

Contents

Acknowledgements	5
Preface	6
Short Forms and Labels	8

Part I. Applied Economics: Competence Development

Unit 1. Managing the Economy	11
Unit 2. Firm Objectives and Behavior	42
Unit 3. The Small Firm	72
Unit 4. Mergers and Acquisitions	100
<i>Check Your Progress: Units 1–4</i>	128
Unit 5. Privatization vs. Nationalization	133
Unit 6. Economics vs. Politics	161
Unit 7. The Multinational Corporations	191
Unit 8. Free Trade and Protectionism	216
Unit 9. The European Union	245
<i>Check Your Progress: Units 5–9</i>	275

Part II. Skills Development

Unit 1. Managing the Economy	281
Unit 2. Firm Objectives and Behavior	293
Unit 3. The Small Firm	308
Unit 4. Mergers and Acquisitions	317
Unit 5. Privatization vs. Nationalization	328
Unit 6. Economics vs. Politics	337
Unit 7. The Multinational Corporations	351
Unit 8. Free Trade and Protectionism	362
Unit 9. The European Union	370
Glossary	387

Key

Part I	405
Part II	445

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Издательскому дому Высшей школы экономики
за финансовую и профессиональную издательскую поддержку,
оказанную при создании данного учебника.

Preface / Предисловие

Данный учебник разработан коллективом авторов — сотрудников кафедры английского языка для экономических и математических дисциплин департамента иностранных языков НИУ ВШЭ и отражает результат многолетней практики преподавания английского языка студентам экономических специальностей. При разработке учебника учитывались требования федерального государственного образовательного стандарта высшего профессионального образования, а также образовательные стандарты, принятые в НИУ ВШЭ.

В учебнике реализуется компетентностный подход в преподавании иностранного языка, где особое значение придается формированию не только языковых, но и базовых образовательных компетенций, таких как ценностно-смысловая, общекультурная, учебно-познавательная, информационная, коммуникативная, социально-трудовая и компетенция личностного самосовершенствования.

Учебник построен по тематическому принципу и содержит две части: 1) *Applied Economics: Competence Development* и 2) *Skills Development*.

В первой части представлены тексты и задания, способствующие развитию языковых навыков и базовых образовательных компетенций. Тексты носят прагматический характер, они заимствованы из современных учебников, а также научных и публицистических статей, опубликованных в журналах и сборниках. Разнообразные задания и упражнения направлены на формирование языковых навыков и общеобразовательных компетенций. Рядом с каждым заданием размещен значок, показывающий, какая именно компетенция формируется. В состав каждой главы (юнита) помимо текста и упражнений включены задания для закрепления полученного знания (*Review*), а также список важных терминов, употреблявшихся в материалах юнита. Помимо этого, в учебнике представлен материал для самостоятельной работы (*Self-Study*), позволяющий учащимся работать в автономном режиме.

Во второй части приводятся задания на развитие основных видов речевой деятельности (чтение, письмо, аудирование и говорение).

В конце учебника расположен Словарь (*Glossary*), который включает 209 терминов и устойчивых выражений, формирующих терминологическую номенклатуру специальности «Экономика» специализации «Прикладная экономика».

Учебник рекомендуется использовать в качестве основного средства обучения в аудиторной и внеаудиторной работе, а также для целей самоподготовки. Для освоения материалов учебника необходимо владеть английским языком на уровне B2 и выше.

Short Forms and Labels

Word Classes

adj = adjective
adv = adverb
ger = gerund
n = noun

phr v = phrasal verb
prep = preposition
v = verb

Grammar Codes

Nouns

C = countable nouns
pl. = plural
U = uncountable nouns

Verbs

I = intransitive verb
T = transitive verb

Other Codes and Labels

esp. = especially
smb = somebody
smth = something

Competences

1. Ethical
competence



2. Cultural
competence



3. Learning
and cognitive
competence



4. Information
competence



5. Communicative
competence



6. Social and vocational
competence



7. Self-development
competence



PART I

Applied Economics: Competence Development

UNIT 1

MANAGING THE ECONOMY

Learning Outcomes

After studying this unit you should be able to:

- speak about the objectives of managing the economy;
- distinguish between government's fiscal and monetary policies;
- define price stability and its measurements;
- speak about price trends;
- define basic terms of the unit;
- use English corpora and on-line dictionaries for skills development.

