—also known as a chip card—by using RFID technology or near-field communication (NFC).

To make a contactless payment, tap your card near a point-of-sale terminal that is equipped with the contactless payment technology. Since contactless payments do not require a signature or a personal identification number (PIN), transaction sizes on cards are limited. The allowable amount for a contactless transaction varies by country and by the bank.

Contactless payment is also referred to as tap-and-go by some banks and retailers. Examples of non-credit or debit card contactless payments include transit cards, Apple Pay, Android Pay, and Google Wallet.

Contactless payment is a popular way to make purchases at participating retailers. It has been around since the 1990s with only a handful of merchants and retailers using the technology during that period. Since then, it has spread out to include thousands of banks, credit card companies, merchants, and retailers around the world.

Some merchants and retailers may set a low limit for their tap system in order to prevent fraud, while others still allow for large transactions. Depending on the merchant and type of transaction, larger dollar amounts may require a signature.

Most banks offer contactless payment cards and terminals that are fully equipped for the system. These cards come with a symbol indicating they are ready

for tap payment. Although smaller shops may not offer tap capabilities, many national chains have moved to tap capable payment terminals.

The main advantage of contactless payment is that it speeds up transactions by eliminating the need for a customer to enter a PIN. Tap customers speed up the line so that both the merchant and customer save time when contactless payment is used. Another benefit of contactless payment cards—at least for banks and credit card issuers—is that consumers who tap tend to use their cards more frequently.

Contactless payment systems have been remarkably slow to permeate the U.S. market, despite being popular in other parts of the world. Roughly 20% of the transactions that take place in Australia, Canada, South Korea, and the United Kingdom are conducted using contactless payment methods, according to a 2018 report from consultancy firm A.T. Kearney. South Korea had the highest rate of contactless cards in force, at almost 96% in 2016. The U.S., on the other hand, had less than 3.5% of contactless cards in force that same year.

Americans are still making more cash transactions than anything else, according to the report. This amounts to almost 50 billion cash transactions each year, or 26% of all consumer payment transactions. One of the main reasons behind the popularity of cash and the lag in contactless payment adoption is that the U.S. is a much larger consumer market than other countries. There are just too many retailers and banks, which makes the market much more fragmented. Consumers have also been slow to jump on the contactless system because of security concerns. Many still worry that their card information can be compromised by cybercriminals.

A.T. Kearney suggests U.S. banks stand to profit if they adopt contactless payment systems, with the potential to earn about \$2.4 billion between 2018 and 2023. In order for that to happen, merchants need to have the infrastructure in place, consumers need to consider tap payments as a viable method of payment, and card companies need to actively market contactless payment systems to merchants and the public.

Even with the convenience of contactless payment, many consumers are worried about the security of their cards. There have been stories in the media about

criminals skimming card data using smartphones to read tap cards in consumers' wallets. The range at which a card can be read is very short and, even if the criminal is close enough to grab data and do a transaction, he cannot create a copy of the card. This is not true of magnetic strip cards. That said, the chip and pin card are still the most secure, as they can't be duplicated and they require data (your pin) that is not contained anywhere on the card.

If a skimmer gets your card data, his next step is to find a website that doesn't require the three-digit code printed on the back of the card and run transactions under the credit limit. If a criminal steals your physical card, he'll likely head to the nearest store to buy gift cards with small balances using a tap. While annoying, you can dispute the transactions and get a new card issued. There are also protective card sleeves and wallets that block readers from getting to your card data in the first place [3].

Vocabulary

near-field communication – зв'язок на невеликих відстанях

contactless payment – безконтактна оплата

equipped – обладнаний

point-of-sale terminal – pos-термінал

require a signature – потребувати підпису

transaction – операція

personal identification number – персональний ідентифікаційний номер

allowable – допустимий

refer – відноситися

tap-and-go – оплата в один дотик

transit cards – транспортна картка

make purchases – робити покупки

merchants – купець; торговець;

set a low limit – встановити низький ліміт

prevent fraud – запобігати шахрайству

capabilities – можливості
national chains – національні торгові мережі
tap capable payment terminals
speed up – прискорювати
benefit – перевага
issuers – емітент
permeate – проникати, поширюватися
roughly – приблизно
conduct – проводити
lag in – затримка
compromise – піддавати ризику, ставити під загрозу
stand to – очікувати
viable – конкурентний
market – продавати
skim – незаконно зчитувати дані з чіпів банківських карт
grab – вкрати
duplicate – зробити дублікат, скопіювати
skimmer – крадій даних з банківської картки
dispute – оскаржувати

Post-Reading Activities

1. Answer the following questions

1. What is contactless payment?
2. What does not require contactless payment?
3. What is alternative name of contactless payment?
4. What can merchants and retailers do to prevent fraud?
5. What are the main advantages of contactless payment?
6. What country has the highest rate of contactless cards in force?
7. Why are consumers afraid of moving to the contactless system?
8. Can the USA benefit from adopt contactless payment systems?

9. Can skimmers duplicate the card?
10. Do you think contactless payment is safe?

2. Make up word combinations and translate them

1. require	a. a profit
2. prevent	b. a limit
3. turn	c. a transaction
4. set	d. purchases
5. make	e. signature
6. do	f. fraud

3. Match the words with their definitions

1. profit	a. the crime of getting money by tricking or deceiving people, or a crime of this type
2. issuer	b. to offer products for sale to buyers
3. fraud	c. money that is earned in trade or business, especially after paying the costs of producing and selling goods and services
4. to market	d. able to be done or likely to succeed
5. chain	e. a person or organization that officially gives something such as a document to people who need or want it
6. capability	f. the act or process of buying something
7. viable	g. the ability or power to do something
8. purchase	h. a group of similar businesses, such as restaurants , shops or hotels, which are all owned and controlled by the same organization

4. Complete the sentences with the correct form of the given words

fraud	compromise	purchases	viable
capabilities	profit	chain	issuers

1. The company started to show a _____ in its first year.
2. Consumers make a lot of impulse _____.
3. She was charged with credit card _____.

4. The well-known fast-food _____ has expanded to over 20,000 restaurants in 17 countries.
5. Several credit card _____ now charge an annual fee for the use of their card.
6. Once the company is commercially _____, we should be able to invest more.
7. His goal was to run a successful business without _____ his principles.
8. Many retailers are struggling because they expanded beyond their _____.

5. Translate the following sentences into Ukrainian

1. Universities should not have to compromise their academic standards.
2. Firms with stronger technological capability are more likely to realize e-commerce value.
3. Profits surged 41 per cent to £13 million.
4. Make sure all online purchases are made through a secure server.
5. The US Sentencing Commission has raised penalties for corporate fraud twice.
6. Large retail chains usually want to expand and build more stores.
7. The fund exists to provide finance to viable businesses that have been rejected by mainstream lenders.

6. Give a summary of the text

Text 8. Apple Pay vs Google Wallet: How They Work

Apple (AAPL) and Google (GOOG) brands inspire almost religious devotion in their loyal consumers who see comparisons between the two tech giants as a comparison between apples and oranges. When it comes to Apple Pay and Google Wallet, our preliminary findings suggested they are mostly identical offerings: Apple

Pay appears easier to use, while Google Wallet has a few more features. Further digging reveals that this is literally an apples vs. green-robot-persons comparison!

Credit Card fraud has been a major problem in the U.S. As banks and retailers work to upgrade their platforms, mobile payment systems like Pay and Wallet may actually allow the U.S. to leapfrog to the forefront of payment security.

While both systems appear to be equally robust, the two companies do take different approaches that shape what their products can and cannot do. For the consumer, the use of Touch ID vs. PIN Authentication is the most visible difference, but behind the scenes, there is a lot more going on. Most important is the fact that neither system reveals the user's card details to the vendor.

With both systems, the user's card details are provided only once, during the initial setup. Google adopts an intermediary role and saves your card details on their servers. They then issue a virtual card to your device, the Google Wallet Virtual Card. When paying, the device only transmits this virtual card. The vendor never sees your real card, which is safely protected by Google's own secure servers. When the virtual card is charged by the seller, Google in turn charges your stored debit or credit card, being the only entity that ever sees your real card through this transaction.

Apple employs a different system known as Tokenization. Here, when your card details are provided to the device, it contacts the issuing bank directly and upon confirmation receives a device and card specific token called the Device Account Number (DAN) that is stored on a secure chip on the device. The DAN structurally resembles a credit card number and is the thing that is passed on to the merchant when any payment is made, and authorized in the usual way with the bank.

Divergence. This seemingly small distinction makes all the difference. Since Google acts as an intermediary and stores your card details on its own servers, it does not need to worry about making any deals with the banks and practically any card can be added to your Google Wallet. In fact, you can even add loyalty cards and gift cards to your wallet, and send and receive money that can be stored in the Wallet and used directly without involving your bank.

In every single way, Google Wallet tries to replicate a real wallet in the virtual world. So much so that Google even tracks your transactions, saving order details, almost as if you stuffed your receipt into your wallet. This data will be used, as with all data on Google, to serve you ads that matter to you, which feeds directly into Google's business model. In keeping with its role as an intermediary, Google offers 100% security with its Google Wallet Fraud Protection policy.

Apple, on the other hand, explicitly declares that it will never track your transactions. In fact, Apple won't even store your card details on their servers or on the devices. All Apple does is transmit your card to the bank, authenticate with the bank and receive and store the DAN that the bank sends back.

Apple is not a payment intermediary, and is instead positioning itself as, true to its name, a payment medium alone. In essence, an Apple Pay enabled phone is an expensive and beautifully crafted credit card; one that can be lost or become useless if the phone battery dies.

Though fingerprint scan security and the ability to remotely disable the phone offer quite a bit of protection, if someone does get access to your Apple Pay phone, you have to take up the issue with your bank and not Apple.

This approach also means Apple must negotiate deals with banks and get them to sign-up for the payment revolution, a task that has limited the number of cards that can be used with Apple Pay at the time of launch. Not tracking transactions also means Apple has no way to monetize the user, and therefore it charges a per-transaction fee to the banks that it partners with, though the details of this fee structure remain somewhat murky.

Questions Unanswered. Things get even more confusing when one wonders why banks will pay a per-transaction fee to Apple when Google's approach costs them nothing. Perhaps Apple has managed to convince them that its users will shop more with Apple Pay, or perhaps banks believe that they gain an exclusivity advantage over banks that are not partnered with Apple. Or maybe Apple just does a much better job than Google at coordinating the different stakeholders involved in such a complex and intricate network.

Neither Google nor Apple offers much to the vendors for adopting their systems; although at the moment the current system is very clunky, requiring the user to take a picture of a QR Code to pay, making its success winning consumers seem unlikely [3].

Vocabulary

upgrade – оновлювати

leapfrog – швидко перейти

payment security – гарантія платежу

robust – надійний, ефективний

visible – явний, видимий

vendor – продавець

adopt -впроваджувати

intermediary – посередник

issue – випускати

transmit – відправляти, надсилати

charge – стягувати

entity – юридична особа

employ – застосовувати

issuing bank – банк-емітент

confirmation – підтвердження

token – електронний ключ безпеки

resemble – нагадувати

pass on to – передавати

merchant – торговець

replicate – копіювати

track – стежити

stuff – записати

receipt – квитанція, чек

explicitly – явно

declare – заявляти
disable – відключити
protection – захист
take up the issue – зайнятися питанням
negotiate – домовлятися
monetize – отримувати прибуток
fee – плата
murky – незрозумілий
convince – переконати
manage – вдатися
gain – отримувати
advantage – перевага
stakeholders – зацікавлені сторони
intricate – складний
clunky – незручний
require – вимагати
partner – співпрацювати

Post-Reading Activities

1. Answer the following questions

1. Do Apple and Google take a similar approach to mobile payment?
2. What role does Google adopt when you provide card details?
3. Can vendors see real card details? Why?
4. What kind of system does Apple employ?
5. Can other cards be added to Google Wallet?
6. Which payment system tracks your transactions?
7. Which payment system charges a per-transaction fee?
8. What question remains unanswered?
9. Which payment system do you prefer?

