

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний університет будівництва і архітектури

ДІЛОВА ІНОЗЕМНА МОВА

Методичні вказівки та завдання
до проведення практичних занять
для здобувачів першого (бакалаврського)
рівня вищої освіти спеціальностей
052 «Політичний менеджмент»
та 081 «Будівельне та містобудівне право»

Київ 2024

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Відповідальний за випуск С. В. Рубцова, доцент, зав. Кафедри

Затверджено на засіданні кафедри мовної підготовки і комунікації, протокол № 2 від 10 вересня 2023 року

В авторській редакції

Ділова іноземна мова: методичні вказівки /уклад: Сало В. В.,

Д46 Вітрук О.Є. – Київ : КНУБА, 2024. – 23 с.

Містять матеріали для вивчення ділової англійської мови, тексти з відповідною лексикою та граматичні вправи.

Призначено для здобувачів першого (бакалаврського) рівня вищої освіти спеціальностей 052 «Політичний менеджмент» та 081 «Будівельне та містобудівне право».

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Загальні положення

Ділове спілкування займає провідну роль у різних сферах нашого життя. Вміння грамотно вести листування, скласти резюме для подальшого працевлаштування – ось основні навички, якими має володіти кожен студент. Методичні вказівки мають за мету – ознайомити студентів з відповідними текстами, лексикою та граматичними структурами англійської мови, що можуть бути корисними для професійного росту кожного.

Завдання – навчитися застосовувати викладений матеріал у професійній діяльності, також виробити навички читання та розуміння літератури англійською мовою, усного та писемного мовлення з урахуванням вимог до опанування програми Ділова іноземна мова.

Під час укладання текстів використовувалась оригінальна література з відповідної тематики.

1. CURRICULUM VITAE (RESUME)

1.1 Before reading the text be sure to know the following words and word combinations:

Britain's independent Institute of Manpower Studies – Незалежний Британський інститут вивчення трудових ресурсів

to turn down – зменшувати

to avoid – уникати

to evaluate – оцінювати;

equipment – оснащення, обладнання;

reference – посилання, рекомендації;

political leanings – політичні нахили, вподобання;

to weed out – відсіювати

1.2 Read the text:

What are employers looking for?

Most employers say that they wish to employ the right person for the right job. A recent report by Britain's independent institute of manpower studies, however, disagrees with this. This report states that most employers wish to avoid employing the wrong person rather than looking for the right person, they are looking for applicants to turn down.

The report also suggests that in Britain and in many other parts of the world, the selection methods used to identify the right person for the job certainly do not match up to those used to evaluate a piece of new equipment. Recruiters used three main selection methods: interviewing, checking curriculum vitae or application forms against predecided criteria, and examining references. Most of their recruiters consulted in this survey stated that these selection methods were used more for “weeding out” unsuitable candidates rather than for finding suitable ones.

Interviews were considered more reliable than either curriculum checks or references from past employers. Research, however, provides otherwise. Interviewers' decisions are often strongly influenced by their previous assessment of the written application. Also, different recruiters interpret facts

differently. One may consider candidates who have frequently changed jobs as people with broad and useful experience. And others will view such candidates as unreliable and unlikely to stay for a long time in the new job.

Some Flyers place significant importance on academic qualifications whereas the link between these and success in management is not necessarily strong. Some recruiters use handwriting as a criterion. The report states that there is little evidence to support the validity of the latter for assessing working ability. References, also, are sometimes unreliable as they are rarely critical, whereas checks on credit and security records and applicants' political leanings are often the opposite. The report is more favorable towards trainability tests and those which test personality and personal and mental skills. The report concludes by suggesting their interviewing could become more reliable if the questions were more structured and focused on the needs of the employing organization.

1.3 Find words or expressions in the above article which have the following meanings:

a. Reject

b. A written account of a person's education and work experience

c. Standards or principles upon which judgments are based

d. Eliminating people or things of unacceptable quality

e. Place a particular meaning on something new

f. Slight tendency to favor one thing rather than the other

1.4 Ask 5 questions to the text using diverse types of questions (general, special, alternative etc.)

1.

