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LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(Логистика и управление цепями поставок)

Учебное пособие

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Logistics and Supply Chain Management (Логистика и управление цепями поставок)

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Цель пособия – развить навыки использования профессионально-ориентированного английского языка в сфере логистики, научить студентов высказываться, используя лексические и грамматические шаблоны. Пособие содержит теоретическую часть, практические задания, а также дополнительные тексты и задания для самостоятельной работы студентов.

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ВВЕДЕНИЕ

Основная цель пособия – помощь обучающимся в овладении на базе специальных текстов лексическим и грамматическим материалом (лексическими и грамматическими шаблонами), связанным со спецификой и основными областями логистики, такими как логистика снабжения, производственная, транспортная, складская, распределительная логистика; с международными терминами логистики, международными правилами по толкованию наиболее широко используемых торговых терминов в области внешней торговли – Инкотермс; в ознакомлении с коммерческими, транспортными, финансовыми и таможенными документами.

Учебное пособие состоит из двух разделов: базового курса, который содержит практическую (предтекстовые и послетекстовые лексико-грамматические задания, упражнения на перевод с русского на английский, с английского на русский, коммуникативные упражнения) и теоретическую части (грамматический справочник), и сборника дополнительных текстов и заданий для самостоятельной работы студентов.

Базовый курс состоит из 12 уроков (Units), каждый из которых включает в себя оригинальные англоязычные тексты из газет, журналов и докладов, предтекстовые и послетекстовые упражнения.

Учебное пособие предназначено для занятий с бакалаврами 1-2 курсов по направлению 080200.62 «Менеджмент», профиль подготовки «Логистика», по дисциплине «Иностранный язык», а также может быть использовано в группах бакалавров, магистров, аспирантов, а также при работе со студентами в группах с углубленным изучением английского языка.

БАЗОВЫЙ КУРС

UNIT 1
INTRODUCTION TO LOGISTICS

1**. Read the following international words. Define their meanings comparing them to the meanings of the corresponding Russian words:**

concept, control, courier, deterioration, distribution, effective, formal, financial, geographical, information, integration, logistics, machine, material, organization, personnel, plan, positioning, practical, process, product, resource, service, strategy, system, transportation, uniform.

2**. Complete the following table using suitable forms:**

Verb	Noun
to distribute	
	transportation
to consume	
to supply	
to integrate	
	movement

3**. Translate English words and phrases in column A using Russian words and phrases from column B:**

A	B
1) geographical repositioning	a) материальные запасы
2) efficient fighting force	b) географическое перемещение
3) wartime consumption	c) потребитель
4) inventory	d) требования потребителя
5) customer requirements	e) эффективность силы сражения
6) consumer	f) расходы в военное время

4**. Observe the words and phrases from the text "Logistics":**

ammunition	боеприпасы
efficient flow	эффективный поток
facilities	оборудование
point of origin	пункт производства;
warehousing	складское хранение
rations	продовольствие
implementation	выполнение
inventory	материальные запасы
material handling	погрузочно-разгрузочные работы
point of consumption	пункт потребления
repositioning of raw materials	перемещение сырья
to supply	снабжать
storage of goods	хранение товаров
to streamline	упрощать; систематизировать

5**. Read and translate the text:**

Logistics

Logistics is the management of the flow of goods, information and other resources between the point of origin and the point of consumption in order to meet the requirements of consumers. Logistics involves the integration of information, transportation, inventory, warehousing, material handling, and packaging, and occasionally security. Logistics is a channel of the supply chain which adds the value of time and place utility.

A professional working in the field of logistics management is called a logistician. Professional logisticians are often certified by professional associations. Some universities and academic institutions train students as logisticians, offering undergraduate and postgraduate programs. The main functions of a qualified logistician include inventory management, purchasing, transportation, warehousing, consultation and the organizing and planning of these activities. Logisticians combine a professional knowledge of each of these functions to coordinate resources in an organization.

The Oxford English Dictionary defines logistics as "the branch of military science having to do with procuring, maintaining and transporting materiel, personnel and facilities." Another dictionary definition is "the time-related positioning of resources." As such, logistics is commonly seen as a branch of engineering that creates "people systems" rather than "machine systems.

Logistics is considered to have originated in the military's need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position. The term logistics comes from the Greek logos (λόγος), meaning "speech, reason, ratio, rationality, language, and phrase". In ancient Greek, Roman and Byzantine empires, military officers with the title Logistikas were responsible for financial and supply distribution matters.

Supply chain management in military logistics often deals with a number of variables[1] in predicting cost, deterioration, consumption, and future demand. For instance, peacetime consumption of ammunition and fuel will be considerably less than wartime consumption of these items, whereas other classes of supply such as subsistence and clothing have a relatively consistent consumption rate regardless of war or peace. Troops will always require uniform and food. More troops will require equally more uniforms and food. History has shown that good logistical planning creates a lean and efficient fighting force. Lack thereof can lead to a clunky[2], slow, and ill-equipped force with too much or too little supply. In history, some have attributed the defeat of the British in the American War of Independence and the defeat of the Axis in the African theatre of World War II to logistical failure.