2. Make up word combinations and translate them

1. to issue	a. an intermediary
2. payment	b. the issue
3. to negotiate	c. transactions
4. to take up	d. security
5. to act as	e. deals
6. to track	f. a virtual card

3. Match the words with their definitions

1. stakeholder	a. a person or an organization that helps other people or organizations to make an agreement by being a means of communication between them
2. issue	b. to start to use a new method, system, law, etc.
3. receipt	c. to change something into money of equal value
4. intermediary	d. an organization or a business that has its own separate legal and financial existence
5. monetize	e. to produce new stamps, coins, shares, etc. for sale to the public
6. vendor	f. a person or company that is involved in a particular organization, project, system, etc., especially because they have invested money in it
7. entity	g. a piece of paper or an electronic document that shows that goods or services have been paid for
8. adopt	h. a company or person that sells a particular product

4. Complete the sentences with the correct form of the given words

1. Japan is monetizing several trillion dollars of government debt.
2. They are the nation's leading vendor of organic dairy products.
3. Financial institutions act as intermediaries between lenders and borrowers.
4. The Bank of England issues notes and acts a banker to the government.
5. More retailers are switching to email receipts instead of paper.
6. The two companies will combine to form a new entity.
7. Many European businesses are now adopting a management style closer to that of the US

8. There has still been no official confirmation of the report.

5. Translate the following sentences into Ukrainian

1. If you've got your receipt you can usually exchange the goods.
2. Corporate executives need to think about the whole business and how it creates value for customers and stakeholders.
3. Each subsidiary of the company will be treated as a single entity.
4. Jackson acted as an intermediary between the two parties.
5. The company had been given permission to issue up to 35 million new shares to more than 100,000 employees in 29 countries.
6. The data will be automatically transmitted from one part of the system to another.
7. The company set up a database to help track sales across the country.

6. Give a summary of the text

Text 9. The Basics of Financial Responsibility

What does it mean to be financially responsible? It's a complex question with a complex answer, but at its core is a simple truth: To be financially responsible, you need to live within your means. And to live within your means, you must spend less than you make.

Credit Cards and Debt. If you're really looking to be financially responsible, just being able to make your minimum monthly credit card payment doesn't cut it. In fact, the fact that you aren't able to pay your balance in full shows that you already spend more than you earn. Responsible use of credit means paying the balance on your account in full each month.

Also, credit cards should be used for convenience, not to make ends meet. Credit cards are handy because they eliminate the need to carry cash. Plus, you can generate reward points. Credit cards can be very helpful in an emergency. That said,

if an emergency does force you to carry a balance on your card, living in a financially responsible manner means curbing your spending until that balance is paid off.

Consider the Interest. The same logic applies to all recurring payments that involve paying interest. Think about it: Paying interest on anything means that you are spending more on that item than purchase price. Does that sound like the most responsible choice or just the most convenient?

When the interest payments are factored into the purchase price, you are spending more to obtain the item than even the item's manufacturer thought it was worth. As such, avoiding paying interest on anything should be a major objective.

Of course, when it comes to the cost of housing and personal transportation, avoiding interest is impossible for most of us. In such situations, minimizing the amount you spend in interest each month is the most responsible action.

Acting in Your Own Best Interest. For many people, cutting down on interest and borrowing is easier said than done, but in practice, it really comes down to knowing the difference between necessities and luxuries. For example, you might need a car, but you don't need a top-of-the-line model and, unless you can afford to pay for it in cash, you shouldn't be driving one.

Likewise, you might need a place to live, but you don't need a mansion. And while most of us must have a mortgage in order to afford a home, purchasing a home in a financially responsible manner means that you should purchase one that won't break the bank. In financial terms, this means it shouldn't cost more than two or 2.5- times your yearly income. Another healthy estimate is that your monthly mortgage payment should not cost more than 30% of your monthly take-home pay.

In addition to avoiding overspending on your home purchase, you should make a down payment that is large enough to eliminate the requirement of having to pay for private mortgage insurance (PMI). If you can't afford to meet these purchasing guidelines, rent until you can afford to buy.

Paying Yourself First – Saving. Spending every dime that you earn is simply irresponsible unless you have a massive trust fund that is so flush with cash that you will never outlive the earnings. For most people, especially those of us hoping to

retire someday, saving is an activity that must be taken seriously. A great way to do this is when you get your paycheck – and before you pay your bills – pay yourself first. A good goal to save is 10%.

When it comes to saving, investing in the stock market might be the most profitable choice available. Sure, investing involves risk, but taking calculated risks is sometimes a necessity. The responsible way to go about it is to have a plan.

Start by examining asset allocation strategies to learn how to choose the right mix of securities for your investing strategy. From there, contribute to your employer-sponsored savings plan if such a plan is available. Most employers offer to match your contributions up to a certain percentage, so by contributing at least enough to get the match, you earn a guaranteed return on your investment.

If your finances permit, maximize your tax-deferred savings opportunities by contributing the full amount that the plan allows. After you've started investing, monitor the progress that you are making toward your goals and rebalance your portfolio as necessary to remain on track [3].

Vocabulary

complex – складний

core – суть

responsible – відповідальний

balance – стан рахунку; залишок на рахунку

make ends meet – зводити кінці з кінцями

handy – зручний

eliminate – усувати

carry – мати при собі готівку

generate – отримувати

force – примушувати

curb – сплатити

pay off – сплачувати

apply – застосовувати

recurring payments – регулярні платежі
interest – відсоток
purchase price – закупівельна ціна
manufacturer – виробник
cost – вартість
avoid – уникати, ухилятися
minimize – зменшувати
cut down on – зменшувати, скорочувати
borrowing – отримання кредиту
come down to – зводиться до
afford – дозволити собі
pay – платити
mortgage – іпотека
income – дохід
estimate – оцінка, кошторис
cost – коштувати, обходитися
take-home pay – зарплата «чистими»
overspending – перевитрата коштів
make a down payment – внести завдаток
requirement – необхідна умова
private mortgage insurance – приватне страхування іпотек
meet purchasing guidelines – відповідати правилам купівлі
trust fund – довірча власність
flush – добре забезпечений
outlive – вичерпати
earnings – заробіток
retire – виходити на пенсію
saving – збереження
paycheck – зарплатний чек
pay bills – оплачувати за послуги

goal – ціль

stock market – фондовий ринок

profitable – прибутковий

asset allocation – розподіл активів

contribute – посприяти, робити внесок

employers – роботодавці

percentage – процент

return – дохід

permit – дозволяти

tax-deferred savings – заощадження з відкладеною виплатою податків

rebalance – змінити баланс

Post-Reading Activities

1. Answer the following questions

1. What does it mean to be financially responsible?
2. What do we use credit cards for?
3. When a credit card can come in handy?
4. Is it smart to buy things that you can't afford?
5. How to avoid overspending on your purchases?
6. How much should you save every month?
7. What do you invest in?

2. Make up word combinations and translate them

1. make ends	a. interest
2. afford	b. on interest
3. meet	c. a mortgage
4. pay	d. guidelines
5. cut down	e. to pay
6. apply for	f. meet

3. Match the words with their definitions

1. overspending	a. the extra money that you pay back when you borrow money or that you receive when you invest money
2. afford	b. money that is controlled for somebody by an organization or a group of people
3. to cut down on	c. to take money from a bank or other financial organization with the intention of paying it back over a period of time, usually with interest added on
4. interest	d. to be able to buy or do something because you have enough money
5. necessity	e. the act of spending more money than you have or more than was planned or agreed
6. to borrow	f. to reduce the amount or number of something
7. trust fund	g. the activity of buying and selling shares in particular companies, and the people and organizations involved in this
8. stock market	h. a thing that you must have and cannot manage without

4. Complete the sentences with the correct form of the given words

purchase price	borrow	interest	rebalance
profitable	bills	mortgage	afford

1. If you _____ from a credit card, the interest can be 20%.
2. You will earn _____ at 4% as long as you have money in your account.
3. Debt is not necessarily a bad thing if the consumer can _____ to pay it back.
4. They can afford their monthly _____ for basics such as food and housing but have little left for luxuries.
5. Consumers need to convince farmers that it can be _____ for them to grow organic food.
6. The currency is too strong and needs to fall to help _____ the economy.
7. You take out a _____ on your home at a fixed rate of interest.

8. He refused to reveal the _____ for the factory and equipment.

5. Translate the following sentences into Ukrainian

1. He will have to borrow £300 million to make his controversial takeover bid successful.
2. The supermarket chain has promised to cut down on packaging.
3. A number of providers don't charge any interest for an introductory period when you get one of their cards.
4. The company sees no necessity for a more cautious approach to investment.
5. Investors were seriously worried when the stock market began to crash.
6. The rise in the value of the dollar has depressed the company's earnings this year.
7. Official retail figures for the month of July show the largest percentage increase in retail sales since the beginning of the year.
8. I'm going to put some of my savings into a down payment on a car.

6. Give a summary of the text

Text 10. Shadow Market

A shadow market includes any unregulated private market in which individuals or entities can purchase assets or property that are not publicly traded. The purpose of a shadow market is to shield participants from the oversight and transparency of conventional marketplaces which often include significant documentation. Because activity and transactions on a shadow market have little or no oversight, it offers participants the opportunity for strategies or schemes otherwise unavailable in public markets.

A shadow market may describe a simple transaction between two individuals, such as one party agreeing to purchase an asset without the burden of standard methods. Or a shadow market can be much larger, such as a private mortgage lender who

doesn't qualify or fall under the regulations of a bank but supplies people with credit across the country anyway. A significant number of companies fall into this category.

The expression "shadow market" makes people tend to think of illegal or otherwise shady business arrangements, but not all shadow markets are nefarious in nature. A robust shadow banking system of non-bank financial intermediaries provides similar services to traditional banks but with the added benefit of convenience and often less paperwork. Such institutions include payday loan companies, private mortgage or loan lenders, hedge funds, insurance companies, and private equity funds. Many financiers in this space take issue with the expression "shadow banking," as if they're back alley loan sharks. Although, the shadow market for mortgages did play a primary role leading up to the subprime mortgage crisis of 2007 to 2008 and the global recession that followed.

When times are good, these types of legal shadow markets or systems generally operate without much scrutiny. When the economy tanks, they're a usual suspect. This often leads to certain types of businesses having to deal with more regulation or increased oversight.

There is also the black market. This is the market for illegal goods, and goods and services that should be taxed but on the black market the transactions go unreported. In this way, there is a black work market for undocumented work and pay under the table, as well a black market for illegal drugs and also legal drugs that are being bought or sold illegally.

Traditionally, if you wanted a loan you went to the bank, or possibly facilitated a loan agreement with family or friends. In recent years, technology has allowed for the rapid expansion of this latter form of lending: lending between peers.

Online peer-to-peer lending platforms allow people with money to connect with someone needing money. The platform handles the exchange and repayment of funds, with the platform taking a small cut for themselves.

In the banking system, all these loans are tracked for reserve requirement purposes. Since peer-to-peer lenders fall outside the banking system, there is less regulatory oversight and size of the market largely unknown. The size of

the market can be estimated based on the advertised numbers of peer-to-peer lending firms. Or in some cases, these firms are publicly traded and therefore their accounting records show the types of business volumes they are doing.

The estimated global peer-to-peer lending market was \$26 billion in 2015 and is expected to grow to \$898 billion by 2024 [3].

Vocabulary

shadow market – тіньовий ринок

unregulated private market – нерегульований приватний ринок

entity – юридична особа

purchase assets or property – придбати активи або майно

shield participants – захищати учасників

oversight – контроль

transparency – прозорість

conventional marketplaces – традиційний ринок

asset – актив

burden – непрямі витрати

mortgage lender – іпотечний банк

qualify – відповідати вимогам

fall into – відноситися до

illegal – незаконний

shady – тіньовий

nefarious – нечесний

robust – надійний, ефективний

intermediaries – посередники

added benefit – додаткова перевага

loan lender – позикодавець

hedge fund – гедж-фонд (приватний інвестиційний фонд з використанням об'єднаних коштів, який займається керуванням капіталом, аби максимально примножити кошти)

equity fund – фонд акцій
 financier – фінансист
 take issue – не погоджуватися
 back alley – сумнівний
 subprime mortgage – субстандартна іпотека
 recession – рецесія, спад
 operate – функціонувати
 scrutiny – ретельна перевірка документів
 tank – продовжити стрімкий спад
 go unreported – не висвітлювати
 under the table – незаконно

Post-Reading Activities

1. Answer the following questions

1. What is a shadow market? What goals does it imply?
2. Are all shadow markets nefarious in nature?
3. How do you understand the definition “black market”?
4. What are the differences between shadow and black market?
5. How do online peer-to-peer lending platforms work?
6. How big is the global peer-to-peer lending market?

2. Make up word combinations and translate them

1. supply	a. agreement
2. shield	b. assets
3. facilitate	c. under the table
4. purchase	d. a recession
5. enter	e. with credit
6. pay	f. participants

3. Match the words with their definitions

1. to supply	a. something that is owned by a person, company, or
--------------	---

	organization, such as money, property, or land
2. shadow market	b. an investment fund involving a group of people who take high risks with their investments in order to try and make a lot of money
3. lender	c. to provide materials, or goods and services
4. equity fund	d. a person who has control of a large amount of money and can give or lend it to people or organizations
5. hedge fund	e. business activities that are difficult for the authorities to find out about, sometimes because they are against the law
6. asset	f. a bank or other financial organization that lends money that is then paid back with interest
7. financier	g. a period, usually at least six months, of low economic activity, when investments lose value, businesses fail, and unemployment rises
8. recession	h. a mutual fund (= investment company) that invests money in equities

4. Complete the sentences with the correct form of the given words

purchase	recession	lenders	supply
financier	operate	payday loans	recession

- The smaller local _____ charge high interest rates.
- The millionaire _____ agreed to invest \$500 million in the ailing company.
- The _____ has led to many small businesses going bankrupt.
- Members will have the opportunity to _____ additional shares in the company at a big discount.
- The company _____ as an international delivery service for produce trading companies.
- The company _____ products and services to the energy industry.
- It is all too easy for people to get into debt by taking out _____.

