**Вариант 1**

1. **Терминология по теме «Strategic Human Resources Management»**

**1.Соотнесите слова, данные ниже, с подходящими определениями.**

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| 1 discrimination | a) creating a vision for others to follow, establishing corporate values and ethics  |
| 2 human resource management | b) giving special or different treatment to certain people, countries, etc.  |
| 3 leadership | c) keeping within limits |
| 4 participative management | d) management style that involves employees in setting objectives and making decisions  |
| 5 recruitment | e) the process of evaluating human resource needs, finding people to fill those needs  |
| 6 restrictions | f) the set of activities used to legally obtain a sufficient number of the right people at the right time to select those who best meet the needs of the organization.  |

1. **Основы профессионально-ориентированного перевода по теме «Strategic Human Resources Management»**

**2. Переведите текст, используя лексические и грамматические трансформации:**

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| Трансформации необходимы, **чтобы соблюсти «правильность» языковых норм в языке перевода, и чтобы речь переводчика воспринималась как «грамотная речь»**.**Лексическая трансформация** — отклонение **при переводе** от словарных соответствий, которое заключается в замене отдельных **лексических** единиц исходного языка на **лексические** единицы переводного языка, не являющиеся их эквивалентами.Лексические трансформации можно разделить на следующие группы: Лексическая замена, или подстановка одного слова вместо другого. Часто возникает из-за различных семантических структур слов исходного языка и языка перевода.Наиболее распространенными видами лексических трансформаций являются **транскрипция, транслитерация и калькирование**Под грамматическими трансформациями понимают вид переводческих преобразований, заключающихся в замене в процессе **перевода грамматических** форм и структур единиц исходного языка (ИЯ) формально неэквивалентными формами и структурами языка **перевода** (ПЯ) **при** сохранении смыслового соответствия между ними.**Грамматические трансформации**: **дословный перевод (или синтаксическое уподобление), грамматические замены (замены членов предложения, форм слова, частей речи) и членение предложения**; - комплексные (или лексико-семантические) трансформации: экспликация (описательный перевод), антонимический перевод и компенсация. |

**Strategic Human Resources Management: Essence and Content**

Strategic human resources management is an approach to decision making in employing personnel, its estimation, compensation and development, based on achievement of the purposes of organization’s development. The defining characteristic of strategic human resources management is its integrated approach; strategies of human resources management are integrated vertically as a whole with the strategy of business and horizontally with each other. Strategic human resources management concentrates on actions, which distinguish the given organization from its competitors. It develops the statement of intentions that define the means of achievement of purposes, and it is connected with long-term placing of important resources of the organization and with the conformity of the possibilities of these resources to external environment.

Strategic human resources management, according to Hendry and Pettigrew [15], has four purposes:

1) planning;

2) logically consecutive approach to designing and managing personnel systems based on the policy of employment and strategy of the use of human resources and is often supported by some kind of “philosophy”;

3) establishment of conformity between activity and policy of human resources management and precisely expressed strategy of business;

4) consideration of workers of the given organization as a strategic resource for achievement of advantages in competition.

The main objective of strategic human resources management is the creation of strategic possibilities by providing the organization with qualified, loyal and well-motivated employees who the organization needs to reach long-term competitive advantage. While considering the purposes of strategic human resources management it is necessary to take into account the degree to which the strategy of human resources management should take into consideration the interests of all groups of the people interested in the organization: employees as a whole, owners and top executives.

Soft and rigid strategic human resources management are distinguished. Soft strategic human resources management pays more attention to the aspect of human relations in managing people, underlining reliability of labor employment, constant development, communications, participation, quality of labor life and balance over seniority. Ethical issues will be considered as important. Rigid strategic human resources management places emphasis on the income, which should be received from investments into human resources in the interests of business. Ideally strategic human resources management should try to reach the correct balance between soft and rigid elements.

1. **Аннотирование и реферирование по теме «Strategic Human Resources Management»**

**3. Cоставьте аннотация текста.**

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| **Аннотация должна отражать следующие моменты научного исследования:**1. Тема и цель статьи.
2. Постановка проблемы.
3. Методология исследования.
4. Результаты и выводы исследования.

Текст можно оформить одним абзацем или несколькими абзацами с подзаголовками. На каждый из подпунктов отводится 2-3 предложения, состоящих из 10-20 слов для оптимального восприятия читателем.Речевые стандарты для составления аннотацииСтатья (работа) опубликована (помещена, напечатана...) в журнале (газете...)Монография вышла в свет в издательстве... Статья посвящена вопросу (теме, проблеме...)Статья представляет собой обобщение (обзор, изложение, анализ, описание...) (чего?)Автор ставит (освещает) следующие проблемы... / останавливается на следующих проблемах... / касается следующих вопросов....В статье рассматривается (затрагивается, обобщается ) (что?)говорится (о чем?)дается оценка (анализ, обобщение) (чего?) представлена точка зрения (на что?) затронут вопрос (о чем?)Статья адресована (предназначена) (кому?) / может быть использована (кем?) / представляет интерес (для кого?) |

**Objective Need for a New Paradigm of Human Resources Management in Global Economy**

In the XXI century, human resources management requires the integration of personnel management with the strategy of the organization. The combination of human resources management strategies and the strategy of the organization becomes a crucial task for personnel managers. The distinctive features of the current period are strengthening the strategic aspect of human resources management, recognition of the economic reasonability of investment associated with personnel attraction, training and development of employees who are the key resource of production.