Logistics as a business concept evolved in the 1950s due to the increasing complexity of supplying businesses with materials and shipping out products in an increasingly globalized supply chain, leading to a call for experts called supply chain logisticians. Business logistics can be defined as "having the right item in the right quantity at the right time at the right place for the right price in the right condition to the right customer", and is the science of process and incorporates all industry sectors.

The term production logistics is used to describe logistic processes within an industry. The purpose of production logistics is to ensure that each machine and workstation is being fed with the right product in the right quantity and quality at the right time. The concern is not the transportation itself, but to streamline and control the flow through valueadding processes and eliminate non–value-adding ones. Today the complexity of production logistics can be modeled, analyzed, visualized and optimized by plant simulation software.

6. Give English equivalents for the words and phrases given below:

будущий спрос; вывоз продуктов; добавленная стоимость; закупки; концепция бизнеса; логист; передовая позиция; плохо вооруженный; потребление; программное обеспечение моделирования на предприятии; производственная логистика; товарный поток; транспортировка; управление материальными запасами; упаковывание; цепочка поставок.

7. Complete the sentences using words and expressions given below:

material handling; non–value-adding; quality; consultation; shipping out; inventory; quantity; ill-equipped; logistician; supply; consumption; distribution; streamline; cost; purchasing.

1. Logistics involves the integration of information, transportation.........1, warehousing, ...2 and packaging.

2. In Greek, Roman and Byzantine empires, Logistikas were responsible for financial and supply.........3.

3. Supply chain management in military logistics means predicting ......4, deterioration, ...5, and future demand.

4. The lack of effective logistical planning can lead to a slow, and ....6 force with too little supply.

5. Logistics as a business concept developed due to the complexities of supplying businesses with materials and ....7 products in the globalized ....8 chain.

6. In production logistics feeding each machine and workstation with the right product in the right.........9 and ....10 at the right time is of great importance.

7. It is necessary to ....11 and control the flow through value-adding processes and eliminate ....12 ones.

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[1] зд.параметры

[2] зд. неэффектиный

8. A person working in the logistics field is a ....[13]

9. The main functions of a qualified logistician are inventory management.........[14], transportation, warehousing, ...[15] and the organizing and planning of these activities.

8. Answer the questions:

1. What is the definition of the word "logistics"?
2. How are the practitioners working in the field of logistics called?
3. What different meanings does the word "logistics" have in the Greek language?
4. What were the military officers in ancient Greek, Roman and Byzantine Empires responsible for?
5. How does the Oxford English Dictionary define "logistics"?
6. Why is it important to manage and to move resources to the places where they are needed in military logistics?
7. What historic events are considered to be the result of the logistical failure?
8. What was the reason of appearing the business logistics?
9. What is the purpose of production logistics?

9. Translate the sentences using the text "Logistics":

1. Задачи, решаемые логистикой – это сбор информации, транспортировка груза, управление запасами, хранение товар, упаковка товаров, таможенные услуги и многое другое.

2. Логистика – это процесс управления и контроля материальными, информационными и финансовыми потоками, хранения товаров и услуг от пункта производства до пункта потребления.

3. «Логистика» происходит от греческого слова logistice, что означает «искусство вычислять».

4. Логистика – это наука о планировании и контроле, о транспортировании и складировании, о внутризаводской переработке сырья и материалов, о доставке готовой продукции до потребителя, об анализе и переработке информации.

5. В Оксфордском словаре английского языка логистика определяется как «военная наука, связанная со снабжением, поддержкой, транспортировкой материалов и людей».

6. В Византийской империи при дворе императора были «логистики», в обязанности которых входили вопросы финансов, поставки и распределения продуктов питания.

7. В военное время снабжение линий своей армии одновременно с подрывом линий противника является важным элементом тактики военной стратегии.

8. Потребление боеприпасов и топлива в мирное время значительно меньше их потребления в военное время.

9. Эффективное логистическое планирование способствует эффективности боевой силы армии.

10. Управление цепями поставок в военной логистике подразумевает расчет затрат, потребления и будущего спроса.

11. Цель логистики можно считать достигнутой, если определенный продукт необходимого качества доставлен нужному потребителю по удовлетворяющей его цене, в необходимом количестве, в нужное время и в нужное место.

12. Профессионал, работающий в сфере логистики, называется логистом.

13. Главная задача производственной логистики – это обеспечение производства продукции необходимого качества и количества в установленные сроки.

10**. Complete the sentences in present simple or present continuous using given verbs in brackets (See Language Notes):**

1. When large population displacements .....[1] (take) place, whether spontaneous or organized, humanitarian assistance......[2] (become) crucial – and urgent.