5. Translate the following sentences into Ukrainian

1. The Senate Judiciary Committee met yesterday to discuss the growing problem of hedge funds accused of wrongdoing in the marketplace.
2. Since the stock market crash, the average equity fund has gone up 61.24%.
3. For the second time in ten years, the government has driven the economy into deep and damaging recession.
4. The computer giant has agreed to supply Mitsubishi with mainframe and minicomputers.
5. The product is then sold to the end-user via an intermediary.
6. Because I get paid under the table, no taxes come out of my paycheck.
7. Under the new loan arrangement, short-term borrowing has to be repaid within a 12- to 24-month period.

6. Give a summary of the text

Text 11. 5 ways cryptocurrency benefits ecommerce

Issuing as a mysterious concept narrowly known by those in IT and developing into worldwide hype, cryptocurrency has become a controversial phenomenon in today's world. Recently, experts, as well as ordinary people, were sharing the same question: *is it a new word in the value exchange sphere or just a hype that won't last for too long?*

Today, we see the tendency more clearly. Bitcoin continues to influence the macroeconomy, and pretty much everybody believes (or wants to believe) that digital currency will bring about a bright future. As such, more and more industries and businesses are incorporating this technology into their functionality.

The main reason is clear: the probability that Bitcoin is going to become a universal asset is high. Let's discuss some advantages of cryptocurrency in ecommerce.

Decentralized payments . Maybe, the best thing about cryptocurrency is a decentralized exchange. This means that a single authority, be it a bank or any financial corporation, does not control the process. Instead, all payments are regulated by blockchain, an advanced database that stores, displays, protects, and transfers money. All transactions are transparent and can be viewed at any time by anyone. Operations are controlled by smart contracts technology that allows users to exchange money and other values transparently without any services of the third parties. All obligations are enforced automatically, so there is no room for cheating.

No-fee transactions. Credit and debit cards are dependent on the third parties, which charge transaction fees for online payments. As we have already mentioned, cryptocurrency is decentralized. As such, there is no one to charge fees for your Bitcoin transactions, and they happen between two people only. Still, there are online exchanges that help users convert cash to cryptocurrency and one coin to another. As a rule, such actions do have additional fees. However, transferring money from person-to-person doesn't require any commissions.

Instant payments . There are numerous benefits of Bitcoin, including fast transactions made in a couple of seconds. Operations performed in the cryptocurrency network are immediate because they don't have to pass any instances like banks and settlement organizations. Ecommerce companies, especially the large ones, have high transaction demands, so fast payments can improve the way they work significantly. The high capacities of blockchain allow performing multiple transactions per second. On the contrary, traditional currency transactions may need hours and even days to reach a payee.

First mover advantage. Remember when online credit card payments were just emerging? There were a few companies that started using this method when it was still in its infancy. For example, PizzaNet took a chance and normalized the idea of online payments. The same is going to happen with cryptocurrency and those businesses that embrace the technology early on. When more and more companies adopt cryptocurrency, its popularity and demand grow. As such, massive acceptance approaches faster.

Anonymity and lower theft risk. Another reason to use cryptocurrency is surely its security. Blockchain uses advanced cryptography and encrypts the path of every transaction. As such, it becomes impossible to identify neither a sender nor a recipient, which provides anonymity to both. Cryptography also serves to protect the system from hackers and thieves, since all the transactions are connected and cannot be changed manually. It is impossible to sneak into the network and transform the data because of complicated security algorithms that cannot be broken by a human being. This technology also saves cash from double spending, since every record is unique.

Bitcoin and other types of cryptocurrency provide fantastic opportunities for decentralization, safety, and transparency. Everyone can use this technology and create new types of coins.

Digital currency opens a new environment, where sellers and buyers can cooperate more efficiently. Encryption methods make it impossible to steal money or falsify information because all transactions are controlled automatically by the algorithms, and no human being can influence the process.

As such, cryptocurrency has the potential to change the world of ecommerce fundamentally. Adapting it now might put you and your business ahead of the game [9].

Vocabulary

controversial – суперечливий

influence – впливати

protect – захищати

transfer – передавати

transparent – прозорий

exchange money – обмінювати гроші

obligations – обов'язки

enforce – виконувати

there is no room for cheating – немає місця для обману

no-fee transactions – транзакції без комісій
 charge fees – стягувати комісію
 convert – конвертувати
 require – вимагати
 instant payments – миттєві платежі
 settlement organizations – розрахункові організації
 payee – одержувач платежу
 take a chance – спробувати, ризикувати
 encrypt – зашифрувати
 recipient – одержувач
 transform – перетворювати, змінити
 cooperate – співпрацювати

Post-Reading Activities

1. Answer the following questions

1. Is cryptocurrency a great investment or a hype?
2. How does the bitcoin influence macroeconomy?
3. What is the best thing about cryptocurrency?
4. Do you need to pay a commission for your Bitcoin transactions?
5. What are the other reasons for using cryptocurrency?
6. Is this new technology transparent?
7. Does it have the potential to change the world of ecommerce?

2. Make up word combinations and translate them

1. reach	a. obligations
2. require	b. money
3. influence	c. transparency
4. transfer	d. a payee
5. provide	e. commissions
6. enforce	f. the macroeconomy

3. Match the words with their definitions

1. cryptocurrency	a. to make sure that people obey a particular law or rule
2. to transfer	b. the person or organization to whom money, especially a cheque, must be paid
3. commission	c. something belonging to an individual or a business that has value or the power to earn money
4. to exchange	d. to move money from one account to another
5. to enforce	e. a person or organization that receives something, such as money, a prize, etc.
6. payee	f. any system of electronic money, used for buying and selling online and without the need for a central bank
7. asset	g. to change one currency into another
8. recipient	h. an extra amount of money that is paid to a person or organization according to the value of the goods they have sold or the services they have provided

4. Complete the sentences with the correct form of the given words

recipient	demand	cooperate	commission
falsify	transfer	exchange	transactions

1. He opened an instant access account and _____ his savings.
2. Larger hotels will _____ dollars into local currency.
3. They are the country's biggest _____ of government funds.
4. Each dealer makes a 20% _____ on his sales.
5. Users can now make financial _____ in euros.
6. It can be difficult to forecast _____ in the construction industry.
7. They have agreed to _____ in distributing products and providing support services.
8. The financial director was charged with _____ the company's accounts.

5. Translate the following sentences into Ukrainian

1. They filled in the amount on the cheque, but left the payee's name blank.

2. The international money orders can be cashed by the recipient at any Amex travel office.
3. Your broker will charge you a 6% commission on the transaction.
4. Cryptocurrency represents one of the most promising internet technologies in years.
5. He didn't charge a commission on trades, as other brokers do.
6. They had converted all their cash from pounds into dollars.
7. Large corporations have a duty to cooperate in order to protect the environment.

6. Give a summary of the text

Text 12. Are Bitcoin Payment Services Similar to Credit Cards?

Bitcoin, the most popular cryptocurrency, has been dubbed by some as the secure money of the Internet. Using proper caution, one can make or receive payments to anyone without revealing any sensitive information linked to their bitcoin accounts or wallets. Other cryptocurrencies like Litecoin and Ripple, are also seeing a surge in transactions.

Thanks to these bitcoin payment services, you can pay for a cup of coffee at the corner coffee shop by scanning the shop's QR code on your mobile phone, or purchase a high-end laptop from a large and established corporation like Dell by making payments in bitcoin.

In a nutshell, bitcoin payment services, or bitcoin merchant services, enable merchants and businesses to receive payments in bitcoins from individuals for the goods and services being sold or delivered. It works similar to the processing of a standard credit or debit card payment service, with some specifics to bitcoins.

For example, you visit a Walmart store to make a purchase, swipe your Visa credit card at the counter, and punch in the PIN number to make the necessary payment. Similarly, you can make an online purchase at the Walmart website, and

make the payment using the same credit card by entering the details on the payment page of the website.

Bitcoin payment services act as an intermediary layer between the payer and receiver for processing of the bitcoin payments, which also involves recording the transaction on the blockchain public ledger.

They allow merchants to accept payments in bitcoins both online and at physical locations without the buyer or the seller worrying about the complex background process of bitcoin payments that gets executed in the background.

Essentially, anyone who signs up for bitcoin merchant services can start receiving bitcoin payments from the customers via any and all kinds of transaction mediums from across the globe. A bright kid in an African nation can develop a great Android app and receive bitcoin payments from global users using the bitcoin payment integrated with Android SDK; or a prominent restaurant in Venice, Italy can use the bitcoin payment enabled Soft Touch POS to receive bitcoin payments from its patrons.

In terms of steps, the following workflow gets executed.

Your customer opts to make payment in bitcoins at the checkout (in-store, on web, or in-app), he pays the amount at the locked-in exchange rate applicable at the time of transaction, the bitcoin payment service instantly converts the received bitcoins into the currency of your choice eliminating the volatility risk, the money gets added to your account, and it finally gets credited to your designated bank account at the decided frequency once the accumulated account crosses the threshold limit.

One can even opt to get the bitcoins in their own wallet, instead of exchanging them for fiat currencies.

The service also sends the necessary details in a secure manner to the blockchain network for the transaction to be authenticated and recorded on the public ledger.

Miners, who verify and add the transactions to the blockchain, receive a bitcoin miner fee. This fee does not go to the payment service, but is given to reward the miners for their work done for verification and authentication.

Advantages of Bitcoin Payment Services. Compared to a standard credit card payment, bitcoin payments purport to be relatively cheaper due to lower transaction costs. A payment service, like BitPay, charges a flat 1% settlement fee to the merchant, compared to 2% to 3% charged by the fiat currency credit cards processing service.

Bitcoin payment services allow a border-less payment network, which enables seamless transfer of bitcoins in any amount from anywhere across the globe, through any mobile or computer, to the merchant's account in a large number of countries in a currency of merchant's choice.

Bitcoin payment services claim to maintain transparency in the highly dynamic exchange rates between the bitcoin and the fiat currency.

Using such services, a merchant not only gets various mediums to accept global payments, he also gets a reliable and authentic identity in the virtual world of cryptocurrencies, which is much safer, transparent and dependable for getting payments [3].

Vocabulary

dub – називати

make or receive payments – проводити чи отримувати платежі

wallet – гаманець

surge – значне зростання

high-end – високоякісний

enable – дозволяти

deliver – доставляти

make a purchase – зробити покупку

swipe – проводити карткою через зчитувальний пристрій

punch in – вводити

act as an intermediary – виступати посередником
payer – платник
public ledger – публічний реєстр
allow – дозволяти
merchant – одержувач платежу
to accept payments – приймати платежі
signs up for – підписатися
prominent – відомий
opt – вибирати
checkout – оплата замовлення
eliminate – усунути
volatility risk – ризик цінових коливань
credit – зараховувати кошти на рахунок
designated – призначений
accumulated account – рахунок накопичення
threshold limit – гранична межа
exchange – обмінювати
fiat currency – паперові гроші
verify – перевіряти
fee – плата
reward – нагороджувати
purport – означати
settlement fee – комісія за проведення розрахунків
seamless transfer – безперешкодне переведення
maintain transparency – підтримувати прозорість

Post-Reading Activities

1. Answer the following questions

1. Is bitcoin a safe currency?

2. Is this possible to accept payments in bitcoins both online and at physical locations?
3. Do we need to exchange bitcoin for fiat currency?
4. What are the advantages of Bitcoin Payment Services?
5. How much does Bitcoin charge per transaction?
6. Are bitcoin payment services safe and reliable?

2. Make up word combinations and translate them

1. volatility	a. payments
2. accept	b. a fee
3. make	c. an intermediary
4. act as	d. risk
5. receive	e. rate
6. make	f. transparency
7. maintain	g. payments
8. exchange	h. purchase

3. Match the words with their definitions

1. checkout	a. the amount and frequency of price changes
2. to credit	b. a person who pays or who has to pay for something
3. verify	c. the area where you pay for goods
4. payer	d. to show that money has been added to something such as an account
5. public ledger	e. a system used to make a digital record of all the occasions a cryptocurrency is bought or sold
6. volatility	f. a sudden large increase
7. blockchain	g. to check or prove that something is correct or true
8. surge	h. a record-keeping system that maintains participants' identities in secure and anonymous form, their respective cryptocurrency balances

4. Complete the sentences with the correct form of the given words

credit	swipe	transfers	volatility
enable	payer	deliver	

1. Our key aim is to _____ a quality product to the consumer.
2. In the case of a disputed payment, the _____ would have to show bank account records.
3. Within a week my card was _____ with the \$219 difference.
4. Extreme market _____ would prove disastrous for producers and consumers alike.
5. Many shops still have the facility to _____ your card if the pin machine isn't working.
6. This software will _____ us to track orders more efficiently.
7. Many merchants prefer electronic _____ to dealing with the paper checks.