Lead-in

I. How do the following quotations characterise Economics as a science? Do you agree with the authors of these quotations?

An economist is a man who states the obvious in terms of the incomprehensible.

Alfred A. Knopf

If all economists were laid end to end, they would not reach a conclusion.

George Bernard Shaw (1856–1950)

Isn't it interesting that the same people who laugh at science fiction listen to weather forecasts and economists?

Kelvin Throop III

An economist is an expert who will know tomorrow why the things he predicted yesterday didn't happen today.

Laurence J. Peter (1919–1988)

An economist is a surgeon with an excellent scalpel and a rough-edged lancet, who operates beautifully on the dead and tortures the living.

Nicholas Chamfort (1741–1794)

II. Statistics quiz: How much do you know about Russia and its economy?

1. Russian economy makes ___% of the World GDP.
2. Russia has the world's ___ (*place*) highest marriage rate. There is a baby boom. The Russians have a positive increase in population without immigration.
3. The Russian job market is so buoyant that Russia has the ___ (*place*) largest number of illegal immigrants in the world after the USA. This is a sign of a strong economy.
4. Russia takes the ___ *place* in the world in natural gas extraction and export. Western Europe currently depends on Russia for nearly a third of its domestic gas supplies; Germany depends on Russia for ___% of its natural gas and Bosnia, Slovakia and Macedonia get ___% of their gas from Russia.
5. Russia takes the ___ *place* in the world in reserves of drinking water and the ___ *place* in reserves of fresh water.
6. The President is elected for ___ *years* by citizens of the Russian Federation on the basis of universal suffrage.
7. A citizen of the Russian Federation who is ___ (*age*) or older and who has resided permanently in the Russian Federation for at least ___ *years* may be elected.



Text A

Managing the Economy: Objectives and Instruments

(1) The desire of most individuals is to live and work within an economic framework which gives them the prospect of steady employment, relatively stable prices and a rising standard of living. It is usually recognized that to achieve such a situation the economy must trade and “pay its way” with other economies. Politicians realize that to attract votes and gain political power they must promise that these aspirations will be met, if only in the long run. Economic objectives at the macroeconomic level are therefore set in terms of full em-

ployment, price stability and rapid economic growth, together with long-term equilibrium in the balance of payments.

Full employment

(2) Full employment is a state of economy in which all eligible people who want to work can find employment at prevailing wage rates. However, it does not imply 100% employment because allowances must be made for frictional unemployment and seasonal factors.

(3) Frictional unemployment is temporary unemployment arising out of the inevitable time lags in the functioning of labor markets, such as the time taken in moving from one job to another. Full employment is attainable within any economy, but may result in an inflationary period. The inflation would result from workers, as a whole, having more disposable income, which would drive prices upward.

Many economists have estimated the amount of frictional unemployment, with the number ranging from 2–7% of the labor force.

Stable prices

(4) The European Central Bank's Governing Council has announced a quantitative definition of price stability:

“Price stability is defined as a year-on-year increase in the Harmonised Index of Consumer Prices (HICP) for the euro area of below 2%.”

The Governing Council has also clarified that, in the pursuit of price stability, it aims to maintain inflation rates below, but close to 2% over the medium term.

The ECB's definition of price stability makes clear that the focus of its monetary policy is on the euro area as a whole. This reflects its euro area-wide mandate. Therefore, price stability is assessed on the basis of price developments in the euro area economy.

Economic growth

(5) Economic growth is the increase in the amount of the goods and services produced by an economy over time. It is conventionally measured as the percent rate of increase in *real gross domestic product*, or *real GDP*. Growth is usually calculated in real terms, i.e. inflation-adjusted terms, in order to obviate the distorting effect of inflation on the price of the goods produced. In economics, “economic growth” or “economic growth theory” typically refers to growth of potential output, i.e., production at “full employment.”