2. The purpose of the procurement process is to make sure that the organizations involved in relief management ......[3] (have) the resources needed to meet identified needs.

3. Right now the trucks ....[4] (deliver) aid to the people affected by a disaster.

4. If the disaster ....[5] (destroy) most homes in a given area, large local "migrations" may take place within the same urban environment, as victims ......[6] (look) for shelter in the homes of relatives and friends.

5. Transport is the means whereby supplies .....[7] (reach) the places where they are needed.

6. They .....[8] (deliver) the emergency supplies to ultimate recipients now.

7. In the case of mass displacements of people, the victims usually ......[9] (not carry) much provision.

8. At the moment we.....[10] (observe) the most effective use of available resources.

9. Procurement, storage, mobilization, distribution ......[11] (require) an organizational structure.

10. We are observing now that trucks and trains ....[12] (transfer) enough resources to cover the needs of an affected area.

SITUATION PRACTICE

11**. Make the dialogue "Logistics" according to the given plan:**

A. The definition of logistics.
B. Professional logisticians.
C. The definition of logistics from the Oxford English Dictionary.
D. The origin of the term "logistics".
E. The importance of supply chain management in military logistics.
F. A good logistical planning as a condition of the efficient fighting force.
G. Business logistics.
H. Production logistics.
Prompts for asking for opinions, making suggestions.
What do you think? What's your opinion? What's your view?
I think. I don't think. In my opinion…That's true.
I agree…Absolutely! Exactly.
I think so too.
I see. I know what you mean, but.
I'm afraid I can't agree…I think we should.
Maybe, but…How about…? Why don't we…? Maybe! Perhaps we could.

UNIT 2
LOGISTICS COMPANY

1. Read the following international words. Define their meanings comparing them to the meanings of the corresponding Russian words:

brand, business, company, contract, courier, design, document, express, fact, global, industry, international, leader, management, myriad, ocean, office, project, start, terminal, territory.

2. Complete the table using suitable forms:

Verb	Noun
	delivery
to expand	
to found	
	owner
to ship	
	consolidation

3. Translate English words and phrases in column A using Russian words and phrases from column B:

A	B
1) supply chain management	a) перевозочное средство
2) gateway	b) воздушное средство передвижения
3) hub	c) пункт назначения
4) ocean freight	d) груз, переправляемый по воздуху
5) vehicle	e) узел
6) aircraft	f) груз, перевозимый по океану
7) destination	g) управление цепочками поставок
8) air freight	h) шлюз

4. Observe the words and phrases from the text "History and Background of DHL":

11

customer	1) работник таможни 2) покупатель
customized solutions	решения для покупателей
customs clearance	очистка от таможенных пошлин
ship's cargo	груз на корабле
to gain customer satisfaction	удовлетворять нужды покупателя
handover	передача (контроля, полномочий)
to increase efficiency	увеличивать эффективность
overland transport	наземный транспорт
to phase out	постепенно сокращать
to reduce overall cost	сокращать общую стоимость
waiting time	время ожидания
to ship	доставлять, поставлять

5. Read and translate the text:

History and Background of DHL

In order to understand the concepts of logistics in terms of practical usage and to glimpse into the how a real company or organization uses logistics as a formidable[3] tool to gain customer satisfaction, reduce overall cost and increase efficiency we selected "DHL", the world's leading courier service company. But DHL is multi faceted and offers myriad types of services. DHL are the first letters of the last names of the three company founders, Adrian Dalsey, Larry Hillblom and Robert Lynn.

In 1969, just months after the world had marveled[4] at Neil Armstrong's first steps on the Moon; the three partners took another small step that would have a profound impact on the way the world does business. The founders began to personally ship papers by airplane from San Francisco to Honolulu, beginning customs clearance of the ship's cargo before the actual arrival of the ship and dramatically reducing waiting time in the harbor. Customers stood to save a fortune.

With this concept, a new industry was born: international air express, the rapid delivery of documents and shipments by airplane.

The DHL Network continued to grow at an incredible pace. The company expanded westward from Hawaii into the Far East and Pacific Rim[5], then the Middle East, Africa and Europe. By 1988, DHL was already present in 170 countries and had 16,000 employees.

At the beginning of 2002, Deutsche Post World Net became the major shareholder in DHL. By the end of 2002, DHL was 100 % owned by Deutsche Post World Net. In 2003, Deutsche Post World Net consolidated all of its express and logistics activities into one single brand, DHL.

DHL is the global market leader in international express, overland transport and air freight. It is also the world's number 1 in ocean freight and contract logistics. DHL offers a full range of customized solutions – from express document shipping to supply chain management.

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[3] зд. важный

[4] зд. восхищаться

[5] зд. Тихоокеанский регион

Below are the global facts and figures that show you the scale of the world's largest express and logistics network.