?

2. _____?
3. _____?
4. _____?
5. _____?

1.5 Read and translate the following information about CV (Curriculum Vitae).

(1) Curriculum Vitae (CV) Samples and Writing Tips

Applying for certain positions in the US, as well as jobs internationally, you may be required to submit a curriculum Vita rather than a resume. Curriculum Vita, or CV, includes more information than your typical resume, including details of your education and academic achievements, research, publications, awards, affiliations, and more.

What to include in a Curriculum Vitae

Curriculum Vita, commonly referred to as CV, is a longer (two or more pages), more detailed synopsis than a resume. Your CV should be clear, concise, complete, and up to date with current employment and educational information.

The following are examples of information that can be included in your curriculum vitae. The elements that you include will depend on what you are applying for, so be sure to incorporate the most relevant information to support your candidacy in your CV.

- **Personal details and contact information.** Most CVs (Curriculum Vitae) start with contact information and personal data but take care to avoid details, such as religious affiliation, children's names and so on.
- **Education and qualifications.** Take care to include the names of institutions and dates attended in reverse order; PhD, masters, undergraduate.
- **Experience /employment history.** The most widely accepted style of employment record is the chronological curriculum vitae. Your career history is presented in reverse date order starting with the most recent. Achievements and responsibilities are listed for each role. More information should be given on more recent jobs.

- **Skills.** Include computer skills, foreign language skills, and any other recent training relevant to the role applied for.
- Brief biography
- scholarships
- training
- study abroad
- Bibliography
- research experience
- Teaching experience
- publications
- presentations and lectures
- exhibitions
- awards and honors
- grants, fellowships, and assistantships,
- Technical, computer, and language skills
- Professional licenses and certifications
- Memberships
- Hobbies and interests

What Not to include

They need to include your photo, your salary history, the reasons you left your previous position, or references in your CV. References should be listed separately and given to employers upon request.

How long should a CV be?

A good Curriculum Vitae should ideally cover no more than two pages and never more than three. Aim to ensure the content is clear, structured, concise, and relevant. Using bullet points rather than full sentences can help minimize word usage.

1.6 Prepare your own CV using the information from the text as well as the templates below

Politician CV Template

Nikolas Miller
46 Reinolds Road
Dorchester
De36 OPT
Mobile 078 756 78 87 Email: nikolas.m@live.co.uk

Personal Profile Statement/Career Objective

I am confident, articulate and multi-faceted politician who is well-respected by the electorate in my native Ward and beyond. Being heard and making a difference; those are the reasons I wanted to get into politics since I was a teenager in college. My passion for social justice, making a tangible difference in the community and resolving people's problems makes me the ideal candidate for a demanding position in politics.

Achievements

- Graduated with the first class degree from Cambridge University
- Established several soup kitchens and shelters for the homeless and needy in my local constituency

Education

2015-2016 **MSc Public Policy&Management** **King's College London**
Grade achieved: **[68%]**

Relevant modules:

- Organizations & Management of the Public Services
- The Economics of the Public Services
- The Policy Process

2012-2014 **BSc(Hons)Economics** **University of Cambridge**
Grade achieved: **[1st]**

Relevant modules:

- Quantitative Methods in Economics
- British Economic History
- Labour
- Analysis of Modern Politics
- International Relations

Employment and Work Experience

Mar 2020-Present **Member of Parliament (MP)** **The Workers' Party**

Main duties performed:

- Meeting with the electorate on a monthly basis to discuss any issues they might have in their constituency
- Bringing up the constituents issues during board meetings and parliamentary sessions
- Campaigning on behalf of my party during election time
- Reading and drafting proposed legislation
- Conducting research both independently and via researchers on various issues in a bid to better understand the people's needs

Oct 2016- Feb 2019 **Councillor** **Hackney Council**

Main duties performed:

- Improve the safety and quality of life residents in my local constituency
- Liaising with local officers to tackle issues affecting the community, such as housing, social services,