The balance of payments

(6) Balance of payments includes all payments between a country and its trading partners and is made up of the balance of trade, private foreign loans and their interest, loans and grants by governments or international organizations, and movements of gold (capital account). A chronically unfavorable balance of payments, when debits exceed credits, may affect the stability of the nation's currency, particularly where exchange rates are no longer fixed.

(7) Governments would have no macroeconomic problems if market forces in the economy automatically led to full employment equilibrium, with stable prices, and a rapid economic growth. The bulk of the evidence seems to indicate that market forces alone have failed to achieve these objectives. Such market failure essentially constitutes the case for intervention by governments. If governments are to intervene in the economy, there still remains the problem of selecting the appropriate instruments for achieving the targets they set themselves.

(8) In general terms the policy instruments available to the government are fiscal and monetary policies.

Fiscal policy

(9) In economics, *fiscal policy* is the use of government revenue collection (taxation) and expenditure (spending) to influence the economy. The two main instruments of fiscal policy are changes in the level and composition of taxation and government spending in various sectors.

The three main stances of fiscal policy are:

- neutral fiscal policy is usually undertaken when an economy is in equilibrium. Government spending is fully funded by tax revenue and the budget outcome has a neutral effect on the level of economic activity;
- expansionary fiscal policy involves government spending exceeding tax revenue, and is usually undertaken during recessions;
- contractionary fiscal policy occurs when government spending is lower than tax revenue, and is usually undertaken to pay down government debt. [1]

Monetary policy

(10) *Monetary policy* is the process by which the monetary authority of a country controls the supply of money, often targeting a rate of interest for the purpose

of promoting economic growth and stability. The official goals usually include relatively stable prices and low unemployment. Monetary theory provides insight into how to craft optimal monetary policy. It is referred to as either being expansionary or contractionary, where an expansionary policy increases the total supply of money in the economy more rapidly than usual, and contractionary policy expands the money supply more slowly than usual or even shrinks it. Expansionary policy is traditionally used to try to combat unemployment in a recession by lowering interest rates in the hope that easy credit will entice businesses into expanding. Contractionary policy is intended to slow inflation in order to avoid the resulting distortions and deterioration of asset values. [2]

Vocabulary

asset value	the net market value of a company's assets divided by the number of outstanding shares of that company's stock. Investors often use the asset value of a company when determining if the company's shares are overvalued or undervalued <i>Another possibility for the rise could be a general re-rating of the company on the basis of its net <u>asset value</u>.</i>
disposable income	the amount of income left to an individual after taxes have been paid, available for spending and saving <i>Over the last decade, the upper <u>disposable income</u> limit rose by about 50%, but earnings rose by 135% and prices by 93%.</i>
distortion /n/	the alteration of the original shape (or other characteristic) of smth, such as an object, image, sound or waveform <i><u>Distortion</u> is usually unwanted, and so people strive to eliminate distortion, or minimize it.</i>
equilibrium /n/	balance, for example when demand equals supply <i>It is clear that the <u>equilibrium</u> depends on the method of finance.</i>
GDP (Gross Domestic Product)	the total market value of all final goods and services produced in a country in a given year, equal to total consumer, investment and government spending, plus the value of exports, minus the value of imports <i><u>GDP per head</u> in each region</i>
government intervention	actions on the part of government that affect economic activity, resource allocation, and esp. the voluntary decisions made