Number of Employees: around 285,000

Number of Offices: around 6,500

Number of Hubs, Warehouses & Terminals: more than 450

Number of Gateways: 240

Number of Aircraft: 420

Number of Vehicles: 76,200

Number of Countries & Territories: more than 220

Shipments per Year: more than 1.5 billion Destinations Covered: 120,000

The reason for the success of DHL is due to its very effective and efficient way of carrying out the process of project management.

Project Management

DHL manages projects according to a six-step process:

Initiation: The formal start of the project

Design: The formal agreement on how to approach the project and its deliverables

Planning: Following agreement, a detailed plan is created

Execution: After detailed planning and preparation, the project goes 'live'

Closing: Gradually phase out and prepare for handover of the deliverables

Handover: The formal end of the project

6**. Match the synonyms:**

1)	to reduce	a)	to enlarge
2)	to increase	b)	to carry out in life
3)	to ship	c)	to reduce gradually
4)	to own	d)	to deliver
5)	to manage	e)	to fulfill
6)	to carry out	f)	to have
7)	to go "live"	j)	to shorten
8)	to phase out	h)	to rule

7**. Give English equivalents for the words and phrases given below:**

виды деятельности по срочному и материально-техническому обеспечению; выполнение процесса; гавань; детальный план; кардинально; контрактная логистика; логистическая сеть; многогранный; обособленный бренд; объединять; практическое использование; с невероятной скоростью; сильное воздействие; склад; соглашение; сотрудник, управление проектами; фактическое прибытие судна; цифра, 6-шаговый процесс; эффективный способ.

8**. Complete the sentences using words and expressions given below:**

clearance; overland; waiting time, contract; document; shareholder, to ship, carrying out, project, express; shipments; logistics.

1. The founders of DHL began to ....[1] papers by airplane from San Francisco to Honolulu, beginning customs ....[2] of the ship's cargo before the actual arrival of the ship and reducing ....[3] in the harbor.

2. International air ....[4] is the rapid delivery of documents and ....[5] by airplane.

3. Deutsche Post World Net became the major ....[6] in DHL.

4. Deutsche Post World Net consolidated express and ....[7] activities into a single brand.

5. DHL is the global market leader in international express, ...[8] transport and air freight.

6. DHL is the company number one in ocean freight and ....[9] logistics.

7. The customized solutions of the company are express ....[10] shipping to supply chain management.

8. The reason for the success of DHL is due to its very effective and efficient way of ....[11] the process of ....[12] management.

9. Answer the questions:

1. Who were the founders of DHL?
2. What was the primary purpose of DHL?
3. What industry did this company give birth to?
4. How big was the expansion of DHL over the world?
5. What company had the biggest quantity of shares in DHL?
6. DHL logistics services and customized solutions are various, aren't they? Name them.
7. Why is DHL a vey successful logistics company?
8. What are the steps of each DHL project?

10. Translate the sentences using the text "History and Background of DHL":

1. DHL – международная компания, один из лидеров мирового рынка экспресс-доставки.

2. DHL была основана 20 сентября 1969 году как курьерская служба для перевозки почты между Сан-Франциско и Гонолулу.

3. Название компании образовано по первым буквам фамилий ее основателей.

4. DHL предлагает широкий набор решений для покупателя.

5. Эффективность процесса проектного управления является основой успеха DHL.

6. Процесс управления проектами в компании DHL включает 6 шагов: 1) инициация; 2) проектирование; 3) планирование; 4) исполнение; 5) закрытие; 6) передача.

7. К 1988 г. компания расширила сферу своей деятельности: она уже присутствовала в 170 странах.

8. В 2002 г. главным держателем акций DHL была компания Deutsche Post World Net.

9. Компания Deutsche Post World Net объединила все свои услуги по экспресс-доставке в единый бренд – DHL.

11. Complete the sentences using prepositions in the box (See Language Notes):

to	through	with	on	from	to	for	for	on	with

1. DHL's whole business is dependent ......[1] the vital point of timely delivery.

2. DHL owns its success ......[2] the efficiency ....[3] which the operations are carried out.

3. Not only the company but the sender and sometimes the receiver can track the goods ....[4] their information center.

4. DHL has developed a reputation ......[5] consistently developing innovative solutions that streamline operations and improve control.

5. DHL in-house teams have contributed ......[6] the solutions design of some of the world's leading brands and enabled to win key contacts.

6. DHL solutions design team offers a wide portfolio of expertise and services, ...[7] logistics network strategy, transport design, warehouse design and simulation, through .....[8] operational improvement and inventory analysis.

7. DHL's international supply chain management solutions are focused .....[9] helping customers take increased control of international inbound supply chain to maximize the value of international and global sourcing.