- schools, the environment and transport
- Visiting residents, inquiring about their problems and offering solutions

Jan 2011 - Sept 2016

Lecturer

Durham University

Main duties performed:

- Prepared lecture slide, module description, tutorials, assignment briefs and other course material before the new academic year commences
- Delivered exciting and engaging presentations
- Supported students during the course of the module via one-to-one/group consultations, email and/or Skype support

Professional Training and Qualification

- Public Speaking and Communications, College of Public Speaking (2016)
- Politics: An Introduction - JKD (2015)

Skills

- **Presentational skills:** Adept at delivering effective and engaging talks and presentations to a broad range of audiences
- **People skills:** I thrive in situations where I can meet people, have informal conversations and offer my assistance to them
- **Excellent memory:** Ability to remember intricate details without having to refer to notes

References

Mr John Kirby

Executive, The Workers' Party

Address: 3 High St, Chester, CKL8 1YT

Tel: 0744 45677 6543

Email: john@live.co.uk

Mrs Angela Kelly

Senior Academic, Durham University

Address: 7 Almond St, Leeds, LE89 2YX

Tel: 0777 5433 7643

Email: angela.k@gmail.com

2. INTERVIEW

2.1. Read the text below and complete the tasks after the text

What skills do we need to get a respectable job?

Making a positive career choice is the problem which worries many people nowadays. I would ask? How can I find a well-paid job? What kind of knowledge and what traits of character should I have to succeed? These are the questions that people often ask themselves. Nowadays employers demand perfect knowledge, work experience, a range of transferable skills and such qualities as efficiency, punctuality, practicality, creativity, and many others. If you want to get a good job, you must convince your employer that you are the best candidate for it. Choosing your future job, you should consider your interests, abilities, and opportunities. Besides, you should know your employer's requirements.

If you want to become a good specialist, to keep your job and to get a promotion, you should be competent. Competence is a requirement for a person to properly perform a specific job. In other words, it is a combination of knowledge, skills and behavior, the ability to perform a specific role. Today, executives and managers do not only speak of the skills and qualifications of their employees but of their competences that measure a person's appropriateness for a particular job. There are many competencies, but they are divided into two large groups: technical and personal competencies. Technical competencies comprise the skills and knowledge essential for a person to do a particular job appropriately (for example word processing). Personal competencies include characteristics that people use together with their technical competencies to do their work well (for example initiative and sociability). Competence development is a prolonged process that requires training and personal development. Competence grows through experience.

The ability to make the right decision is crucial in the world of business. A well-considered decision will lead your team to success; A poor decision can result into failure. A good employee should demonstrate problem solving capability and think about what is to be achieved and how it is to be achieved. Many companies need people who can work effectively in different countries and cultures, in other words, people who can function in a global context. Therefore, it is important to develop intercultural competence. This requirement stems from the mass globalization of business and the development of cross-cultural contacts. Intercultural competence is the ability to understand people of other cultures and to work effectively with them. A person must remember that the traditions and customs that he or she is used to may be inadmissible in

another country. That is why one should be aware of intercultural differences to avoid mistakes, misunderstanding or offense and to achieve one's business goals.

Negotiating is a part of working life, that is why negotiating skills are essential no matter what kind of job a person has. The most important thing is to consider your personal style and your partner's expectations and reactions. You should become reasonable, self-confident, and convincing. You should try to win your partner's favor and make him trust you. It is useful to consider all the details: your speech, body language, physical contact, eye contact, etc.

Relationship-building is a new popular term that means building good relationships with partners and clients. You should Understand their needs and respect their rights. You should also maintain good relationships with supervisors and peers. It is particularly important to handle criticism and complaints, to deal respectfully with cultural and racial diversity and never to engage in harassment of any kind.

Modern life is full of stress, that is why it is essential to be able to cope with stress and fatigue. When a person is busy achieving his aspirations, he often forgets about work-life balance. Many people suffer from conflict between work and family. They are too preoccupied with their career and have no time for rest, pleasure, and spiritual development. Do not forget that if you want to make a career, you should be healthy and happy. And if you want to be healthy and happy, you should not forget a simple rule: do not overwork, take breaks, and remember that we work to live but not vice versa.