5. Translate the following sentences into Ukrainian

1. The surge in US share prices reverberated across the globe.
2. Manufacturers can deliver goods directly from factories.
3. These numbers are surprisingly high and they'll have to be verified.
4. The bank mistakenly credited almost \$1 million to his account.
5. The report questioned whether market volatility should be blamed on foreign investors.
6. If the yen-dollar exchange rate remains at its current level, U.S. exporters could lose \$5 billion to \$10 billion in business annually.
7. The Central Bank intervened in the currency markets today to try to stabilize the exchange rate.
8. Blockchain technology has the potential to transform business operating models.

6. Give a summary of the text

Text 13. Growth and Income Fund

A growth and income fund is class of mutual fund or exchange-traded fund (ETF) that has a dual strategy of both capital appreciation (growth) and current income generated through dividends or interest payments. A growth and income fund may invest only in equities or in a combination of stocks, bonds, real estate investment trusts (REIT) and other securities.

A growth and income fund is a type of blend fund, which invests in both growth and value stocks.

Growth and income funds are popular among investors with moderate (but not excessive) appetites for risk – the ever-popular "balanced investor." Although returns will typically lag those of pure growth funds, sometimes high-yielding stocks become favored in the stock markets, driving growth and income funds to superior performance. The stability of these funds appears most attractive when the broad economy looks to be weakening.

Investors in growth and income portfolios favor stability without for saking returns that outpace inflation. Depending on risk tolerance, a balanced investment objective is adopted by individuals who either shun volatility completely or scale back growth objectives as retirement approaches. When planning investment strategies, the age of an investor is vital in determining asset allocation and risk tolerance. A 25-year-old investor initially entering the workforce holds a longer time horizon than a 70-year-old retiree. Investment advisers suggest that regardless of age, exposure to equities is a necessary for any portfolio.

However, the percentage of equity exposure shifts as time horizons shorten. A rule of thumb among financial professionals holds that growth allocations decrease as an investor ages. If individuals subtract their ages from 100, the remainder represents the percentage of stocks they should hold, with the balance in less volatile bonds and cash.

Income and Retirement Needs. The investment objective of a retiree involves income needs, a scenario in which earnings are replaced by personal savings and dividend and interest income. Financial advisers recommend that retirees replace 75% of working wages with income-producing securities such as bonds and large-cap dividend-paying equities.

A balanced fund holds a considerable allocation of corporate and government bonds offering semi-annual interest payments while seeking to preserve capital. The less-volatile nature of U.S. Treasury and investment grade bonds couple with the growth potential of stocks, providing income and a potential rate of appreciation to combat rising prices of goods and services ensuring that an individual does not outlive his or her retirement savings. Growth and income funds fulfill both objectives within a single security [3].

Vocabulary

growth fund – фонд зростання

income fund – інвестиційна компанія з високим рівнем доходу

capital appreciation – збільшення вартості капіталу

current income – поточний дохід

equities – акції

stock – акціонерний капітал

bonds – облігації

value stocks – недооцінені акції

return – дохід

stock markets – фондові ринки

weakening – послаблення

outpace inflation – випереджати інфляцію

volatility – мінливість

workforce – робоча сила

percentage – процентне співвідношення

retiree – пенсіонер

working wages – заробітна плата
 interest income – процентний дохід
 large-cap – з високою капіталізацією
 interest payments – виплата процентів
 preserve capital – зберегти капітал
 appreciation – завищення оціночної вартості
 fulfill objectives – виконувати завдання

Post-Reading Activities

1. Answer the following questions

1. What is growth and income fund?
2. How does investing in growth and income funds work?
3. Does age matter in determining asset allocation and risk tolerance?
4. What percentage of working wages a retiree should replace with securities?
5. What measures can you take to preserve your capital?
6. Are growth and income funds a good investment?

2. Make up word combinations and translate them

1. combat	a. a dividend
2. fulfil	b. bonds
3. trade	c. objectives
4. preserve	d. rising prices
5. issue	e. bonds
6. produce	f. capital

3. Match the words with their definitions

1. growth fund	a. part of the profit of a company that is paid to shareholders
2. capital appreciation	b. the amount of market risk – such as the volatility or market ups and downs – an investor can tolerate
3. risk tolerance	c. an increase in the value of an asset such as

	property or an investment
4. dividend	d. shares sold for less than buyers think they are really worth
5. interest payment	e. money invested in a range of different growth shares
6. return	f. an investment that regularly pays money to investors instead of growing larger
7. value stock	g. the amount of profit made by an investment or a business activity
8. income fund	h. a payment that repays interest on a loan, bond etc, rather than paying off any of the original amount

4. Complete the sentences with the correct form of the given words

fulfil	interest payments	workforce	stock
growth fund	return	performance	dividend

1. The average large-company _____ is down more than 15% on last year.
2. The company lacks cash to make _____ on its junk bonds.
3. We anticipate receiving a substantial _____ on our holding.
4. They need to charge prices of over \$20 a barrel in order to make a _____.
5. The group has announced it intends to cut its _____ by 15%.
6. Investors are likely to earn superior returns if they hold (=own) _____ for five years or longer.
7. The company is showing strong _____ and doing considerably better than the retail industry as a whole.
8. They claimed that the goods did not _____ the terms of the agreement.

5. Translate the following sentences into Ukrainian

1. Stocks generally offer investors the potential for capital appreciation and may pay dividends as well.
2. Legislation was introduced to allow indigenous peoples to issue bonds to finance economic-development projects.
3. The employer guaranteed a certain return on retirement investment.
4. Global income funds were star performers last year, because of higher overseas interest rates.
5. This is an official document showing the amount of dividend that has been earned both before and after official deductions have been made.
6. The company might issue stock in order to pay down debt.
7. They slashed profit growth forecasts yesterday in the face of poor sales and weakening consumer spending.

6. Give a summary of the text

Text 14. Zero-Rated Goods

In countries that use value-added tax (VAT), zero-rated goods are products that are exempt from that value taxation. Examples of items that may be zero-rated include certain foods and beverages, exported goods, donated goods sold by charity shops, equipment for the disabled, prescription medications, water, and sewage services, books and other printed publications, and children's clothing.

Zero-Rated Goods Explained. In most countries, the government mandates a domestic VAT requirement for goods and services. In most reported data, the total price of products sold in a country includes the VAT and is an additional charge to sales tax in most transactions. The VAT is a form of consumption tax.

Designation of Zero-Rated Goods. Countries using VAT designate certain goods as zero-rated goods. Zero-rated goods are typically individualized items. Countries designate these products as zero-rated because they are leading

contributors to other manufactured goods and a significant component of a broader supply chain. Also, many food items are identified as zero-rated goods and sell with 0% VAT.

In many cases, buyers use zero-rated goods in production and benefit from paying a lower price for the goods without the tax. A food manufacturer may use zero-rated goods in the manufacturing of a food product, but when the consumer buys the final product, it includes a VAT.

Overall, the absence of VAT on zero-rated goods results in a lower total purchase price for the goods. Zero-rated goods can save buyers a significant amount of money. In the United Kingdom, for example, the standard VAT rate levied on most goods is 17.5%, and the reduced rate is 5%.

International Dealings with Zero-Rated Goods. When a consumer brings a good from one country to another, either individually or via a shipment, there is generally an international VAT charge in addition to any import or export tariffs due. Internationally designated zero-rated goods are not subject to international VAT, so the cost of importing or exporting them is lower.

Exempt Goods. Some goods and services are also reported as exempt from VAT. These exempt goods and services are typically a focused group provided by a seller that is not subject to VAT. The European Commission, for example, exempts goods such as finance and insurance services, and some land building supplies. Other examples of exempt goods are those that serve the public interest, such as medical and dental care, social services, and education.

Real World Example. Often, goods and services that are zero-rated are those that are considered necessary, such as food items, sanitary products, and animal feeds. Zero-rating these items makes them more affordable for lower-income consumers.

For example, in 2018, an independent panel at the University of Stellenbosch in South Africa known as The Conversation made the recommendation to add several items to the country's list of zero-rated food items. White bread, cake flour, bread

flour, baby and adult diapers, sanitary products, and school uniforms were some of the items.

The recommendation came on the heels of an increase in the VAT rate in South Africa from 14% to 15%, a move that was opposed by many, who saw it as harmful to lower-income households. Finance Minister Nhlanhla Nene appointed the independent panel, which was headed by professor Ingrid Woolard, who teaches economics at the University of Stellenbosch. The panel's recommendations expanded an existing list of 19 zero-rated food items, including brown bread, fruits, vegetables, dried beans, rice, lentils, maize meal, milk, eggs, fish, mealie rice, and vegetable oil [5].

Vocabulary

value-added tax – податок на додану вартість

zero-rated goods – товари без ПДВ

exempt – звільнений

value taxation – оподаткування вартості

mandate – встановлювати

requirements – вимоги

charge – оплата

sales tax – податок з продажів

consumption tax – податок на споживання

designate – позначати

contributor – платник пенсійних внесків

supply chain – ланцюг поставок

benefit- одержувати користь

manufacturer – виробник

consumer – споживач

purchase price – ціна покупки

levy – накладати, стягувати

shipment – відправка

tariffs – тарифи

affordable – доступний

lower-income consumers – споживачі з низьким рівнем доходу

Post-Reading Activities

1. Answer the following questions

1. What items are zero rated for VAT?
2. Which items are tax exempt?
3. Are zero-rated goods profitable for consumers? Why?
4. What products does The European Commission exempt?
5. What is the standard VAT rate in United Kingdom?
6. Name the reduced VAT rate in UK.

2. Make up word combinations and translate them

1. levy	a. taxes
2. impose	b. risks
3. eliminate	c. with requirements
4. reduce	d. a charge
5. comply	e. a fine
6. lower	f. tariffs

3. Match the words with their definitions

1. purchase price	a. to officially ask for an amount of money, such as a tax, for a government or organization
2. value added tax	b. to allow someone not to do something, pay something, etc. that others have to do or pay
3. consumption tax	c. to make something less in price, size, amount, etc.
4. zero-rated goods	d. a tax that is paid at each stage in the production of goods or services, and by the final customer
5. requirement	e. the amount of money that is paid for something
6. to exempt	f. products that are not subject to value added taxes mainly due to their societal importance or personal

	necessity
7. to levy	g. an official rule about something that it is necessary to have or to do
8. to reduce	h. a tax that is added to the price of goods and services bought by the general public

4. Complete the sentences with the correct form of the given words

exempt	levied	purchase price	benefit
reduce	requirements	value-added tax	

1. The government announced a temporary increase in _____ on consumer goods.
2. The change in the tax law will _____ dividends from the recipient's income taxes.
3. Because the regulations impose new _____ on small businesses, they will prove costly.
4. Many oil companies _____ from the rising price of crude oil.
5. The reorganization will _____ the number of managers from 15 to no more than 8.
6. He refused to reveal the _____ for the factory and equipment.
7. Payroll taxes are _____ only on wages and salaries-not profits, interest, dividends, or capital gains.

5. Translate the following sentences into Ukrainian

1. Small businesses have been exempted from the tax increase.
2. All companies are required to meet Health and Safety requirements.
3. The reason for the high purchase price is to encourage consumers to rent the video, rather than buy it.
4. Under a consumption tax, those who spend more would be taxed more.
5. The retailer moved its supply base overseas to reduce costs.
6. A \$30 million fine was levied against the company.

7. Investors will benefit because our advisers will be able to offer high quality advice.

6. Give a summary of the text

Text 15. What are the Objectives of Accounting?

Accounting is one of the pillars of an organization and assumes a lot of importance when it comes to the growth of an organization. Accounting helps you produce an accurate financial status of your firm with all its essential aspects.

Accounting, for academic interest, can be defined as the task of systematically recording, reporting, and archiving all the financial information of the business. The purpose of the accounting department of an organization is to keep track of the financial transactions at one place. The accounting department analyses all the statistical data and prepares its financial accounts in complete detail.

Being one of the prime aspects of an organization, Accounting has a lot of clearly defined objectives to work with. The objectives may also differ based on the genre of the business you belong to.

1) Record Keeping. The basic role of any accounting section of an organization is to keep a systematic record of all the financial transactions. Systematic record keeping will ensure a proper level of analysis to arrive at the financial health of an organization. A proper record should be one of the essential elements and forms a backbone of the organization.

2) Analyzing and ascertaining the financial results. If you are in a business, you would want to determine the exact status of the financial health of your firm at the end of a particular period. Usually, enterprises prefer quarterly results of its operating finances. The accounts department prepares the profit and loss details of the organization based on the income statement generated with the help of the records that is has kept for the period.