8. The management of logistics is concerned ....[10] the movement and storage of materials and finished products.

12**. Retell the text "History and Background of DHL" according to the plan:**

A. History and background of DHL.
B. Expansion of DHL to the continents.
C. Major shareholders of DHL.
D. Areas where DHL is the global market leader.
E. World expansion of the largest express and logistics network.
F. Basic steps in the project management of DHL.

SITUATION PRACTICE

13**. Make the dialogue: talk with a manager of "DHL" company about the services provided by the company:**

Useful language: Answering the phone
Hello, Jonathan Young speaking.
Good morning, DHL.
I'd like to speak to…
One moment, please.
Could I have the sales department, please?
My name's Marta Blanco.
Marta Blanco speaking......
I'm calling about.........
The reason I'm calling is....
Could you name the main services you are offering?
Could we meet on Monday at 10.30?
How / What about April 10h?
Is 11.15 convenient/OK?
Formal style
Dear Mr. Smith
I would like to…
I would be grateful if you could....
I look forward to hearing....
Could you give me some information about…?
I would appreciate if you can share your thoughts of…

UNIT 3
LOGISTICS TERMS AND ACRONYMS

1**. Read the following international words. Define their meanings comparing them to the meanings of the corresponding Russian words:**

computer, distribution, form, international, monitoring, national, organization, passive, physical, program, radio, satellite, separation, standards, system, technology, transmission.

2**. Complete the table using suitable forms:**

Verb	Noun
to consolidate	
to bypass	
	assembly
	selection
to store	
	record

3**. Translate English words and phrases in column A using Russian words and phrases from column B:**

A	B
1) collection	a) разбивка
2) cross-docking	b) отслеживание и контроль
3) warehousing	c) перевалка
4) break-bulk	d) сортировка заказа
5) tracking and tracing	f) запас
6) transshipment	g) накопление
7) order picking	h) хранение
8) stock	i) кросс-докинг

4**. Read and translate the given logistics terms below:**

A. **Transshipment** is consolidation of shipments to one destination and reshipping from that destination.

B. **Break-bulk** is separation of a single consolidated bulk load into smaller individual shipments for delivery to the ultimate consignees.

C. **Cross-docking** is direct flow of goods from receipt at warehouse to shipping, bypassing the storage.

D. **Order picking** is selecting and assembling items from stock for shipments.

E. **Tracking and tracing** is monitoring and recording shipment movements from origin to destination.

F. **Warehousing** is receiving and storing goods.

G. **Collection** is picking up goods at a named place.

(1. перевалка; 2. разбивка; 3. кросс-докинг; 4. формирование заказа; 5. обнаружение и отслеживание; 6. складирование; 7. сбор).

5. Translate the sentences and give the English names for the noted logistics terms:

Скоординированная по времени складская операция приема и отправки грузов клиенту без их хранения.

Мониторинг и запись передвижений груза начиная от места отправки и заканчивая пунктом назначения.

Отбор и сборка товаров в месте хранения перед отправкой груза.

Разделение груза на небольшие части и перемещение его по частям конечному получателю.

Сбор товаров в обозначенном месте.

Получение и хранение товаров.

Доставка груза через несколько точек до конечного пункта назначения.

6. Read and translate abbreviations below:

A. **DC – Distribution Center:** The warehouse facility which holds inventory from manufacturing pending distribution to the appropriate stores.

B. **ISO – International Standards Organization:** An organization within the United Nations to which all national and other standard setting bodies (should) defer. Develops and monitors international standards, including OSI, EDIFACT, and X.400.

C. **EDI – Electronic Data Interchange:** Intercompany, computerto-computer transmission of business information in a standard format. "Computer-to-computer" means direct transmission from the originating application program to the receiving, or processing, application program. An EDI transmission consists only of business data, not any accompanying verbiage or free-form messages.

D. **LCL – Less-Than-Carload or Less-Than-Container Load:** Shipment that is less than a complete rail car load (lot shipment).

E. **RFID – Radio Frequency Identification:** The use of radio frequency technology including RFID tags and tag readers to identify objects. Objects may include virtually anything physical, such as equipment, pallets of stock, or even individual units of product. RFID tags can be active or passive. Active tags contain a power source and emit a signal constantly. Passive tags receive power from the radio waves sent by the scanner / reader. The inherent advantages of RFID over bar code technology are: 1) the ability to be read over longer distances, 2) the limitation of requirement for "line of sight" reads, 3) added capacity to contain information, and 4) RFID tag data can be updated/changed.

F. **GPS (Global Positioning System):** A system which uses satellites to precisely locate an object on earth. Used by trucking companies to locate over-the-road equipment.

7. Give English equivalents for the phrases given below:

глобальная система позиционирования; международная организация по стандартизации; мелкая отправка; радиочастотная идентификация; распределительный центр; электронный обмен данными.