	<p>through normal market exchanges. Government, by its very nature, is designed to intervene in voluntary market activity</p> <p><i>Speculative investors have watched the deals closely for signs of financial trouble and potential <u>government intervention</u>.</i></p>
labour force	<p>all the employees in a company or in an area</p> <p><i>Women form 43% of the <u>labour force</u>, and women's incomes from employment are a major part of most family incomes.</i></p>
mandate /n/	<p>the authority given to an elected group of people, such as a government, to perform an action or govern a country</p> <p><i>The President must offer the three main party leaders in turn a three-day <u>mandate</u> to try to form another government based on the present parliament.</i></p>
market failure	<p>a case in which prices are unable to adequately adjust to reflect changes in supply or demand</p> <p><i><u>Market failures</u> may occur due to unexpected disruptive events such as wars or natural disasters, or due to economic barriers such as trade restrictions or monopolies.</i></p>
money demand	<p>is the desired holding of financial assets in the form of money: that is, cash or bank deposits</p> <p><i>Control over aggregate <u>money demand</u> is necessary if the government is to achieve all or some of economic objectives.</i></p>
money supply	<p>is the total amount of monetary assets available in an economy at a specific time</p> <p><i>In the same period Japan's broad <u>money supply</u> grew by 5.1%, compared with growth of 13% a year earlier.</i></p>
recession /n/	<p>a period of general economic decline; typically defined as a decline in GDP for two or more consecutive quarters</p> <p><i>A <u>recession</u> is typically accompanied by a drop in the stock market, an increase in unemployment, and a decline in the housing market.</i></p>
standard of living	<p>the financial health of a population, as measured by the quantity of consumption by the members of that population</p> <p><i>The measure most frequently used to estimate <u>standard of living</u> is gross national income per capita.</i></p>
surplus /n/	<p>the amount of money you have left when you sell more than you buy, or spend less than you own</p> <p><i>Accordingly their annual <u>surplus</u> is understated by almost £200,000.</i></p>



I. Write a word according to its transcription. Mark the word stress.

- | | | |
|--------------------------|-------------------------|--------------------------|
| 1. _____
[æspireɪʃən] | 2. _____
[əbdʒektɪv] | 3. _____
[juərəpɪ:ən] |
| 4. _____
[kaʊnsə] | 5. _____
[mʌnɪtrɪ] | 6. _____
[mændɪt] |
| 7. _____
[ɒbvɪət] | 8. _____
[sɜ:pələs] | 9. _____
[det] |
| 10. _____
[ɪntəvɪ:n] | 11. _____
[ɪnsət] | 12. _____
[ɪntaɪs] |

II. Read the sentences paying attention to the way the words in *italics* are pronounced.

1. There were signs of *an increase* in consumer and business confidence accompanied by a rebound in global trade.

In the late 10th and early 11th centuries the volume and range of goods that entered Europe began *to increase*.

2. Between the beginning of the 11th century and 1800 Britain's *import* of tea increased from 400,000 lb per annum to 23,000,000 lb per annum.

The United Provinces of Northern India, for example, was able *to import* roughly 725,000 tons of grain to lessen the catastrophic effects of a severe famine in 1907.

3. The Senator's *conduct* is being investigated by the Ethics Committee.

We are *conducting* a survey to find out what our customers think of their local bus service.

4. Marx points out the potential *conflicts* below the surface of society.

If the two sides *conflict* with each other again, it will be disastrous for party unity.

5. *The contest* for deputy leadership of the party is gathering speed.

We will certainly *contest* any claims made against the safety of our products.