3) Analysis of the financial status of affairs. The accounting also has an objective of ascertaining the status of financial affairs of the organization. This will include debts, liabilities, property, and assets. The accounts section should be able to provide updated information on the financial conditions of the enterprise on an ongoing basis. This is ideally achieved through the preparation of the balance sheet. The balance sheet will be helpful in analyzing the financial status of the company and in turn making future decisions & targets.

4) Decision Making. Accounting has yet another wider objective of helping the managers and business owners in decision making. Systematic accounting will be an essential factor for making business decisions and set realistic goals for the targets and plans for future growth.

5) Liquidity Status. Having complete knowledge of the liquidity status of the organization is also an important objective that accounting needs to fulfill. Lack of proper accounting can often lead to financial mismanagement in the organization and can bring up huge issues like lockout and closure of the business. Proper accounting should be such that it aids the managers and business owners to ascertain how much cash and other resources they have at their disposal to pay for the financial commitments they may have.

6) Securing the positioning. One of the major objectives of accounting should be to help in the positioning of the organization. Accounting offers you a good deal of financial statements to help achieve this goal. The financial position of an organization will ideally go a long way in promoting the financial status of the company.

7) Accountability. It is the accounting section of the organization that provides a solid base for the assessment of the actual performance of the organization over some time. Financial statements from the accounting department can also be helpful in providing enough confidence for the shareholders. If the performance is poor, the same financial statements can help shareholders hold the directors and promoters of the company accountable.

8) Legal Objectives. Accounting can also double up as legal support for the organization in support of its financial status. Thus one of the essential objectives that accounting would need to handle is to meet the legal requirements of an organization. Moreover, proper accounting can also be helpful for you as an organization to arrive at the correct financial rights, obligations, and liabilities positively.

9) Detection and prevention of frauds. One of the prime objectives of accounting is to prevent the occurrence of the frauds and mismanagement by recording the actual transactions. When the records are proper and authentic, you can ensure that no employee of the organization will be able to indulge in any financial activity that is fraudulent. Accounting will bring in the much-needed transparency into the transactions of the firm as a whole and thus ensures that the incidences of fraud are reduced to almost none.

In essence, the major objective of accounting is to manage and maintain a proper record of each of the financial transactions in a systematic manner and analyzing these records to arrive at the right financial health of your organization. In any case, Accounting forms an important and essential part of an organization and goes a long way in establishing the credibility and accountability of the firm positively. It helps any business owner to ascertain the results and financial position that his business and aids him in taking the right decisions on the path to growth [6].

Vocabulary

accounting – ,ухгалтерський облік

keep track – відслідковувати

financial transactions – фінансові операції

accurate – точний

record keeping – ведення бухгалтерського обліку

financial health – фінансовий стан

profit – прибуток

loss – збиток

income statement – звіт про фінансові результати

debts – борги

liabilities – пасиви

property – власність

assets – активи

enterprise – підприємство

balance sheet – балансовий звіт

liquidity status – стан ліквідності

lockout – тимчасова зупинка роботи підприємства роботодавцем

closure – закриття

financial commitments – фінансові зобов'язання

financial statements – фінансова звітність

shareholders – акціонери

accountability – підзвітність

obligations – зобов'язання

fraud – шахрайство

credibility – достовірність

Post-Reading Activities

1. Answer the following questions

1. How can accounting be defined?
2. What is the purpose of the accounting department?
3. What are the objectives of accounting?
4. What is the basic role of any accounting section?
5. What can the accounts department prepare?
6. How can the balance sheet be helpful?
7. How can accounting help the managers?
8. What can cause lack of proper accounting?
9. How can accounting ensure employees that they won't be able to indulge in any financial activity that is fraudulent?

2. Make up word combinations and translate them

1. meet	a. property
2. sell	b. a debt
3. keep	c. record
4. dispose of	d. a goal
5. reduce	e. requirements
6. achieve	f. property

3. Match the words with their definitions

1. liabilities	a. a situation when an employer refuses to allow workers into their place of work until they agree to various conditions
2. shareholders	b. the state of having enough money or assets to pay any money that is owed
3. balance sheet	c. a document that shows a company's profit or loss in a particular period of time
4. income statement	d. a thing or things that are owned by somebody; a possession or possessions
5. lockout	e. the amount of money that a person or company owes
6. asset	f. a financial statement that shows a company's assets and debts at a particular time
7. liquidity	g. a thing of value, especially property, that a person or company owns, which can be used or sold to pay debts
8. property	h. an owner of shares in a company or business

4. Complete the sentences with the correct form of the given words

property	liabilities	income statement	shareholders
balance sheet	obligation	enterprise	

1. According to its _____, the company's revenue decreased by 21.5% during the third quarter.
2. He points out that the company has the strongest _____ among all the farm-machinery giants.

3. The company is reported to have _____ of nearly \$90 000.
4. Apparently he was sacked after he was caught stealing company _____.
5. _____ will be voting on the proposed merger of the companies next week.
6. The grants are intended to support local small _____ development.
7. We have an _____ to generate value for our shareholders.

5. Translate the following sentences into Ukrainian

1. Our financial advisers will concentrate on minimizing your tax liabilities and maximizing your income.
2. They have hidden assets in banks around the world.
3. According to the company's income statement, reported net income of \$35 million is down sharply from a record \$366 million a year earlier.
4. The business no longer has sufficient liquidity to meet its operational needs.
5. The factory faces closure if no more money can be found.
6. The company performed well last year, and has a healthy balance sheet with a good amount of cash.
7. She received compensation for loss of earnings through the illness.

6. Give a summary of the text

Text 16. 5 Sources of power in an Organization

Power! This is something that is more commonly heard in discussions regarding international politics, war or sports. Seldom is this word used in sophisticated business discussions. However, management does know that there are Five Sources of power in an Organization.

Power does not mean a bad thing. Using power to right the wrong is in fact a beneficial process for the organization. In fact, having power can lead to the right

things in life. A leader has the power to lead. A manager has the power to analyse and implement things. An executive has the power to do things for his company. Thus, there are many sources of power and power is needed by everyone to get the work done!

Five sources of power in an organization are:

1) Legitimate Power. Legitimate power is also known as positional power. As these names suggest, legitimate power is the power that a person in the organization holds because of his/her position and that is considered to be legitimate. A manager who leads a team has certain responsibilities and also the right to delegate tasks/her to his subordinates as well as review their work and give feedback. This power that a manager enjoys is because of the position that he/she holds and is 'legitimate power.' For legitimate power to be respected in an organization, the manager should be able and have the experience, expertise and qualifications that the job requires.

2) Expert Power. Again, as the name suggests, expert power is that kind of power which an employee has due to the knowledge and expertise that he/she possesses. Knowledge is wealth in today's world and is highly sought after by organizations. Nice specialisations and extensive research work is highly valuable to businesses which are increasingly becoming complicated and specialised. Expert power also acts as a stepping stone for employees to gain legitimate power. A good and acceptable display of expert power will lead to promotions and make an employee indispensable for the company. The promotions will result in legitimate or positional power. Ex. Medico-Legal experts.

3) Coercive Power. Coercive power is the power that a person has which he/she uses to coerce or threaten other employees. Coercive power is used to enforce strict deadlines and punishable actions in the workplace and scare employees. Salary cut, leave cut or even terminations are certain threats that are used by bosses to get the work done by their employees. Bosses need to be strict with their employees and are justified in expecting professionalism and timely completion of work. Coercive power, if used optimally can improve the performance of employees and make them challenge themselves constantly.

4) Referent power. Referent power is power that is a resultant of the personality of a person. The relationships that a person develops with co-workers and the charisma with which a person is able to present himself/herself to others results in a certain level of respect and approachability towards that person. Referent power can also be a result of closely knowing senior people in the organization or those who are at a position of leadership and authority of any kind.

5) Reward Power. Reward power arises out of the authority that a person has to recognise and reward people. Ways to do this can be by salary hikes, bonuses, paid leave, company sponsored vacation or even promotions. Employees who possess reward power can influence the performance of employees considerably. If used, as a motivating factor, reward power can make employees work harder and smarter and contribute more effectively to the organization. But if this is used in an unfavourable manner and any kind of favouritism is displayed, then it can severely harm the morale of employees and reduce their productivity, leading to the wastage of company resources.

Using these 5 sources of power, employees, corporates and businesses can motivate their employees and have better implementation of work. At the same time, coordination between departments, discipline and decorum can all be achieved with the proper use of the sources of power [5].

Vocabulary

implement – впроваджувати; здійснювати

executive – керівник вищої ланки

legitimate – законний

power – влада

responsibilities – обов'язки

delegate tasks – передавати завдання

subordinates – підлегли

employee – працівник

wealth – багатство

valuable – цінний
 gain – отримувати
 coercive – примусовий
 enforce deadlines – дотримуватися термінів
 salary cut – скорочення зарплати
 leave cut – зменшення тривалості відпустки
 termination – звільнення
 performance – продуктивність
 referent power – референтна влада
 reward – нагороджувати
 paid leave – оплачувана відпустка
 contribute – робити внесок

Post-Reading Activities

1. Answer the following questions

1. What are five sources of power in an organization?
2. What is the manager responsible for?
3. What should the manager have to be respected in an organization?
4. What does expert power suggest?
5. Why is coercive power used?
6. What threats are used by bosses to get the work done by employee?
7. What are characteristics of referent power?
8. How can reward power be defined?
9. What is the downside of reward power?

2. Make up word combinations and translate them

1. recruit	a. the performance
2. receive	b. tasks
3. delegate	c. a bonus
4. influence	d. a deadline

5. meet	e. employees
6. enforce	f. deadlines

3. Match the words with their definitions

1. performance	a. a large amount of money, property, etc. that a person or country owns
2. employee	b. time allowed away from work for holiday, illness, etc. during which you receive your normal pay
3. delegate	c. something that it is your job or duty to deal with
4. wealth	d. how well someone does their job or their duties
5. subordinate	e. a person who has a position with less authority and power than somebody else in an organization
6. responsibility	f. a person who is paid to work for somebody
7. deadline	g. to give a particular job, duty, etc. to someone else so that they do it for you
8. paid leave	h. the time or date by which something must be done

4. Complete the sentences with the correct form of the given words

paid leave	power	responsibility	reward
delegate	employees	deadline	performance

1. A manufacturer can _____ some or all of its overseas operations.
2. We are recruiting a sales manager with _____ for the European market.
3. They have set us a _____ of 30 July to pay the money.
4. He was fired for poor _____.
5. Management authorized more bonuses and _____ to honor good work.
6. They have eight full-time and two part-time _____.
7. Managers who innovate and focus on economic profit will be _____.
8. Most CEOs have a great deal of _____ over the boards of directors.

5. Translate the following sentences into Ukrainian

1. He was always overburdened with too many trivial tasks because he found it impossible to delegate.
2. The number of employees in the company has trebled over the past decade.
3. The executive of the health workers' union accepted the proposed pay increase on behalf of their members.
4. They have responsibility for ensuring the rules are enforced.
5. He always confers with his subordinates before making decisions.
6. Bonuses are a management tool that reward employees for hard work.
7. She is an increasingly important power in the company.

6. Give a summary of the text

Text 17. 4 Financial Statements Used In Accounting

Business financial reporting as periodically recommended is made possible by the four most important financial statements required by GAAP. These include: the Balance Sheet (a statement of financial position of a business at any given time), the Cash flow statement (a summary of sources and uses of cash, it shows whether sufficient cash is available to run the daily operations), the Income Statement (this shows revenues minus expenses within a given period and ending at a given specific date) and lastly the Statement of Owners' Equity (also called equity statement or statement of retained earnings)

4 Financial Statements Used In Accounting

1) The Balance Sheet. The balance sheet as prepared by company accountants is one of a most important financial document for a company. It provides an overall view of the financial situation of a company which is essential in making both long-term and short-term decisions. Its three main components include; assets, liabilities and owners' equity.

Assets: This section has items owned by the company and with tangible value. The assets can either be current assets (securities, cash receivables, cash and any other item that can be easily converted to cash within a year) or fixed assets (properties, equipment or any other item that may take longer to sell).

Liabilities: This section of the balance sheet is divided into two; current liabilities (short term debts – within a year e.g. accounts payables and notes payables) and long term liabilities (long term debts – those that may exceed one year in recovery e.g. asset loans).

Capital: This is also referred to as owners' equity. It can be obtained mathematically by the difference between assets and liabilities;

2) **The Cash Flow Statement.** As with the balance sheet, the cash flow statement is another important financial statement in any business operation. It provides details of how cash was utilized in a given period thus helping managers know how money was spent. It also illustrates the total cash amount generated during the reporting period. The cash flow statement consists of the following primary sections;

Operating activities: This is the first section of cash flow statement. It shows the cash amount received and that utilized during the normal business operations, it details changes in ledger balances for current assets and liabilities. Accounts here include accounts payables and receivables, unearned revenues, and prepaid insurance among others.