8. Translate the article:

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Why the EU is worried about RFID

1. For a microchip that measures just a few millimeters across, RFID has already caused a fair degree of controversy. The radio tags – used on anything from pharmaceutical products to sea containers – have prompted campaigns by privacy groups, street demonstrations in continental Europe, and conspiracy theories a-plenty[6]. The latest organization to step into the controversy is the European Commission, which this month held a series of workshops[7] in Brussels as part of a consultation over the technology.

The EU expects the use of RFID tags to grow rapidly in the next few years, and believes a public discussion is necessary now about how they might be used, and how the data the tags provide might be protected. In part, the EU is responding to pressure from consumer and privacy groups, which have expressed concern that RFID tags could be used to build up huge databases of individuals' shopping, leisure and travel habits. These databases could be exploited by unscrupulous businesses and also become a target for cybercriminals.

2. "Most business cases for RFID involve nothing that touches the consumer, but are based around back-end systems and the logistics chain. Most RFID tags will never reach the consumer but are on the pallet level," says Jeroen Terstegge, corporate privacy officer at Philips and a moderator in the EU's consultation.

3. European Commission officials are likely to be looking for evidence that the IT industry is taking such privacy and security considerations into account. And companies that are actively involved in RFID, including Philips, IBM and Accenture, are already working on privacy and security enhancement measures for RFID. Such measures could include limiting the range of tags – so that the reader would need to be in close proximity to the product, for example – encrypting the data on the tag, and providing consumers with the option to wipe the RFID chip once they have bought an item.

4. "We are seeing some push back on RFID plans, but it is because of technical not privacy issues," says Duncan Brown, consulting director at analysts IDC. "We are seeing other areas where businesses are generating more and more information in a digital form, and some of this is potentially far more sinister data than what clothes you are buying".

9. Give English equivalents for the words and phrases given below:

база данных; беспринципный; быть в противоречии; возврат назад; вопросы технического характера; губительная информация; затрагивать потребителя; информация в цифровой форме; кибер-преступник; кодирование данных; меры по расширению; потребитель; провести ряд рабочих встреч; радиометка; система с внутренним интерфейсом; соображения секретности и безопасности; стирать чип радиочастотной идентификации; теории конспирации.

10. Complete the sentences using abbreviations given below:

ISO	GPS	RFID	EDI	LCL	DC

1. Computer-to-computer transmission of business information in a standard forma is called.........[1].

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[6] зд. в изобилии

[7] зд. семинары

2. The use of radio frequency technology to identify objects is............[2].

3. ....[3] is shipment that is less than a complete rail car load.

4. An organization within the United Nations which develops and monitors international standards has the name.........[4].

5. ....[5] is the warehouse facility which holds inventory from manufacturing pending distribution to the appropriate stores.

6. A system which uses satellites to precisely locate an object on earth is ....[6].

11. Answer the questions:

1. Why have radio tags prompted campaigns and street demonstrations by privacy groups in Europe?

2. Why is discussion on RFID tags necessary now according to the European Commission point of view?

3. What concern have consumer and privacy groups expressed on RFID tags?

4. What kind of privacy and security measures for RFID are Philips, IBM and Accenture working on?

5. Why is there a push back to RFID plans according to Duncan Brown, a consulting director at analysts IDC?

12. Translate the sentences using the text "Why the EU is worried about RFID":

1. Радиометки широко используются на фармацевтических продуктах и морских контейнерах.

2. Базами данных RFID-меток могут пользоваться беспринципные дельцы, они также могут стать мишенью для киберпреступников.

3. Потребители товаров выразили озабоченность по поводу того, что радиочастотные метки могут использоваться в целях построения таких баз данных, как покупки, времяпрепровождение и образ жизни индивида.

4. Компании, активно использующие радиочастотную идентификацию (Philips, IBM, Accenture), уже занимаются разработкой мер по усилению секретности и безопасности радиочастотной идентификации.

5. Мерами безопасности могут выступить кодирование данных метки; доступность для потребителей опции стирания чипа радиочастотной идентификации после покупки товара.

6. Европейская комиссия провела в Брюсселе ряд рабочих встреч-консультаций по вопросам радиочастотной идентификации.

7. Использование RFID-меток вызвало серьёзную полемику и критику.

8. В Евросоюзе полагают, что использование радиочастотных меток будет расти в последующие годы – необходимо проводить общественные дискуссии относительно того, как целесообразно использовать и защищать данные, которые предоставляют эти метки.

13. Use past simple or present perfect forms of the verbs given in brackets (See Language Notes):

1. Yesterday they ....[1] (transfer) of structured data from one computer system to another.

2. Recently we ....[2] (work) out a Continuous Replenishment Program.

3. Last year the company ....[3] (implement) Advanced Order Management.

4. Since 2005 Enterprise Resource Planning ......[4] (use) at the factory.

5. RFID already ......[5] (cause) a fair degree of controversy and ....[6] (prompt) campaigns by privacy groups.

6. Move to a true Just-In-Time strategy ......[7] (change) the attitude: "We are doing alright, don't risk it" .....[8] (replace) "What we need to do and how do we make it happen"?

