**3.2 ОБРАЗЦЫ МАТЕРИАЛОВ ДЛЯ ТЕОРЕТИЧЕСКОГО ИЗУЧЕНИЯ УЧЕБНОЙ ДИСЦИПЛИНЫ**

* **для специальности: 6-05-0311-02 «Экономика и управление» (профилизация «Экономика и управление туристическим бизнесом» / «Экономика и управление гостиничным бизнесом»)**

**Тема:"Management styles in business"**

Management styles vary, each with its own set of approaches to leading and motivating teams. Common styles include autocratic, democratic, laissez-faire, transactional, and transformational, each with its own strengths and weaknesses. The best style depends on the situation, the team, and the goals of the business.

Common Management Styles: **Autocratic:** The manager makes decisions independently, with minimal employee input. This style can be efficient in crisis situations or when quick decisions are needed but may stifle creativity and employee morale. **Democratic:** The manager involves employees in decision-making, seeking their input and opinions. This can lead to greater employee engagement and satisfaction but may be slower and less efficient than autocratic leadership. **Laissez-faire:** The manager provides little direction, allowing employees to work independently with minimal oversight. This style can be effective with highly skilled and self-motivated teams but may lead to a lack of direction and structure. **Transactional:** The manager focuses on clear expectations, rewards, and punishments, often based on performance. This style can be effective in achieving short-term goals but may not foster long-term engagement or innovation. **Transformational:** The manager inspires and motivates employees to achieve a common vision, fostering a sense of purpose and shared values. This style can be highly effective in creating a positive and high-performing work environment but requires strong communication and emotional intelligence.

Other Management Styles: **Coaching:** Focuses on developing employees' skills and helping them achieve their potential. **Visionary:** Communicates a clear vision of the future and inspires employees to work towards that vision. **Servant leadership:** Prioritizes the needs of employees and colleagues, putting their well-being above personal gain. **Authoritative:** Provides clear direction and guidance, often acting as a mentor or guide. **Pacesetting:** Sets a high standard for performance and expects employees to follow suit. **Affiliative:** Builds strong relationships with employees and creates a positive and supportive work environment. **Consultative:** Involves employees in decision-making, seeking their feedback and input.

**Тема:"Corporate culture"**

Corporate culture is generally defined as the shared values, beliefs, and behaviors that define how a company's employees interact and conduct business. It encompasses the "way things are done around here" and influences everything from employee interactions to decision-making. It's essentially the personality of a company.

Here's a more detailed breakdown: **Shared Values and Beliefs:** These are the underlying principles that guide the organization's actions. **Behaviors:** These are the observable actions and practices that employees exhibit. **Influence on Business:** Corporate culture shapes how employees interact with each other, with customers, and with the broader business environment. **Impact on Company Performance:** A strong and positive corporate culture can contribute to increased employee engagement, improved decision-making, and better customer relationships.

* **для специальности: 6-05-0413-01 «Коммерция» (профилизация «Коммерция на внешнем рынке»)**

**Тема:"Business letter"**

A business letter is a formal written communication used in a professional setting, typically between companies, or between a company and its customers, clients, or other external parties. It serves as a permanent, often legal, record of communication, and can be used for various purposes like making a sale, seeking information, resolving a complaint, or announcing a new product. Business letters follow a specific format and style, emphasizing clarity, conciseness, and professionalism.

Key features of a business letter: **Formal Tone:** Business letters are written with a professional and respectful tone, suitable for formal situations. **Specific Format:** They follow a standard format, typically including the sender's address, date, recipient's address, salutation, body, closing, and signature. **Clarity and Conciseness:** The letter should be easy to understand, using clear language and avoiding jargon. **Purpose:** Business letters are used for various purposes, such as making a sale, seeking information, resolving a complaint, or announcing a new product. **Permanent Record:** They serve as a permanent, often legal, record of communication.

In essence, a business letter is a formal and structured written communication used in professional settings to convey information, requests, or announcements in a clear and professional manner, while maintaining a permanent record of the communication.

* **для специальности: 6-05-0311-02 «Экономика и управление» (профилизация «Экономика и управление на рынке недвижимости»)**

**Тема:"Types of real estate"**

Real estate, broadly speaking, can be divided into four main types: residential, commercial, industrial, and land. Within each of these categories, there are further distinctions based on specific property characteristics and their use.

Here's a more detailed breakdown:

1. Residential Real Estate: This category encompasses properties primarily designed for living, including: **Single-family homes:** Stand-alone houses occupied by a single household. **Apartment buildings:** Multi-unit buildings with individual apartments. **Condominiums:** Individual units within a building with shared ownership of common areas. **Townhouses:** Single-family dwellings attached to other similar units, sharing common walls. **Manufactured homes:** Homes built in a factory and then transported to a site.