Investment activities: If a company buys or sells property, plants or equipment, all those activities are recorded under this section. Ledger accounts for review under this section include long-term investments accounts for land and buildings, vehicles and capital equipment accounts among others.

Gross profit: This gross profit is obtained by subtracting the cost of goods from the sales i.e. $\text{Gross profit} = \text{sales} - \text{cost of goods sold}$. Gross profit helps determine whether a particular product was correctly priced in the market or it was too much discounted. The information and data obtained here are essential in obtaining Gross margins i.e. gross profit to net sales ratio.

3) The Income Statement. The Income Statement has revenue, profits, and expenses as the basic three components. Revenue is shown on the top line whereas net income or loss is displayed at the bottom line. Items on the Income Statements vary depending on the size and complexity of the company. The key components include; operating expenses, non-operating expenses, and sales. Gross profit is obtained by subtracting the cost of goods sold from sales. Operating expenses refer to selling costs advertising and other administrative expenses.

4) The Statement of Owner's Equity. The Statement of Owners' Equity is essential in reporting any changes in partners' capital in a given accounting period. Its components include the opening equity balance, subtractions or additions during the period and an ending balance. Additions may include additional investments from owners and net income. Consequently, subtractions may include withdrawals by owners or dividend payments.

Financial statements are essential in strategic decision making, however, the provided information might not be meaningful unless financial analysts are employed to read, quantitatively analyze, compare and comprehensively interpret data for intuitive understanding thus informed decisions [6].

Vocabulary

financial statements – фінансова звітність

balance sheet – балансовий звіт

cash flow – грошовий потік

income statement – звіт про фінансові результати

revenue – виручка від реалізації

expenses – витрати

equity – акціонерний капітал

assets – активи

liabilities – пасиви

tangible – матеріальний

value – цінність

securities – цінні папери

receivables – дебіторська заборгованість

fixed assets – основні засоби

properties – власність

debts – борги

accounts payables – кредиторська заборгованість

notes payables – кредиторська заборгованість за векселями

exceed – перевищувати

cash flow statement – звіт про рух грошових коштів

ledger balance – сальдо у Головній книзі

current assets – поточні активи

prepaid insurance – витрати майбутніх періодів страхування

gross profit – валовий прибуток

net sales – чистий обсяг продажів

profits – прибуток

expenses – витрати

operating expenses – операційні витрати

net income – чистий дохід

withdrawal – зняття коштів з рахунку

Post-Reading Activities

1. Answer the following questions

1. What financial statement does business financial reporting consist of?
2. What does the balance sheet provide for the company?
3. What components does the balance sheet include?
4. What are two main types of assets?
5. What are two main types of liabilities?
6. How can capital be obtained?
7. What does the cash flow statement provide and illustrate?
8. What sections does the cash flow statement consist of?

9. Where are purchasing activities recorded in?
10. How is gross profit obtained?
11. What are the basic components of the income statement?
12. What components does the statement of owner's equity include?

2. Make up word combinations and translate them

1. increase	a. operations
2. hold	b. profit
3. issue	c. expenses
4. run	d. revenue
5. report	e. securities
6. cover	f. equity

3. Match the words with their definitions

1. gross profit	a. a financial investment such as a bond or share that is traded on a financial market
2. revenue	b. a book or a computer document in which a company's accounts are recorded, especially the money it has spent and received
3. net sales	c. the capital that a company gets from selling its shares rather than borrowing money:
4. expense	d. money that a company receives, especially from selling goods or services
5. security	e. amounts owed by customers to a company at a particular time and not yet paid
6. receivables	f. a company's profit before certain costs and taxes are taken away
7. equity	g. an amount of money that a person or business spends in order to do something
8. ledger	h. the total value of a company's sales after amounts for costs such as returned, damaged, or missing goods, and any price reductions, taxes, etc. have been subtracted

4. Complete the sentences with the correct form of the given words

property	revenue	assets	converted
securities	financial statement	equity	

1. Tourism is the island's main source of _____ .
2. Numbers showed that investment in foreign _____ slowed in November.
3. Many internet firms have financed themselves with _____.
4. The company's annual _____ reported plans to spend up to \$120 million on improvements.
5. They had _____ all their cash from pounds into dollars.
6. In California alone, all 773 credit unions hold \$ 46 billion in _____.
7. The tax increase amounts to an extra \$3 a month for the average _____ owner.

5. Translate the following sentences into Ukrainian

1. There are various procedures that must be followed when preparing financial statements
2. He said the business needed to borrow to meet future expenses.
3. Many small firms struggle with the problem of receivables that will never be paid back.
4. The company is planning to raise equity of £1.1 billion to fund growth plans.
5. Gross profit for the quarter amounted to \$11.2m.
6. The loan appears not to have been entered in the ledger.
7. The company believes that its net sales for the next several quarters will be below prior year period levels

6. Give a summary of the text

Text 18. What is the Importance of Quality Management for an Organization?

Quality is one of the topmost principles of management. Maintaining the spheres of quality in each and every facet of the business helps the firm to attract loyal customers, keep the cash flows regular, and beat the competition in the market. Understanding and following Importance of Quality Management is not only the responsibility of the top management of the firm but also of each and every employee as well. It ensures customer satisfaction to the core and helps the firm to carve a niche for itself in the market and industry as a whole.

1) Consistent quality and make of the products. It is highly imperative for the firms to plan, design, execute, and manufacture the product offerings for the target market realizing the Importance of Quality Management and maintaining the parameters of total quality management at every facet. It helps to maintain the realms of quality on a consistent and continuous basis. Plus the firm is able to conduct market research and study on a regular basis having a drive to offering the products that stand as a testimony to the quality and its principles.

2) Higher productivity levels. When the firm realizes and follows the Importance of Quality Management in each of its business operations, there is a rise in the productivity of the employees. They know and understand that they working on something that is unique and high on quality plus due to the high parameters of quality, obstacles and bottlenecks are ironed out automatically, thus, increasing their productivity levels.

3) Attracts a loyal set of customers. It is the thumb rule of every business and industry domain that the business can successfully survive and thrive in the ever competitive market only if it is able to retain the long list of loyal customers. It is very crucial for the firms to follow the Importance of Quality Management in order to attract and retain the loyal set of customers and set their cash registers ringing.

5) Beat the competition in the market. For successfully survive and thrive in the market, it is vital for the firms to understand the Importance of Quality Management and make it as an integral part of its objectives and work culture. There

are many brands in the market that have to shut their stores and business operations in a short period of time as they are unable to adhere to the standards of quality. Hence, TQM is one of the sure shot ways and means to beat the competition and carve a distinctive identity for your brand in the market.

6) Enhanced brand value. In continuation of the above-mentioned point, every brand needs a higher market share and an enhanced brand value. And it is the aspect of following and astutely understanding the Importance of Quality Management that helps the firm make its brand value and equity soar amongst other prominent players of the market.

7) Customer Satisfaction. Customer Satisfaction and following the Importance of Quality Management go hand in hand. Realizing its importance at each and every level of your business operation ensures the higher level of customer satisfaction and happiness.

Majority of customers today wish to go for the products that are high on quality and they don't mind paying an extra amount of money for the same. And if there is any sort of glitch in the quality of the products, the customer realizes the same at the very same moment and perceives the brand in a negative light.

8) Reduced risks. Yet another aspect that helps the firm to enhance and maintain its brand value in the market is the reduced amount of risks. And risks only occur in the business operations when the firm does not adhere to the parameters of quality. Risk mainly occur during the manufacturing process of the products and whilst dealing with the customers during the before and after sales procedures.

9) Less human errors. When the firm follows the Importance of Quality Management, it also follows a set of guidelines and principles that have been framed for each of the business operations. This result in the less amount of human errors enhancing the productivity and work efficiency levels. Plus with less human errors there is a very low chance of risks.

10) Increased revenues and profits. In today's dynamic market that is ever high on competition, it is very difficult for the firm to generate the desired revenues and profits meeting their long term and short term objectives. And following the

Importance of Quality Management is one of the assured ways to accomplish all the business aims and objectives. It ensures a high level of customer satisfaction, high brand value, higher market share, loyal customers, and a competitive edge.

In lieu of the above-mentioned points of discussion, it can be very well concluded that it is very imperative for the firms in today's dynamic market to understand and follow the Importance of Quality Management. The firm has to integrate the principles of quality in each of its business aspects to gain a competitive advantage and keep the customers happy and satisfied. Plus it also attracts new customers and a loyal set of employees that are willing to get associated with the firm [5].

Vocabulary

quality – якість

attract loyal customers – залучати лояльних клієнтів

cash flow – грошовий потік

beat the competition – перемогти конкуренцію

responsibility – обов'язок

customer satisfaction – задоволеність споживачів

design – розробляти

execute – виконувати

manufacture – виробляти

target market – цільовий ринок

maintain – підтримувати

conduct market research – проводити дослідження ринку

obstacles – перешкоди

thrive – процвітати

competitive market – конкурентний ринок

retain – зберегти

adhere to the standards – дотримуватися стандартів

brand value – вартість бренду

enhance – збільшувати

deal with the customers – працювати з клієнтами

accomplish aims – досягати цілей

ensure – забезпечувати

competitive edge – конкурентоспроможність

Post-Reading Activities

1. Answer the following questions

1. How can maintaining the spheres of quality help the business?
2. When can the business successfully survive and thrive in the ever competitive market?
3. Why is it crucial to follow the Importance of Quality Management?
4. Why is it vital to adhere to the standards of quality?
5. What goes hand in hand with Quality Management?
6. When do risks occur in the business operations?
7. What aims and objectives does Quality Management help accomplish?

2. Make up word combinations and translate them

1. accomplish	a. in the market
2. attract	b. with customers
3. thrive	c. satisfaction
4. adhere	d. customers
5. customer	e. aim
6. deal	f. to the standards

3. Match the words with their definitions

1. quality	a. the group of people that a company wants to sell its products or services to
2. to design	b. to make something continue in the same way or at the same level
3. competitive	c. how good or bad something is
4. to maintain	d. a measure of how happy customers feel when

	they do business with a company
5. to enhance	e. used to describe situations and behaviour in which businesses are trying very hard to be more successful than others, for example by selling their goods or services more cheaply than others
6. target market	f. to make or draw plans for something that will be produced
7. to execute	g. to increase or further improve the good quality, value or status of somebody/something
8. customer satisfaction	h. to do or perform something in a planned way

4. Complete the sentences with the correct form of the given words

target	enhance	execute	competitive
manufacture	quality	maintain	

1. The convention is an opportunity to _____ your business knowledge and polish your networking skills.
2. We constantly seek to improve the _____ of service we give to our customers.
3. This advertisement will appeal to our _____ market of young women.
4. We have been able to _____ prices for our customers at their current level.
5. We need to work harder to remain _____ with other companies.
6. Local authority officials will check that the work is being _____ according to the plans submitted.
7. He works for a small company _____ aluminium products.

5. Translate the following sentences into Ukrainian

1. The car manufacturer receives consistently high customer satisfaction ratings.
2. Traditional banks face competition from internet-based finance companies.
3. This is an opportunity to enhance the reputation of the company.
4. They drew up and executed a plan to reduce fuel consumption.

5. The key target market for this newspaper is middle aged professionals.
6. Maintaining a company's brand and reputation requires a lot of hard work.
7. Our company guarantees the quality of our merchandise.

6. Give a summary of the text

Text 19. Types of management accounting

There are different types of management accounting.

1. Cash flow analysis. It is the job of a management accountant to calculate the impact of cash on business decisions. The financial information of several companies is recorded based on accrual accounting. However, accrual accounting provides an accurate image of the financial picture of an organization. The management accountant might apply working capital management strategies to optimize the cash-flow in the organization and to ensure that the company has enough liquid assets to fulfill the current financial obligations.

2. Product costing. Product costing is concerned with the total cost involved in the production of goods and services. These costs can be divided into several categories, such as fixed cost, the variable cost, direct, and indirect costs. The purpose of cost accounting is to identify and measure these costs and divide the total overhead on each product produced by the company.

3. Constraint analysis. Management accounting is also concerned with the review of constraints in the sales process or the production line. It is the responsibility of the management accountant to calculate where exactly the bottleneck takes place and then calculating the effect of those constraints on profit made by the organization, revenue generated by the organization, and the flow of cash.

4. Inventory turnover analysis. Inventory turnover analysis is the calculation for how many times a company has replaced or sold out its current inventory. Inventory turnover calculation helps the organization in making better business

decisions such as purchasing new inventory, pricing, marketing, and manufacturing, etc.

5. Budgeting, trends analysis, and forecasting. Budget is an essential term for every business. It is used as a quantitative expression for the plan of operations of a company. Management accountants compare the performance report to see the deviation in the obtained results from the decided budget.