7. You ever .....[9] (check) the stock-keeping unit?

8. The warehouse management system ....[10] (implement) 3 months ago… [11] (help) the employees work effectively on all stages.

9. Collaborative Planning and Forecasting Replenishment .....[12] (improve) the work of logistics provider.

10. Our project already.....[13] (create) a network of sensors deployed at sites in the vicinity of applications that rely on the GPS signal.

11. We never .....[14] (use) total quality management. Why shouldn't we try?

14. Retell the article "Why the EU is worried about RFID" according to the plan:

A. The radio tags have prompted campaigns by privacy groups, street demonstrations in Europe, and conspiracy theories.

B. European Commission held a series of workshops in Brussels as part of a consultation over the technology.

C. Most business cases for RFID don't involve the consumer, but are based around back-end systems and the logistics chain.

D. Work on privacy and security enhancement measures for RFID.

E. Collecting information in a digital form and in the form of RFID tags.

SITUATION PRACTICE

15. Make the dialogue about the necessity of using RFID-tags.
Useful language: Asking for opinions, making suggestions (see Unit 1)

UNIT 4
LOGISTICS SERVICE PROVIDER

1. Read the following international words. Define their meanings comparing them to the meanings of the corresponding Russian words:

category, complex, distributor, information, logistics, operational, physical, role, service, sub-contracted, terminology.

2. Complete the table using suitable forms:

Verb	Noun
to limit	
	range
to handle	
	integration
	specialization
	facilitation

3. Translate English words and phrases in column A using Russian words and phrases from column B:

A	B
1) quasi-absence	a) сторона-подрядчик
2) co-manufacturing and co-packing	b) розничный торговец
3) billing and ordering	c) мнимое отсутствие
4) physical facilities	d) совместное производство и упаковывание
5) contracting party	e) материальные средства
6) retailer	f) субподрядная организация
7) sub-contracting company	g) выписывание счетов и запись заказов

1. Observe the words and phrases from the text "Logistics Service Provider":

accelerated benefits	ускоренные прибыли
cash infusion	вливание денег

free-up resources	освобожденные ресурсы
logistics services integrator	интегратор логистических услуг
logistics services provider	провайдер (оператор) логистических услуг
3 PL (Third Party Logistics)	«третья сторона в логистике»
4 PL (Forth Party Logistics)	«четвертая сторона в логистике»
operating costs	эксплуатационные расходы
reengineering	реинженеринг
to share (pool) risks	объединяться в пул против рисков (разделять риски)
sustainable pricing systems	системы устойчивых цен
value added services	услуги с добавленной стоимостью

5**. Read and translate the text:**

Logistics Service Provider

Logistics service provider is a company performing logistics activities on behalf[8] of a manufacturer or distributor. Depending on the complexity and the type of value-added operations carried out by the Logistics Service Provider, such categories can be defined:

The traditional logistics service providers carry out physical logistics operations (order processing and picking, transport and storage) and whose management system is limited to tracking shipments on behalf of the client company;

Value added service providers add a certain number of services to the traditional package ranging from managing complex operational handling (co-manufacturing and co-packing), to management of administrative operations (billing and ordering) and information management (trackingtracing, etc.) These two categories refer to Third Party Logistics (3PL). The manufactures use outside sources attracting outside specialist suppliers of transport or distribution/logistics services, usually under contract (e.g. transport/ warehousing or full-scale logistics service) replacing in-house facilities.

Benefits of Outsourcing:

• Improve company focus
• Access to world-class capabilities and new technology
• Accelerated reengineering benefits
• Share (pool) risks
• Free-up resources
• Cash infusion
• Reduce and control operating costs
• Resources not available internally
• Eliminate labor problems
Challenges of 3PL are:
• Development of appropriate and sustainable pricing systems

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[8] зд. от лица

• Finding qualified people
• Development of systems which are flexible, adoptable and user-friendly
• Development of a global logistics infrastructure.

The third category: Logistics services integrators characterized by the quasi-absence of their own physical facilities. Their role is to integrate the services of different subcontracting companies (transport, storage, valueadded operations, etc.) and to coordinate and control them through management of the associated information flows.

Whereas a third party logistics (3PL) service provider targets a function, a 4PL targets management of the entire process. Some have described a 4PL as a general contractor who manages other 3PLs, truckers, forwarders, custom house agents and others, essentially taking responsibility of a complete process for the customer. The concept 4PL provider was first defined by Andersen Consulting (Now Accenture).

2. Give English equivalents for the words and phrases given below. Make up your own sentences with these words and phrases:

вливание капитала; восполнение; выписывание счетов; запись заказов; физические логистические операции; мнимое отсутствие; облегчать; розничный торговец; сторона-подрядчик; совместное производство и упаковка; склад; субподрядная организация.