2. Commercial Real Estate: These properties are typically used for business purposes and include: **Office buildings:** Buildings designed for businesses to conduct their operations. **Retail spaces:** Shops and stores that sell goods or services to the public. **Hotels and resorts:** Properties designed for hospitality and tourism. **Parking garages:** Structures designed for the storage of vehicles.

3. Industrial Real Estate: This category encompasses properties used for manufacturing, storage, and distribution, such as: **Warehouses: Buildings used for the storage of goods. Manufacturing plants:** Facilities where products are produced. **Flex spaces:** Buildings that can be adapted for a variety of industrial uses.

4. Land: This refers to undeveloped or agricultural land, such as: **Raw land:** Unimproved land that has not been developed. **Agricultural land:** Land used for farming and ranching. **Timberland:** Land used for the growth of trees.

Additional Considerations:

* **Special Use Properties:** This category includes properties with specific functions, such as schools, hospitals, and religious institutions. **Rental Properties:**

Properties that are rented out to tenants, either residential or commercial. **Investment Real Estate:** Properties purchased with the goal of generating income or capital appreciation.

Understanding these different types of real estate can be crucial for investors, property managers, and anyone looking to buy, sell, or rent real estate.

* **для специальности 6-05-0421-01 «Правоведение»**

**Тема:" Family law"**

Family law is a branch of civil law that deals with legal matters related to family relationships, such as marriage, divorce, child custody, adoption, and domestic violence. It also encompasses areas like child support, property division, and the legal recognition of family relationships.

Key areas of family law include:

* **Marriage and Divorce:** Legal matters related to entering into and ending marriage, including prenuptial agreements, divorce proceedings, and property settlements. **Child Custody and Support:** Determining where children will live, who will have custody, and how parents will contribute financially to their child's well-being. **Adoption:** The legal process of adopting a child. **Domestic Violence:**

Legal remedies and protections for individuals who are victims of domestic violence.

* **Other Family Relationships:** Legal issues related to civil unions, domestic partnerships, and other non-traditional family structures.

Specific Examples:

* **Divorce and Separation:** Legal proceedings to end a marriage, including dividing marital property, determining spousal support, and resolving issues related to children. **Child Custody and Visitation:** Agreements or court orders that determine where a child lives, with whom they spend time, and how parents will communicate. **Adoption:** The process of legally becoming a parent to a child, which may involve agencies or private adoptions. **Domestic Violence Orders:** Court orders that protect individuals from domestic violence, such as restraining orders. **Legal Guardianship:** Establishing someone to care for a child or an adult who is unable to care for themselves. **Prenuptial Agreements:** Legal contracts made before marriage to address property division and other matters in case of divorce. **Inheritance and Estate Planning:** Family law also plays a role in how assets are distributed after someone's death.
* **для специальности 6-05-0411-02 Финансы и кредит (профилизация «Финансы и кредит во внешнеэкономической деятельности»)**

**Тема:"Business strategies in banking"**

Business strategies in banking focus on how to attract, retain, and serve customers, while also managing risks and adapting to a rapidly changing market. Key strategies include digital transformation, building strong relationships, leveraging data, and focusing on customer experience.

Key Strategies for Banking Business:

* **Embracing Digital Transformation:** Banks are increasingly adopting digital technologies like AI, blockchain, and cloud computing to improve customer experience, streamline operations, and offer new products and services. **Building Strong Customer Relationships:** Personalized service, proactive communication, and building trust are crucial for fostering loyalty. **Leveraging Data:** Analyzing customer data helps banks understand their needs, personalize offerings, and make better decisions. **Focusing on Customer Experience:** Providing seamless and convenient services, whether online or in-branch, is essential for customer satisfaction and retention. **Staying Agile and Adaptive:** The ability to quickly adapt to market changes, regulatory updates, and new technologies is crucial for staying competitive. **Collaborating with Fintechs:** Partnering with fintech companies can provide access to innovative technologies and services without the need for extensive in-house development. **Marketing and Promotion:** Effective marketing strategies, including digital advertising, content marketing, and community engagement, are vital for attracting new customers and promoting products. **Financial Advice and Education:** Providing customers with financial literacy tools and personalized advice can enhance their trust and build stronger relationships. **Product Diversification:** Banks are increasingly offering a wider range of products and services, such as loans, credit cards, savings accounts, and investments. **Risk Management:** Banks must implement robust risk management strategies to protect their assets and ensure compliance with regulations. **Strategic Partnerships:** Collaborating with other businesses and organizations can broaden reach and provide access to new markets. **Employee Engagement:** A well-trained and engaged workforce is essential for delivering excellent customer service and driving business growth.