2.2. Complete each sentence (A- H) is one of the endings (1 - 8):

- A. Nowadays employers demand
- B. Competence is
- C. Today executives and managers do not only speak of skills and qualifications of their employees but of
- D. Competence development is a long process that requires
- E. A good employee should demonstrate problem-solving capability and think about
- F. Intercultural competence is the ability
- G. Relationship-building is a new popular term that means
- H. Modern life is full of stress that is why it is essential to be able

1. their competences that measure a person's appropriateness for a particular job.
2. to understand people of other cultures and to work effectively with them.
3. a combination of knowledge, skills and behavior, the ability to perform a specific role.
4. what is to be achieved and how it is to be achieved.
5. to cope with stress and fatigue.
6. perfect knowledge, work experience, a range of transferable skills and such qualities as efficiency, punctuality, practicality, creativity, and many others.
7. building relationships with partners and clients.
8. training and personal development.

2.3. Make a summary of the text (5 -7 sentences).

2.4. Read and translate the following proverbs and sayings. Explain their meaning.

- Business is the salt of life.
- A bird is known by its note and a man by his work.
- He works best who knows his trade.
- Business first, pleasure afterwards.
- If you do not work, you won't eat.
- All work and no play make Jack a dull boy.
- A bad workman quarrels with his tools.
- Jack of all trades is master to none.
- No sweet without some sweat.
- Busiest men find the most time.

2.5. Answer the questions:

1. Why is it difficult to make a positive career choice?
2. What should a person do if he or she wants to get a good job?
3. What should you consider when choosing your future job?
4. Why is it important to be competent?
5. How many groups of competencies do you know? Say a few words about them.
6. Why is the ability to make the right decision crucial in the world of business?

7. What does the expression 'to function in a global context' mean?
8. Why is it important to develop intercultural competence?
9. Are negotiating skills essential in business /everyday life? Why?
10. What are the secrets of successful negotiating?
11. What does the term 'relationship- building' mean?
12. Why do many people suffer from the conflict between work and family nowadays? What are the ways to solve this problem?

2.6. Make the list of key features that are truthful for you:

The rules that an employee must observe:

- to arrive and to leave on time;
- to be appropriately dressed;
- to follow chain of command;

The skills that are essential for any job:

- To adapt to new environments;
- skills and time management (to be able to save and invest time);
- strategic thinking (to predict the future development of one's business and, at the same time, to focus on the present)

2.7. Read and translate the quotations below. Choose any statement and comment on it.

- 'Whatever your life's work is, do it well. A man should do his job so well that the living, the dead, and the unborn could do it no better.'* (Martin Luther King, Jr)
- 'It's true hard work never killed anybody, but I figure, why take the chance?'* (Ronald Reagan)
- 'Work is love made visible. And if you cannot work with love but only with distaste, it is better that you should leave your work and sit at the gate of the temple and take alms of those who work with joy.'* (Kahlil Gibran)
- 'Work is a necessary evil to be avoided.'* (Mark Twain)
- 'There is joy in work. There is no happiness except in the realization that we have accomplished something.'* (Henry Ford)
- 'Our fatigue is often caused not by work, but by worry, frustration and resentment.'* (Dale Carnegie)
- 'Pleasure in the job puts perfection in the work.'* (Aristotle)
- 'Choose a job you love, and you will never have to work a day in your life.'* (Confucius)

- *'Competence, like truth, beauty, and contact lenses, is in the eye of the beholder.'* (Laurence J. Peter)

3. BUSINESS LETTERS

3.1 Learn the following words before reading the text:

Recipients – одержувачі;

Exchange – обмінювати;

Appropriate – відповідний;

Accurately – точно;

Memos – пам'ятки;

Convey – передавати;

Entity – компанія, суб'єкт;

Vendors – постачальники.

