

**Экзаменационное задание
по дисциплине «Профессиональный иностранный язык»**

Translate the following text:

Management in [business](#) and [organizations](#) is the function that coordinates the efforts of people to accomplish goals and [objectives](#) using available resources efficiently and effectively.

Management includes [planning](#), [organizing](#), [staffing](#), [leading](#) or directing, and [controlling](#) an [organization](#) to accomplish the goal. [Resourcing](#) encompasses the deployment and manipulation of [human resources](#), [financial](#) resources, [technological](#) resources, and [natural resources](#). Management is also an [academic discipline](#), a [social science](#) whose objective is to study social organization.

Management involves identifying the mission, objective, procedures, rules and the manipulation of the human capital of an enterprise to contribute to the success of the enterprise. This implies effective communication: an enterprise environment (as opposed to a physical or mechanical mechanism), implies human motivation and implies some sort of successful progress or system outcome. As such, management is not the manipulation of a mechanism (machine or automated program) and can occur in a legal enterprise or environment. Management does not need to be seen from enterprise point of view alone, because management is an essential function to improve one's life and relationships. Management is there everywhere and it has a wider range of application. Based on this, management must have humans, communication, and a positive enterprise endeavor. Plans, measurements, motivational psychological tools, goals, and economic measures (profit, etc.) may or may not be necessary components for there to be management. At first, one views management functionally, such as measuring quantity, adjusting plans, meeting goals. This applies even in situations where planning does not take place. From this perspective, Henri Fayol (1841–1925), one of the most influential contributors to modern concepts of management, considers management to consist of six functions:

1. Forecasting
2. Planning
3. Organizing
4. Commanding
5. Coordinating
6. Controlling

In another way of thinking, Mary Parker Follett (1868–1933), defined management as "the art of getting things done through people". She described management as philosophy.

Critics, however, find this definition useful but far too narrow. The phrase "management is what managers do" occurs widely, suggesting the difficulty of defining management, the shifting nature of definitions and the connection of managerial practices with the existence of a managerial cadre or class.

One habit of thought regards management as equivalent to "business administration" and thus excludes management in places outside commerce, as for example in charities and in the public sector. More broadly, every organization must manage its work, people, processes, technology,

etc. to maximize effectiveness. Nonetheless, many people refer to university departments that teach management as "business schools". Some institutions (such as the Harvard Business School) use that name while others (such as the Yale School of Management) employ the more inclusive term "management".

English speakers may also use the term "management" or "the management" as a collective word describing the managers of an organization, for example of a corporation. Historically this use of the term often contrasted with the term "Labor" - referring to those being managed.

But in the present era management's use is identified in the wide areas and its frontiers have been pushed to a broader range. Apart from profitable organizations even non-profitable organizations (NGO) apply management concepts. The concept and its uses are not constrained. Management on the whole is the process of planning, organizing, staffing, leading and controlling.

TASKS:

1. Translate the following sentences into English:

- a) Менеджер должен быть знаком со средствами профессионального управления, которые доказали свою эффективность.
- б) Объектами менеджмента могут выступать персонал организации, ее конкуренты, финансы организации, производство, сбыт, поставщики ресурсов, информация и т. д.
- в) Система знаний об управлении организациями и социально-экономическими системами формируется на базе различных наук.
- г) Менеджмент на любом уровне — сложная комплексная система.
- д) Три основные функции менеджмента: управление бизнесом по повышению его эффективности, управление менеджерами и управление работниками и работой.
- е) Оценка места и роли менеджмента в общественном производстве и формулировке проблем экономического развития является задачей не только экономики, но и ряда других общественных наук (социологии, политологии и т. д.).

2. Choose the correct option:

- a) In the 21st century observers _____ (*find, know, bring, create*) it increasingly difficult to subdivide management into functional categories.
- b) Despite the move toward workplace democracy, command-and-control organization _____ (*chains, structures, systems, societies*) remain commonplace as *de facto* organization structure.
- c) The mission of the business is the most obvious _____ (*way, reason, purpose, meaning*).
- d) Most organizations have three _____ (*administrative, control, auditing, management*) levels: first-level, middle-level, and top-level managers.

3. Speak on the following topics:

- a) Information management.
- b) Time management.
- c) Strategic management.
- d) Risk management.
- e) Quality management and control.
- f) Resource management.
- g) Business process management.
- h) Brand management.