III. Scan through the Text A and find words according to their definitions.

para 1

(1) to a fairly large degree, esp. in comparison

to smth else /adv/ _____

(2) a strong desire to have or do smth /n/ _____

(3) smth that you are trying to achieve /n/ _____

para 2+3

(4) to include or contain smth /v/ _____

(5) possible to achieve /adj/ _____

para 4

(6) the act of looking for or trying to find smth /n/ _____

(7) to show or be a sign of the nature of smth

or of smb's attitude or feeling /v/ _____

para 5

(8) following what is traditional or the way smth

has been done for a long time /adv/ _____

(9) to remove a problem or the need

for smth /v/ _____

(10) not clear, strange /adj/ _____

para 6+7+8

(11) a sum of money that smb owes /n/ _____

(12) the main part of smth /n/ _____

(13) when you think about the true, important

or basic nature of smb/smth /adv/ _____

para 9

(14) the money that a government receives from

taxes or that an organization, etc. receives from its

business /n/ _____

(15) many different types of smth /adj/ _____

para 10

(16) an understanding of what smth is like /n/ _____

(17) to become or to make smth smaller

in size or amount /v/ _____

(18) to persuade smb to do smth, usually

by offering them smth /v/ _____

(19) the process of becoming worse /n/ _____

IV. Use the words from Exercise III to fill in the gaps.

1. Moreover, while traditional bureaucratic control is associated with tight supervisory attention, human relation control adopts team working to achieve management _____.

2. Private shareholders in Concorde would have required a high expected return to _____ them into such a risky project.
3. A paradigm _____ a particular conceptual framework through which the world is viewed and in which it is described.
4. Duncan and Lukes therefore have a much broader view of the function of theory than does Dahl, for whom the separation of fact and value appears an obvious and readily _____ objective.
5. In the UK, for example, economic expansions often had to be cut short by restrictive domestic policies as an increased demand for imports led to a _____ in the balance of payments.
6. Meanwhile, if oil prices remain low, America's visible-trade deficit could _____ to around \$40 bn in that period.
7. Bengal was a _____ untapped state in India for the Europeans and incidentally the most prosperous, and it became the first major economic and later political base of the English East India Company.
8. What changes are needed to meet women's _____ for employment?
9. In _____ of this goal France also decided to minimize the military and to highlight the civilian and communications facets of its space programme.
10. This new evidence _____ the need for any further enquiries.
11. Despite its huge _____ reductions in the years following 1979, and a budget deficit second only to that of the US, Saudi Arabia's major projects continue.
12. We can also make some preliminary connections to some of the issues with which "urban" sociology is _____ concerned.
13. Some elderly people can find pleasure in joining with others in their age group in _____ kinds of purposeful activity or service to the community.
14. The Fractal Geometry of Nature reminds us that mathematics can surprise us with _____ into the world in which we live.
15. By returning responsibility for quality and efficiency to individual workers, Pilkingtons improved routine problem-solving communications between plant management and the shopfloor without the _____ effect of technical intermediaries.

16. Once the spending plans are established, the necessary finance is sought, _____ through taxation.
17. The two largest creditor republics, Russia and Ukraine, would take 61.34% and 16.37% of the _____ respectively.
18. Overall, however, the _____ of evidence on female crime suggests that gender plays a relatively minor role in determining the response of the legal system.
19. Its price _____ the fact that it is not in the category of software expected to sell in millions of copies.

V. Find a word(s) or a word combination from Text A which makes a phrase complete, some words are given. Translate the phrases from English into Russian.

Example:

(0) the prospect of steady ... *employment* ...

(1) arising of (6) the distorting

(2) political power (7) the bulk of

(3) at the macroeconomic level (8) governments are to in the

(4) having more (9) for the of economic growth

(5) in the of price (10) theory into

VI. Translate the sentences from Russian into English. Use the phrases from Exercise V.

1. *Постоянная занятость* — это занятость индивида, которая гарантирована ему в течение всей его жизни. Это понятие не включает разовые, временные или сезонные работы, даже если они являются гарантированными.
2. Долгое время между государством и обществом существовал контракт: общество не вмешивается в политику, а государство в свою очередь обеспечивает обществу *растущий уровень жизни*.
3. Крупный бизнес сохранился как огромный экономический и финансовый генератор и стал *набирать политическую силу*.
4. Очевидно, что *макроэкономические цели* могут быть достигнуты только на путях дальнейшей интеграции России в мировую экономику и про-

должения многовекторной политики, направленной на развитие взаимовыгодных связей с соседями по СНГ, Европейским союзом и другими регионами.

5. Анализ показывает, что домашние хозяйства в России тратят значительно больше средств, чем их *располагаемый доход*, рассчитанный на основании данных, формально полученных из различных источников.

6. *Преследуя цели стабилизации роста цен*, правительство принимает решительные экономические шаги.