What is Correspondence?

In English, the term correspondence (also spelt "correspondence") comes from the Latin *correspondere*, from *cor*, "heart" + *respondere*, "answer". Correspondence is not as common as the English word letter, with which it may be substituted in modern dictionaries (excepting military usage).

Correspondence is simply written communication from one person to another for several reasons: to report information, convey feelings, or ask questions. It can be verbal or written. The communication may include memos and emails. It can range from formal to informal. In all cases, it is a two-way exchange of information.

The goal of business correspondence is to communicate accurately and effectively. Therefore, it is important to select the most appropriate format for the message and its recipients. Business correspondents can include people or businesses. They may include individuals who are able to give or receive business information, such as a president, a vice president, a chief operating officer, and/or a business manager. Businesses are entities, such as a company, a subsidiary, or a joint venture. Businesses may include other groups of people who can receive or give business information. Such groups may include the human resources department, the finance department, the legal department, and/or the communications department. Finally, they may include businesses.

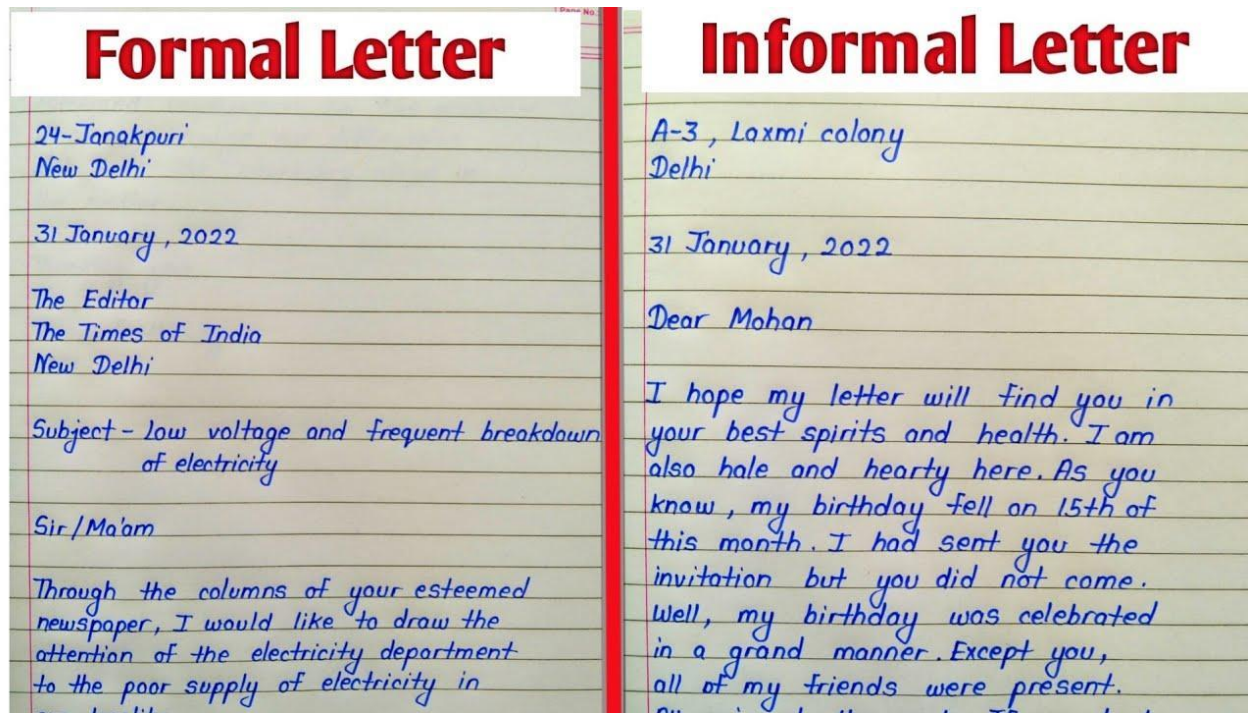
They may include government organizations, non-profit organizations, political campaigns, advocacy groups, and/or social organizations.