The increasing desire of businesses to survive in the tough competition, to ensure stable future development of production forces them to take care of the introduction of new technical equipment and technologies, innovative processes; this causes the need for continuous improvement of human resources. The issues of their planning and development gain a greater importance. In practice special attention is paid to the formation of the new work motivation and morale, readiness of employees to share the risk of innovation with the entrepreneur, promising development of staff to perform the skilled types of work and adaptation to constantly changing conditions of production. The functions of personnel recruitment, estimation and stimulation retain their significance; however, they are filled with new content and are implemented in close coordination with the company’s overall development strategy.

According to William Rothwell, in the XXI century, in fact the matter is the need for strategic human resources management. In this regard, the refusal of the relationship of “the employer and the employee” and building the relationships of “the leader and the led”. It is the emergence of practical need for a new approach to human resources management that brought the theoretical works in the sphere of management to life.

The first people who studied the problems of strategic human resources management were P. Bamberger and T. Meshoulam in 1985. In the late 80s, small groups of researchers began to investigate into the problems of strategic human resources management, proving that “human resources must play a more important strategic role in management” in the near future.

Foreign experience of theory and practice of contemporary management shows that the transition from the line intercompany planning to strategic has been provoked by the acceleration of scientific-technical and socio-economic development in the countries with market economies. The formulation and implementation of corporate strategy, which would suit the rapidly changing external environment, has become the main task of the organizations.

1. **Просмотровое чтение аутентичных текстов по теме «Main points of Strategic Human Resources Management»**

**4. Прочитайте текст и переведите на русский язык часть текста, выделенного курсивом.**

**Текст «Perks That Work»**

Keeping people happy is an increasingly tough trick. With unemployment at record lows, “companies are trying just about anything” to retain employees, says Jerry Doherty of the New York- based human resources consulting firm William M. Mercer Inc. Not only are employees being pampered, they're getting more money, better benefits and help with personal problems such as child care and financial planning. Bosses once shunned such intervention. Retention “is no longer a human resource issue, it's a business issue,” says Doherty.

Because technology companies face the tightest labor markets, they have been the most aggressive in devising ways to keep workers. Herndon-based Net2000 Communications, for example, puts top performers behind the wheel of luxury cars like a BMW. MicroStrategy, a Vienna-based data miner, goes a step further and has hosted all of its employees on Caribbean cruises.

***Such perks are great for the employee, but do they make sense for the company? Maybe. Doherty says all companies – including technology firms –"have to be careful they don't create a business model that's not profitable. Do not throw money at workers who want to leave because pay raises do not always work. Perks and benefits can be effective, but they have to be custom-fit to the company and the business sector. Do not add new perks just because they seem like hot trends. Too often there's desperation sometimes to just try anything, and it's very expensive.” MicroStrategy, which reported lower earnings earlier this year, has been rethinking its cruises, for example.***

Yet companies still face labor crunches that can really hurt. How do you keep workers? Start by making them feel they are part of a special place with a unique culture. “We want to hire people that are totally aligned with our values,” says Tim Huval, general manager for South Dakota-based Gateway's 2200 employee call center and manufacturing facility in Hampton. “Honesty, efficiency, aggressiveness, respect, teamwork, caring, common sense and fun. Those are the values we live by.” Richmond-based Xperts also lives by the value system. Founder and CEO William Tyler pushes pairing uality of life with a sense of social responsibility. Workers can designate which non-profit groups Xperts contributes to, for example.

 A strong culture makes it hard for people to leave, Tyler says. “They don't have an urge to leave because they have found a home. They are happy.” Notice this corporate stuff does not say much about shareholders or profit. It is a decidedly employee-centric approach. “If you ask any of them, they're all going to say, ‘Pay me more money.’ But that's not the truth,” Tyler says. “What people are looking for is ‘a place that's looking out for me.” What that means is helping employees cope with problems they face outside the office. “That is where companies can build employee loyalty,” says Barbara Bailey of William M. Mercer's Richmond office. One popular tool is revamping leave policies to create “flexible leave banks” that put all employee leave into a single category. Employees take time off when they need it and do not have to call it a sick day or vacation. “Work-life issues are huge,” says Bailey. “You make them feel as though they are not interested in looking elsewhere, because they’re very happy with their life.”

**5. Укажите предложения, в которых упоминается данная информация:**

1) money is a less important motivator than a caring company.