7. Экономический рост оценивается в реальном выражении *с целью устранить искажающий эффект инфляции*.

8. В отечественной и зарубежной литературе накоплено *большое количество данных*, подтверждающих эффективность политики расширения бюджетных расходов.

9. Главной причиной, сдерживающей развитие малого бизнеса, является тот факт, что *государство избыточно вмешивается в экономику*.

10. Теория денег *обеспечивает понимание* того, как работает эффективная кредитно-денежная политика.

VII. Look at the chart below which clarifies the difference among the three commonly misused words: *target*, *objective*, and *goal*.

<i>Target</i>	<i>Objective</i>	<i>Goal</i>
↓	↓	↓
Target is usually officially recorded in some way, for example by an <i>employer</i> or by a <i>government committee</i> . It is often specific, and in the form of <i>figures</i> , such as <i>number of sales</i> or <i>exam passes</i> , or a <i>date</i> .	People often set their own objectives: these are <i>things</i> that they wish to achieve, often as part of a <i>project</i> or a <i>talk</i> they are giving.	Goals are often <i>long-term</i> , and relate to people's <i>life</i> and <i>career plans</i> or the long-term plans of a <i>company</i> or <i>organization</i> .

Use the correct word *target*, *objective* or *goal* to complete the sentences.

- The university will reach its _____ of 5,000 students next September.
- The main _____ of this meeting is to give more information on our plans.

3. There is no _____ date for completion of the new project.
4. Managers should set specific performance _____ for their teams.
5. Do you think I'll be able to achieve my _____ of losing five kilos before the summer?
6. Our _____ is for the country to be fully independent within two years.
7. One of your first business _____ should be to get your own office.
8. Our ultimate _____ must be the preservation of the environment.
9. The government may fail to meet its _____ of recycling 25% of domestic waste.
10. Jiang set annual growth _____ of 8–9%.

VIII. Read the sentences below and decide which meaning (A, B or C) of the underlined word suits the context.

1. The statistics reflect a change in people's spending habits.

A to return light, heat, sound, or an image back
B to show, express, or be a sign of smth
C to think carefully, esp. about possibilities and opinions

2. Internet connections through conventional phone lines are fairly slow.

A used for a long time and considered the usual type
B considered to be normal, right, and socially acceptable
C used traditionally for special purposes

3. The report provides a framework for further research.

A the parts of a building or an object that support its weight and give it shape
B the structure of a particular system
C set of beliefs, ideas or rules that is used as the basis for making judgements

4. The figures they have used are just not accurate.

A exact
B arranged
C neat

5. The election victory gave the party a clear mandate to continue its programme of reform.

- A the period of time for which a government is given power B an official order given to smb to perform a particular task C the authority to do smth

6. She has considerable expertise in French history.

- A high level of knowledge B examination C judgement

7. Newspapers are often guilty of distorting the truth.

- A changing a situation from the way it would naturally be B changing facts, ideas, etc. so that they are no longer correct C changing the appearance or shape of smth so that it is strange or unclear

8. Her attitude lends a fresh perspective to the subject.

- A way of considering B profit C future success

9. We had estimated about 300 visitors, but the actual number was much higher.

- A important B existing in fact C urgent

10. A market economy in China promises to mean that over the next decade Asia's geography can reassert itself.

- A a period of 10 days B a period of 10 months C a period of 10 years



IX. Look up the two commonly misused verbs adapt and adopt in the on-line Oxford Advanced Learner's Dictionary <<http://oald8.oxfordlearnersdictionaries.com/dictionary>>. Search for the meanings of these verbs and fill in the chart given below.



Adapt

1. _____
These styles can be adapted to suit individual tastes.

2. _____
The organisms were forced to adapt in order to survive.

Adopt

1. _____
a campaign to encourage childless couples to adopt

2. _____
All three teams adopted different approaches to the problem.

Конец ознакомительного фрагмента.
Приобрести книгу можно
в интернет-магазине
«Электронный универс»
e-Univers.ru