Business correspondence can include memos and emails. Memos are typically short (two-page or less) documents that explain information or contain instructions. E-mails are short text documents that can be sent to one or more recipients. Both types of business correspondence contain similar information, such as the purpose, date, author, and recipient.

The format of business correspondence is one of the most key factors in determining its success. The right format will help get your message across and make it appear clear to the intended reader.

Business Correspondence (or Business Letters) is a form of written communication usually used in the workplace and sent and received as part of the job of a business professional. The form is used when there is an urgency for a reply to a particular letter or message. It is different from regular communication because it is done via a business-like medium. Business letters are usually written in the style of a formal document; however, they often need to be brief and well-organized. They are usually used in business, especially when communicating with or giving information to clients, vendors, contractors, other businesses, and/or other businesspeople. Business letters are commonly used in the business world, in addition to the more common personal letters.

A business letter is considered a formal letter by many people. However, if there is a need for something in a business letter to be informal, it can be done by using, "I would like to ask..." instead of "I would like to propose..." (i.e., the word 'I' or 'me' is placed at the beginning of the sentence).



3.2. Answer the questions to the text:

- 1) What is the goal of business correspondence?
- 2) When are the business letters used?
- 3) Does business correspondence occur between only businesses?
- 4) How can business correspondence help you in achieving success?
- 5) What are the types of business correspondence?

3.3. Match the definitions to their terms:

1. correspondence	a. a division of a large organization such as a government, university, or business, dealing with a specific area of activity.
2. department	b. have or hold (someone or something) within.
3. recipient	c. an act of giving one thing and receiving another (especially of the same kind) in return.
4. substitute	d. a person or thing that receives or is awarded something.
5. exchange	e. communication by exchanging letters, emails, or other messages.
6. subsidiary	f. a person or thing acting or serving in place of another.
7. contain	g. less important than but related or supplementary to something.

3.4. Write your own Cover letter using the information from the text.

4. Contract

4.1. Talk about these questions:

1. What type of information does a contract usually contain?
2. Why would you work with an attorney when writing / drafting a contract?

4.2. Read the job advert and pay attention to the words in bold, explain their meaning.

Smith Stanwell Attorneys seek a business attorney to join our team

The candidate must have extensive knowledge of **legal contracts**.

Our firm works with many manufacturers. You must be able to draft a **requirements contract** and a **distribution agreement**. Often, clients seek a standard **agreement of sale**, but a **severable contract** may be needed as well. Further, you must be able to recognize an **adhesion contract** or **breach of contract** and fight for our clients if they have been wronged. This includes **implied contracts**.

It will be up to you to maintain and update **contracts of employment**, to guarantee that our clients are following all legal guidelines. Some companies may require a **bilateral contract** or a **unilateral contract** when working with outside agents.

Finally, you must have the financial and legal knowledge to assist clients with business **loan agreements**.

Send your resume to the address below.

Smith and Stanwell, 105 Mountain Ave, Pilton, WI 53274

4.3. Mark the following statement as true or false

1. The new attorney will work mainly with manufacturing companies T / F

2. The job does not involve representing clients in dispute T / F

3. Knowledge of loan agreements is not necessary T / F

4.4. Match the words with the definitions

1. agreement of sale	a) legally binding agreement between employers and employees
2. implied contract	b) a document that details the terms and conditions of a purchase
3. loan agreement	c) an agreement for one party to pay for another party's work
4. contract of employment	d) a contract with terms that have not been explicitly stated or written
5. bilateral contract	e) a contract between a lender and a borrower
6. unilateral contract	f) a contract in which both parties exchange promises to perform certain things

4.5. Choose the word that is closest in meaning to the underlined part

1. The employer was sued for giving a(n) contract that unfairly favors one party over the other

- adhesion contract
- bilateral contract
- contract of employment

2. Both companies signed a legally binding agreement involving two or more people

- adhesion contract
- legal contract
- loan agreement

3. Len accused the company of failing to perform as required by a valid contract

- a contract of employment
- a bilateral contract
- breach of contract

4. Johnston Industries signed a contract comprised of several separate contracts

- requirements contract
- severable contract
- bilateral contract

5. The company signed a(n) agreement to distribute and sell manufactured items

- distribution contract
- breach of contract
- severable contract

6. Is this the contract between a manufacturer and a buyer to provide all necessary supplies?

- requirements contract
- breach of contract
- severable contract

4.6. Look through the templates of contracts and find the most appropriate form that matches your occupation. Analyze your choice.