2) giving employees more choice how they organize their time away from work

3) the disadvantages of offering perks

4) creating an atmosphere and culture which

5) examples of up-market perks offered by technology companies

6) the increased benefits being offered to employees

**6. Найдите в тексте слова, которые составляют словосочетания с указанными ниже словами. Например: “personal problems.”**

1) personal \_\_*problems*\_\_\_

2) financial \_\_\_\_\_\_\_\_\_\_\_\_

3) top \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) general \_\_\_\_\_\_\_\_\_\_\_\_\_

5) common \_\_\_\_\_\_\_\_\_\_\_\_

6) social \_\_\_\_\_\_\_\_\_\_\_\_\_\_

7) corporate \_\_\_\_\_\_\_\_\_\_\_

8) employee \_\_\_\_\_\_\_\_\_\_\_

**7. Дополните предложения словосочетаниями из задания 3.**

1. He has resigned after having a lot of \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ this year.

2. Building up \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ is important with unemployment at a record low.

3. Our \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ is in charge of running the company and for making joint strategic decisions with the CEO.

4. The new CEO transformed the bureaucratic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to profit-minded entrepreneurship.

5. Companies who pollute the environment are ignoring the irethical and \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_.

6. The \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ should get the biggest bonuses.

7. We need to use logic and \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ not our emotions to make this decision.

**V. Научные контакты:**

**Тема «Academic Conferences»**

**8. Соотнесите слова, обозначающие типы научных контактов, с их определениями:**

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| **Type** | **Definition** |
| 1. Conference | A. The first meaning of this term refers to a group of students studying under a professor with each doing research and all exchanging results through reports and discussions. Its second definition is 'debating special issues'. It preserves the conversational character of the term.  |
| 2. Symposium | B. This activity clearly symbolizes the equality of all participants. Each of them will have the same right to take the floor. Discussion nevertheless plays the leading role in this kind of meeting.  |
| 3. Seminar | C. This term means a type of meeting where one or two people share their innovative experience in some area with the other participants organizing it in the form of a training session. |
| 4. Colloquium | D. This term indicates both a traditional conference and a conversational seminar. This type of meeting tends to privilege the aspect of debate.  |
| 5. Workshop | E. The most general term to indicate a meeting for discussion - most commonly adopted by associations and organizations for their regular meetings. It is usually associated with the most traditional type of presentation, that is, papers followed by questions.  |
| 6. Round table | F. Nowadays, this describes a meeting to discuss a particular subject, but its original meaning defines it as a drinking party devoted to conversation and following a banquet. This activity, thus, has a slightly more informal character than a conference. |

**9. Вставьте пропущенные слова и словосочетания:**

***Panel discussion, keynote speakers, abstracts, session, academic papers, deadline, networking, venue***

1. The final list of accepted \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_will be emailed when available.

2. Most \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_should be written in academic voice.

3. There were a number of participants at the conference dinner, several of them were \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4. A number of social events will be organized to facilitate \_\_\_\_\_\_\_\_\_\_\_\_\_.

5. A great interactive \_\_\_\_\_\_\_\_\_\_\_\_is definitely an icebreaker.

6. The day will conclude with a \_\_\_\_\_\_\_\_\_\_during which the debate will be thrown open to the audience. 7. A cosy cocktail lounge is the perfect \_\_\_\_\_\_\_\_\_\_\_\_ for a quiet drink.

8. Submission \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for articles for the next issue is 10 December 2017.

**10. Прочитайте текст Call for Papers и вставьте пропущенные слова и словосочетания:**

1. language

2. entertainment activities

3. presentation

4. fee

5. program committee

6. conference proceedings

7. deadline

8. annual

9. topics

10. abstracts

**Call for Papers**

You are invited to take part in the 17th Lugano International Conference on Web Engineering to be held on 6-9 June 2016.

This \_\_\_\_\_\_\_\_\_\_ (1) Conference has become a traditional meeting place for the exchange of ideas between scientists and engineers involved in web engineering all over the world.

Conference \_\_\_\_\_\_\_\_\_\_\_\_\_\_: (2)

 Web application development.

 Design models and methods.

 Rich Internet Applications.

The Conference \_\_\_\_\_\_\_\_\_\_\_ (3) is English. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (4) will be published and handed to the conferees at the registration. Each full-length paper will be allowed 20 minutes for \_\_\_\_\_\_\_\_\_\_\_\_ (5) and discussion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (6) of 500 words in English should be sent by email to the conference \_\_\_\_\_\_\_\_\_\_\_(7) (please indicate your telephone and fax numbers, email and mailing addresses).

\_\_\_\_\_\_\_\_\_\_\_\_\_ (8) for receipt of abstracts is 1 December 2015. The authors of the selected papers will be notified by 15 February 2016.

The conference \_\_\_\_\_\_\_\_\_\_\_ (9) — €350. It includes one copy of the conference proceedings, lunch and coffee during three days, transportation and \_\_\_\_\_\_\_\_\_\_\_ (10) (an evening banquet and a tour of Lugano).