Also, the management accountant reviews the business proposals to decide whether the product or service is in demand or not and what methods are they going to use to finance the purchase. With this, they also outline the payback period so that management can predict the future economic advantage that they might get because of the business deal.

The management accountants also regularly review the trendline for certain expenses and analyze the deviation from the budget. It is vital for the management accountant to periodically review this information to have appropriate answers to the questions asked during the external audits.

6. Accounts receivables management. Managing account receivables (AR) puts a positive impact on the bottom-line of the organization. The ageing report of the account receivables provides an AR report based on the length of time for which these have been outstanding.

7. Financial leverage metrics. Financial leverage is the capital borrowed by an organization to acquire assets and to maximize their return on investment. With the help of balance sheet analysis, the management accountant provides tools to the management that they need to study the equity mix and debt of the company so that leverage can be used at an optimal level.

Additionally, measurement of performance metrics such as debt to equity, return to investment, and return on invested capital helps the management to learn about the borrowed money before relaying these statistics to outside sources. The administration is required to review and measure the ratios and statistics to provide appropriate answers to the questions of creditors, investors, and board of directors of the organization [6].

Vocabulary

cash flow – грошовий потік
record – записувати
accrual accounting – облік нарахувань
liquid assets – ліквідні активи
fulfil obligations – виконувати зобов'язання
fixed cost – постійні витрати
variable cost – змінні витрати
direct costs – прямі витрати
indirect costs – непрямі витрати
measure – вимірювати
constraints – обмеження
revenue – виручка від реалізації
inventory turnover – товарообіг
purchasing – закупівля
pricing – ціноутворення
forecasting – прогнозування
expenses – витрати
audit – аудиторська перевірка
account receivables – дебіторська заборгованість
acquire assets – придбати активи
maximize return – максимально збільшити дохід
leverage – економічний важіль
board of directors – рада директорів

Post-Reading Activities

1. Answer the following questions

1. Why are working capital management strategies applied by the management accountant?
2. What categories are costs divided into?

3. What is purpose of the cost accounting?
4. What is the management accountant's responsibility when it comes to constraints in the sales process or the production line?
5. How can inventory turnover help the organisation?
6. Why do management accountants have to compare the performance report?
7. What performance metrics can help the management to learn about the borrowed money before relaying these statistics to outside sources?

2. Make up word combinations and translate them

1. acquire	a. the purchase
2. measure	b. obligations
3. predict	c. assets
4. fulfil	d. costs
5. maximize	e. future
6. finance	f. return

3. Match the words with their definitions

1. leverage	a. an examination of the accounts of a business, usually by experts from outside the business
2. turnover	b. to discover the exact size or amount of something
3. measure	c. accounting in which amounts of money are recorded at the time something is bought or sold, although payments may not yet have been made or received
4. Fixed costs	d. the relationship between the amount of money that a company owes and its share capital or value
5. pricing	e. the activity of buying supplies for a company
6. accrual accounting	f. the costs that a business must pay that do not change even if the amount of work produced changes
7. audit	g. the amount of money that a company gets from sales during a particular period
8. purchasing	h. the act of deciding how much to charge for something

4. Complete the sentences with the correct form of the given words

audit	revenue	purchase	deviation
performance	leverage	turnover	

1. The equipment can be _____ from your local supplier.
2. A full _____ is performed each year by a district auditor.
3. A 10% rise in _____ would increase company profits by \$3.3 million.
4. The company plans to reduce the _____ to between 40% and 60% by the year end.
5. Any _____ in the current inflation rate could send stocks sharply up or down.
6. Shareholders blamed him for the company's poor _____ .
7. These measures will increase the company's ability to generate _____ .

5. Translate the following sentences into Ukrainian

1. A public company cannot purchase its own shares out of capital.
2. We conducted an audit of the accounts for the year 2020/21.
3. The job includes business planning, budgeting and overseeing all of our financial and administrative systems.
4. We're doing everything we can to reduce staff turnover.
5. The bank was asked to improve its capitalization and reduce its leverage.
6. The report forecasts that prices will rise by 3% next month.
7. Companies become insolvent because they cannot pay their debts.

6. Give a summary of the text

Text 20. Operations Management

Business operations are an integral part of every business, irrespective of the industry. Operations management is mainly concerned with the business operations that are involved in the manufacturing, production, or for the provision of services. The operations management consists of planning, organizing, and supervising all activities involved in the production and manufacturing departments. The operations management is a delivery focused management.

It makes sure that the organization is successfully converting resources into outputs and generating maximum profits while doing so. The input involved in the operations is not only considered as raw material but all the information such as machinery equipment, technological devices, human resources, etc.

Supply chain management and logistics are two primary operations that precisely define the operations management. Operations management is an integral part of supply chain management. For example, a business must understand the global trends to meet the demands of the customers in the market.

Whereas, the logistics concerns about the cost-effective and careful use of resources. Careful use of resources is essential in the present times as supply of resources can shorten at any point in time, or the demand of customers can increase at any point in time.

An operations manager needs to know about the production and manufacturing systems, material planning, strategic policies, and analysis of different processes. Operations management not only concerns about planning and organizing but also worries about the cost of production and other procedures. Lastly, the operations manager takes care of industrial labour relations.

Activities involved in operations management

There are mainly three types of activities that are part of operations management. The three activities are designing, organizing, and supervising the events taking place in the organization. All of these activities are affected by human resources, assets, and costs, etc.

1. Design. The planning and designing phase of any product starts with the introduction of new ideas to the final launch of the product. This process is not as simple as it seems. It involves various testing phases to check the quality of the product before introducing it into the market. The planning phase of a product involves both the business and technical requirements for creating a product. In the planning phase, you should consider the cost of your operation along with the quality and capacity to be produced. You should calculate inventory available and human resources available to get work done without any obstacles.

2. Management. It is the beginning base for the production process to optimize the efficiency of your operations. Continuous and competent management is required to tackle the accidental mistakes that take place during the production process. The management should be efficient in adjusting their production plan according to the change in the demand in the market or according to the difference in the regulations and cost. It is the job of the operations manager to select the material of ideal quality to produce goods of excellent quality. He is also responsible for managing the supply chain and inventory in the company efficiently.

3. Improve. Achieving better quality and enhanced capacity of production is a continuous process. Every organization continually makes efforts to improve its quality and size of production. In addition to this, achieving 100% of human resource capacity is also a primary concern for the organization.

Operations management involves the adequate and smooth flow of information in supply chain management. An operations manager can identify the issues with the processes and can provide solutions to them to enhance their performance [6].

Vocabulary

manufacturing – виробництво

provision – забезпечення

supervising – керівництво, нагляд

output – вихід продукту

profit – прибуток

input – матеріальні ресурси

raw material – сировина

human resources – персонал, відділ кадрів, людські ресурси

supply chain – ланцюг поставок

meet the demands – задовольняти вимоги

cost-effective – економічно вигідний

labour – робоча сила

assets – активи

costs – витрати

launch – запуск

introducing it into the market – виведення на ринок (продукту)

inventory – запаси

Post-Reading Activities

1. Answer the following questions

1. What business operations are operations management involved in?
2. What the functions does operations management perform?
3. What does operations management have to make sure?
4. What the operations are involved in input?
5. What are are two primary operations that define the operations management?
6. What does an operations manager have to be aware of?
7. What activities are involved in operations management?
8. What should be done on the planning phase?
9. What is an operations manager responsible for during the production process?

2. Make up word combinations and translate them

1. enhance	a. demands
2. supervise	b. operations
3. generate	c. mistakes
4. business	d. performance

5. meet	e. project
6. tackle	f. profit

3. Match the words with their definitions

1. manufacturing	a. people's skills and abilities, seen as something a company, an organization, etc. can make use of
2. human resources	b. money that has to be spent in order to buy, do, or make something
3. supervise	c. the business of producing goods in large numbers, especially in factories
4. supply chain	d. the amount of goods and services, or waste products, that are produced by a particular economy, industry, company, or worker
5. production	e. the desire or need of customers for goods or services that they want to buy or use
6. costs	f. to manage a department, project, etc. and make sure that things are done correctly and according to the rules
7. output	g. the process of making or growing things to be sold, especially in large quantities
8. demand	h. the system of people and organizations that are involved in getting a product from the place where it is made to customers

4. Complete the sentences with the correct form of the given words

supervised	demand	cost-effective	introduce
production	human resources	launch	output

- Prices of goods are governed by the cost of the raw materials, as well as by the cost of _____ and distribution.
- In many cases outsourcing jobs has been shown to be not _____.
- As chief of staff, he _____ the operations of the California Department of Justice.
- Manufacturing _____ has increased by 8 per cent.
- She's responsible for making the best use of _____.

6. Consumer _____ for organic foods continues to increase rapidly.
7. The company plans to _____ 45 new models over the next five years.
8. The secret to a successful brand _____ is planning.

5. Translate the following sentences into Ukrainian

1. Many businesses have moved their manufacturing operations to Asia to lower their production costs.
2. Every step of the retail supply chain is now tracked by computer
3. The car parts themselves are not expensive, it's the labour that costs the money.
4. It is the job of the marketing manager to create demand for the new product.
5. Companies should provide special training for managers who supervise remote workers.
6. To become more effective, we need to focus more on outputs and revenues.
7. Businesses are increasing their spending on plants, equipment and inventories.

6. Give a summary of the text.

VOCABULARY

abstract	малозрозумілий; неясний;
accept payments	приймати платежі
accomplish aims	досягати цілей
account receivables	дебіторська заборгованість
accountability	підзвітність
accounting	бухгалтерський облік
accounts payables	кредиторська заборгованість
accrual accounting	облік нарахувань
accumulated account	рахунок накопичення
accurate	точний
acquire assets	придбати активи
act as an intermediary	виступати посередником
added benefit	додаткова перевага
address issues	вирішувати питання
adhere to the standards	дотримуватися стандартів
adopt	впроваджувати
advancements	досягнення, успіх
advantage	перевага
afford	дозволити собі
affordable	доступний
allow	дозволяти
allowable	допустимий
annual percentage yield	річна відсоткова прибутковість
apply	застосовувати
appreciation	завищення оціночної вартості
asset allocation	розподіл активів
assets	активи
attract loyal customers	залучати лояльних клієнтів

audit	аудиторська перевірка
available	наявний, доступний
avoid	уникати, ухилятися
back alley	сумнівний
balance	стан рахунку; залишок на рахунку
balance sheet	балансовий звіт
beat	перевершувати
beat the competition	перемогти конкуренцію
benefit	перевага, одержувати користь
board of directors	рада директорів
bonds	облігації
borrowing	отримання кредиту
brand value	вартість бренду
breach	порушення
break even	виходити на точку беззбитковості
brick and mortar store	фізичний магазин, оффлайн магазин
burden	непрямі витрати
business loan	комерційний кредит
capabilities	можливості
capital appreciation	збільшення вартості капіталу
carry	мати при собі готівку
cash flow	грошовий потік
cash flow statement	звіт про рух грошових коштів
certificates of deposit	депозитний сертифікат
charge	записувати
charge fees	стягувати комісію
checkout	оплата замовлення
claim	вимагати, домагатися
closure	закриття

clunky	незручний
coercive	примусовий
combat the effects	боротися з наслідками
come down to	зводиться до
competitive edge	конкурентоспроможність
competitive market	конкурентний ринок
complex	складний
compromise	піддавати ризику, ставити під загрозу
conduct	проводити
conduct market research	проводити дослідження ринку
confirmation	підтвердження
constraints	обмеження
consumption tax	податок на споживання
contactless payment	безконтактна оплата
contribute	посприяти, робити внесок
contributor	платник пенсійних внесків
controversial	суперечливий
conventional marketplaces	традиційний ринок
convert	конвертувати
convince	переконати
cooperate	співпрацювати
core	основний, ключовий; суть
cost	вартість; коштувати, обходитися
cost effective	економічно вигідний
costs	витрати
credibility	достовірність
credit	зараховувати кошти на рахунок
crowdfunding	громадське фінансування
curb	сплатити

current assets	ПОТОЧНІ АКТИВИ
current income	ПОТОЧНИЙ ДОХІД
customer satisfaction	ЗАДОВОЛЕНІСТЬ СПОЖИВАЧІВ
customers	КЛІЄНТИ
cut down on	ЗМЕНШУВАТИ, СКОРОЧУВАТИ
deal with the customers	ПРАЦЮВАТИ З КЛІЄНТАМИ
debts	БОРГИ
declare	ЗАЯВЛЯТИ
dedicated	ОРІЄНТОВАНИЙ, СПЕЦІАЛЬНО ПРИЗНАЧЕНИЙ
delegate talks	ПЕРЕДАВАТИ ЗАВДАННЯ
deliver	ДОСТАВЛЯТИ
deposit cash	КЛАСТИ ГРОШІ В БАНК
design	РОЗРОБЛЯТИ
designate	ПОЗНАЧАТИ
designated	ПРИЗНАЧЕНИЙ
direct costs	ПРЯМІ ВИТРАТИ
disable	ВІДКЛЮЧИТИ
dispute	ОСКАРЖУВАТИ
diversify	УРІЗНОМАНІТНИТИ
dole out	ВИДІЛИТИ ГРОШІ, НАДАВАТИ ГРОШІ
donate	ПОЖЕРТВУВАТИ
drain account	СПУСТОШУВАТИ РАХУНОК
dry up	ЗАКІНЧУВАТИСЯ
dub	НАЗИВАТИ
due to	ЧЕРЕЗ ТЕ, ЩО, ЗАВДЯКИ
duplicate	ЗРОБИТИ ДУБЛІКАТ, СКОПІЮВАТИ
earnings	ЗАРОБІТОК
eat away	ЗМЕНШУВАТИ
efforts	ЗУСИЛЛЯ