<https://www.signwell.com/contracts/>

4.7. Read the text and answer the questions below:

The Stock Market (Finance)

In conversation, media, and the news, it is common to hear talk of "the market," short for the stock market. While most everyone knows about the stock market, few know what it is, how it functions, and what purposes it serves.

The stock market is the platform through which shares — or pieces of ownership of a company — are bought and sold by investors; investors who own shares of a company are referred to as shareholders. Thus, the stock exchange allows investors to potentially improve their worth (provided the stock

price of their investments increases, or provided they receive dividends, or small, pre-planned payments from a company paid to shareholders), and companies to have the benefit of being publicly operated, and also, for company founders to cash-in on stock (by selling their shares of the company once it goes public).

Trading shares is a straightforward process. Through a licensed stockbroker, brokerage firm, or trading website, one simply places an order for the desired number of stocks in a designated company; a small fee is usually paid to the party responsible for performing the trade (be it a person, firm, or website). There is always another individual looking to sell or buy a particular stock, given the magnitude of the exchange, and there are therefore almost never delays in the process. There are also other, more complex stock purchase and sale types for buyers and sellers to choose from.

Anyone who owns stock in a company owns a piece of its assets relative to their share count. For example, a company with a stock limit (which is determined during an IPO, or initial public offering, wherein a company's initial price and stock count are set before it debuts on the exchange), of 100 (speaking, of course) would be 25% owned by an individual who possessed 25 shares.

1) What's traded on the stock market?

- a. Money, from investor to investor
- b. Shares, or pieces of publicly traded companies
- c. Property and other physical assets
- d. Privately owned companies

2) How can stock be purchased by an investor?

- a. Through a licensed stock-trading website
- b. Through a licensed stockbroker
- c. Through a licensed stock brokerage firm (as opposed to an individual broker)
- d. All of the Above

3) How can each stock be bought and sold at any time; how are there so many different customers?

- a. Stocks that nobody wants are sold into thin air
- b. Certain stocks cannot be bought and sold at one's convenience
- c. The stock exchange is a massive international platform that bases its stocks' prices on demand, and there are therefore always buyers and sellers available
- d. Some companies buy their own stock back

4) What is an IPO (initial public offering)?

- a. Any company's scheduled, fixed-amount payout to investors
- b. The trading price of a company that's making its stock exchange debut
- c. The amount a publicly held company pays to become privately traded
- d. A company's value

5) How is the value of a company's stock determined?

- a. By company executives
- b. By the company's CEO
- c. By the company's customers
- d. By stock market investors, who respond to a company's outlook by buying or selling, and in turn, enhancing or minimizing demand

Список літератури

1. Spotlight, Exam booster workbook. Alastair Lane, National Geographic Learning, 2015.-175с.
2. Business Result. 2nd edition. Upper Intermediate. Michael Duckworth, Rebecca Turner, Oxford University Press,-165 с.
3. Business Result. 2nd edition. Intermediate. John Hughes, Jon Naunton, Oxford University Press,-171 с.

Інформаційні ресурси:

1. Словник Oxford: [<https://languages.oup.com/google-dictionary-en/>]
2. Приклади та форми контрактів онлайн, схеми.
[<https://www.signwell.com/contracts/>]
3. Додаткові тексти для курсу Ділова англійська мова:
[<https://lingua.com/businessenglish/reading/>]

Для нотаток

Навчально-методичне видання

ДІЛОВА ІНОЗЕМНА МОВА

Методичні вказівки та завдання
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