eliminate	усувати
emergence	виникнення
emergency fund	резервний фонд
employ	застосовувати
employee	працівник
employers	роботодавці
enable	дозволяти
encrypt	зашифрувати
enforce	виконувати
enforce deadlines	дотримуватися термінів
enhance	збільшувати
ensure	забезпечувати
enterprise	підприємство
entity	юридична особа
equipped	обладнаний
equities	акції
equity	акціонерний капітал
equity fund	фонд акцій
erode the value	зменшувати вартість
estimate	оцінка, кошторис
evade taxes	ухилитися від податків
exceed	перевищувати
exchange	обмінювати
exchange money	обмінювати гроші
execute	виконувати
executive	керівник вищої ланки
exempt	звільнений
expenses	витрати
explicitly	явно

facilitate	сприяти, полегшувати
fall into	відноситися до
fee	плата
fiat currency	паперові гроші
financial capability	фінансова грамотність
financial commitments	фінансові зобов'язання
financial health	фінансовий стан
financial statements	фінансова звітність
financial transactions	фінансові операції
financier	фінансист
fixed assets	основні засоби
fixed cost	постійні витрати
flurry	пожвавлення; сплеск, шквал
flush	добре забезпечений
force	примушувати
forecasting	прогнозування
fraud	шахрайство
fulfil obligations	виконувати зобов'язання
fulfill objectives	виконувати завдання
funding source	джерело фінансування
funds	кошти
gain	отримувати, прибуток
generate	отримувати
go down	зменшитися, знижуватися
go unreported	не висвітлювати
goal	ціль
grab	вкрасти
gross profit	валовий прибуток
growth fund	фонд зростання

handle	обробляти, займатися
handy	зручний
heat up	збільшувати
hedge fund	гедж фонд (приватний інвестиційний фонд з використанням об'єднаних коштів, який займається керуванням капіталом, аби максимально примножити кошти)
high- yield savings	високодохідні заощадження
high-end	високоякісний
human resources	персонал, людські ресурси
illegal	незаконний
illiterate	неграмотний, неосвічений
impact	вплив
implement	впроваджувати; здійснювати
incentivize	спонукати
income	дохід
income fund	інвестиційна компанія з високим рівнем доходу
income statement	звіт про фінансові результати
indirect costs	непрямі витрати
inequality	нерівність
influence	впливати
initial	початковий, первинний
input	матеріальні ресурси
instant payments	миттєві платежі
instructive	інформативний
interact	взаємодіяти
interest	відсоток
interest income	процентний дохід

interest payments	виплата процентів
interest rate	процентна ставка
intermediaries	посередники
intricate	складний
introducing	виведення на ринок
inventory	запаси
inventory turnover	товарообіг
invoice	накладна
issue	випускати
issuers	емітент
issuing bank	банк- емітент
keep cash on hand	тримати наготові
keep track	відслідковувати
labour	робоча сила
lag	відставати
lag in	затримка
large-cap	з високою капіталізацією
launch	запуск
leapfrog	швидко перейти
leave cut	зменшення тривалості відпустки
ledger balance	сальдо у головній книзі
legitimate	законний
lenders	позикодавець
leverage	економічний важіль
levy	накладати, стягувати
liabilities	пасиви
liquid assets	ліквідні активи
liquidity status	стан ліквідності
literacy	грамотність

loan lender	позикодавець
lockout	тимчасова зупинка роботи підприємства роботодавцем
loss	збиток
lower-income consumers	споживачі з низьким рівнем доходу
maintain	підтримувати
maintain transparency	підтримувати прозорість
make a down payment	внести завдаток
make a purchase	зробити покупку
make ends meet	зводити кінці з кінцями
make or receive payments	проводити чи отримувати платежі
make purchases	робити покупки
manage	вдатися
mandate	встановлювати
manufacture	виробляти
manufacturer	виробник
manufacturing	виробництво
market	продавати
maximize return	максимально збільшити дохід
measure	вимірювати
meet purchasing guidelines	відповідати правилам купівлі
meet the demands	задовольняти вимоги
merchants	купець; торговець; одержувач платежу
merge	поєднувати
minimize	зменшувати
monetize	отримувати прибуток
money laundering	легалізація незаконних доходів
monitor	контролювати; стежити; відслідковувати
mortgage	іпотека

mortgage lender	іпотечний банк
murky	незрозумілий
national chains	національні торгові мережі
near- field communication	зв'язок на невеликих відстанях
nefarious	нечесний
negotiate	домовлятися
net income	чистий дохід
net return	чистий прибуток
net sales	чистий обсяг продажів
no fee transactions	транзакції без комісій
notes payables	кредиторська заборгованість за векселями
obligations	зобов'язання
obstacles	перешкоди
operate	функціонувати
operating expenses	операційні витрати
opt	вибирати
outlive	вичерпати
outpace	випередити; перевершити
outpace inflation	випереджати інфляцію
output	вихід продукту
overdraft	перевищення кредитного ліміту
oversight	контроль
overspending	надмірна трата грошей
own	володіти
paid leave	оплачувана відпустка
partner	співпрацювати
pass on to	передавати
pay	платити
pay bills	оплачувати за послуги

pay off	сплачувати
paycheck	зарплатний чек
payee	одержувач платежу
payer	платник
payment security	гарантія платежу
payment transfers	трансфертні платежі
peer to peer lending	рівноправне кредитування
percentage	процент
performance	продуктивність
permeate	проникати, поширюватися
permit	дозволяти
personal identification number	персональний ідентифікаційний номер
pop up	з'явитися
portfolio	сфера діяльності
power	влада
prepaid insurance	витрати майбутніх періодів страхування
preserve capital	зберегти капітал
prevent fraud	запобігати шахрайству
pricing	ціноутворення
private mortgage insurance	приватне страхування іпотек
production	виробництво
profit	прибуток
profitable	прибутковий
prominent	відомий
property	власність
protect	захищати
protection	захист
public ledger	публічний реєстр
punch in	вводити

purchase assets or property	придбати активи або майно
purchase price	закупівельна ціна
purchasing	закупівля
purchasing power, buying power	купівельна спроможність
purport	означати
qualify	відповідати вимогам
quality	якість
raw material	сировина
rebalance	змінити баланс
receipt	квитанція, чек
receivables	дебіторська заборгованість
recession	рецесія, спад
recipient	одержувач
record	записувати
record keeping	ведення бухгалтерського обліку
recurring payments	регулярні платежі
reduction	скорочення
refer	відноситися
referent power	референтна влада
release	випускати
reluctant	неохочий, вимушений
repayments	виплати, відшкодування
replicate	копіювати
require	вимагати
require a signature	потребувати підпису
requirement	необхідна умова
requirements	вимоги
resemble	нагадувати
responsibilities	обов'язки

responsible	відповідальний
result in	спричиняти, приводити до
retailer	роздрібний торговець
retain	зберегти
retire	виходити на пенсію
retiree	пенсіонер
return	дохід
revenue	виручка від реалізації
revolutionise	радикально змінити
reward	нагороджувати
robust	надійний, ефективний
roughly	приблизно
salary cut	скорочення зарплати
sales tax	податок з продажів
saving	збереження
scrutiny	ретельна перевірка документів
seamless transfer	безперешкодне переведення
secured loans	забезпечені кредити
securities	цінні папери
set a low limit	встановити низький ліміт
set to join	готовий приєднатися
settlement fee	комісія за проведення розрахунків
settlement organizations	розрахункові організації
shadow market	тіньовий ринок
shady	тіньовий
shareholders	акціонери
shield participants	захищати учасників
shipment	відправка
shipping company	транспортна компанія

short term	короткостроковий
signs up for	підписатися
skim	незаконно зчитувати дані з чіпів банківських карт
skimmer	крадій даних з банківської картки
sock away	збирати, відкладати (гроші)
speed up	прискорювати
split a bill	розділити рахунок
spring up	виникати, з'являтися
stakeholders	зацікавлені сторони
stand to	очікувати
standalone	незалежний, самостійний, окремий
stash	збирати, зберігати, економити
stock	акціонерний капітал
stock exchange	фондова біржа
stock market	фондовий ринок
stuff	запихати
subordinates	підлегли
subprime mortgage	субстандартна іпотека
supervising	керівництво, нагляд
suppliers	постачальники
supply chain	ланцюг поставок
surge	значне зростання
swipe	проводити карткою через зчитувальний пристрій
tackle mistakes	вирішувати проблеми
take a chance	спробувати, ризикувати
take home pay	зарплата «чистими»
take issue	не погоджуватися

take up the issue	зайнятися питанням
tangible	матеріальний
tangible	матеріальний, реальний
tank	продовжити стрімкий спад
tap-and-go	оплата в один дотик
target market	цільовий ринок
tariffs	тарифи
tax- deferred savings	заощадження з відкладеною виплатою податків
termination	звільнення
there is no room for cheating	немає місця для обману
threaten	загрожувати
threshold limit	гранична межа
thrive	процвітати
token	електронний ключ безпеки
track	стежити
transaction	операція
transfer	переказувати (кошти)
transform	перетворювати, змінити
transit cards	транспортна картка
transmit	відправляти, надсилати
transparency	прозорість
transparent	прозорий
trust fund	довірча власність
turn to	звертатися до
under the table	незаконно
unregulated private market	нерегульований приватний ринок
unsecured loan	незабезпечений кредит
upcoming	майбутній, що наближається

upgrade	оновлювати
valuable	цінний
value	вартість, цінність
value exchange	переміщення валютних цінностей
value stocks	недооцінені акції
value taxation	оподаткування вартості
value-added tax	податок на додану вартість
variable cost	зміні витрати
vendor	продавець
ventures	комерційне підприємства
verify	перевіряти
viable	конкурентний
visible	явний, видимий
volatility	мінливість
volatility risk	ризик цінових коливань
wallet	гаманець
weakening	послаблення
wealth	багатство
withdrawal	зняття коштів з рахунку
workforce	робоча сила
working wages	заробітна плата
zero-rated goods	товари без ПДВ

Список використаних джерел

1. Cambridge Dictionary: веб-сайт. URL: <https://dictionary.cambridge.org/>
2. CNN International: веб-сайт. URL: <https://edition.cnn.com/>
3. Investopedia: веб-сайт. URL: <https://www.investopedia.com/>
4. Longman Dictionary of Contemporary English: веб-сайт. URL: <https://www.ldoceonline.com/>
5. Management study guide: веб-сайт. <https://www.managementstudyguide.com/>
6. Marketing9: веб-сайт. URL: <https://www.marketing91.com/>
7. Multitran: веб-сайт. URL: <https://www.multitran.com/>
8. Oxford learner's dictionary: веб-сайт. URL: <https://www.oxfordlearnersdictionaries.com/>
9. The balance: веб-сайт. URL: <https://www.thebalance.com/>
10. Українсько-англійський словник-мінімум економічних термінів / Укладачі: Бартош О.П., Машика Н.В., Годованець Н.І., Машика Ю.В. Ужгород: УжНУ, 2015. 67 с.
11. Яковенко Р. В. Тлумачний англо-український словник економічних термінів з елементами теорії та проблематики. Дидактичний довідник / Роман Яковенко. Вид. 2-ге, випр. Кіровоград: видавець Лисенко В.Ф., 2015. 130 с.

Навчальне видання

ІНОЗЕМНА МОВА ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ
*(для здобувачів першого (бакалаврського) рівня вищої освіти денної та заочної
форми навчання спеціальностей 071 «Облік і оподаткування»,
072 «Фінанси, банківська справа та страхування», 073 «Менеджмент»,
076 «Підприємництво, торгівля та біржова діяльність»)*

Практикум

Демченко Наталія Сергіївна
Береговенко Наталія Сергіївна

Редактор О.О. Грушко
Комп'ютерна верстка В.С. Мельник

Здано до склад. _____. Підписано до друку _____.

Формат _____ Ум. друк. арк. _____ Тираж

Р.В. відділ, Сектор оперативної поліграфії БНАУ

09117 Біла Церква, Соборна пл., 8; тел. 33-11-01