7. Complete sentences using words and expressions given below:

managing; ordering; shipments; type; operating; contractors; third; comanufacturing; sharing; problems; forwarding; value-added; service.

1. Depending on the complexity and the ....^{1} of ....^{2} operations there are several categories of the logistics service provider.

2. The management system of the traditional logistics ...... ^{3} providers is limited to tracking ....^{4} on behalf of the client company;

3. ....^{5} party logistics providers offer value added services for their customers: ....^{6} and co-packing, billing and.........^{7}, tracking-tracing, etc.

4. Among the benefits of outsourcing one can mention ....^{8} risks, controlling ....^{9} costs, eliminating labor ....^{10}, accessing new technologies and others.

5. The services of 4 PL providers include ....^{11} 3 PL providers, custom house agents, ...^{12}, as well as a range of valueadded services.

6. Fourth party logistics providers are general ....^{13}.

8. Answer the questions:

1. What categories of logistics service providers can be defined?
2. What operations do the traditional logistics service providers carry out?
3. What services do value-added logistics service providers add to the traditional package?
4. Logistics service providers of what type refer to 3 PL?
5. What is the role of logistics services integrators? What does the "quasi-absence of their physical facilities" mean?
6. What are the benefits of outsourcing?
7. What kind of challenges of 3PL can you name?
8. What is the concept of 4PL?

9. Translate the sentences using the text "Logistics Service Provider":

1. Существуют компании, которые выполняют только такие логистические операции, как транспортировка и хранение.

2. Некоторые компании к традиционному пакету логистических услуг добавляют дополнительные услуги с добавленной стоимостью: выписывание счетов и составление заказов, отслеживание и контроль.

3. Когда полный комплекс услуг по логистике – от доставки и адресного хранения до управления заказами и отслеживания движения товаров – передается на сторону сторонней организации, это называется «третья сторона в логистике».

4. «Третья сторона в логистике» – это, как правило, комплексный логистический посредник для промышленной или торговой компании.

5. «Общие подрядчики» – это компании, которые интегрируют услуги различных подрядных организаций, координируют посредством управления связанные с ними информационные потоки.

6. 4PL провайдер является интегратором всей логистической цепи предприятия.

10. Translate the text and give its main idea in English:

Логистический аутсорсинг В период 1970-1980 гг. сформировались так называемые технологии инсорсинга в сфере логистических услуг: 1PL (логистика одной стороны) – когда все операции выполняет сам грузовладелец – свой транспортный парк и водительский персонал – автономная логистика. 2PL (логистика второй стороны) – когда фирма сама планирует и складирует, но не имеет транспортного парка.

В период 1980 -1990 гг. появляется 3PL (или полный аутсорсинг) – логистика третьей стороны, при которой субподрядчики занимаются логистикой фирмы, фирма сама не занимается внешней логистикой.

В период 1990-2000 гг. сформировался 4PL (четвертая сторона в логистике), – когда фирма пользуется услугами генератора логистики, т.е. системного логистического интегратора, предоставляющего услуги по проектированию, интегрированному планированию цепей поставок компании.

Некоторые специалисты полагают, что в связи с развитием электронного бизнеса могут произойти изменения в логистике и возникнет следующий уровень логистических систем операторов – провайдеров – 5PL. Эти провайдеры – виртуальные интегрированные логистические операторы.

11. Translate the sentences given below using the Unit Vocabulary:

1. The use of the company's inner resources is called "insourcing".

2. The rising costs of offshore production have driven corporations to "insourcing".

3. Adverse macroeconomic conditions accentuate the need for corporations to focus on cost containment in their supply chains.

4. "By 2010, the need for greater supply chain flexibility will overtake product quality and customer service as the major driver for improving supply chain strategy." (Global Supply Chain Trends Survey, 2008).

5. "A lot of our supply chain design work was really developed in the 1980s and 1990s, when our capital spending was fairly high and oil was 10 bucks a barrel. I could say that the supply chain design is now upside down. The environment has changed." (Keith Harrison, Procter & Gamble, Head of Global Supply Chain (Financial Times).

12. Complete each dialogue with the correct form of "going to", "will", the present continuous and the present simple (See Language Notes):

1. A: What are you planning to do now? B: We…sign the treaty with the contracting party.

2. A: We need to wait for the truck to come. B: Oh, don't worry. I ...... (do) billing and ordering.

3. A: We've decided to add more services to our usual package. B: Really. What services … you (offer)?

4. A: What about your plans of a new sub-contracting company? B: Well, we..... (outsource) some kinds of production and distribution next year.

5. A: Have you made up your mind to use outside sources? B: Yes, the company ...... (outsource) transport and warehousing services.

6. A: Are you ready for leaving? B: Yes, the plane… (depart) at 7 p.m.

7. The following Monday the representatives of the logistics services integrator… (come) for the meeting.

8. A: What are your nearest plans? B: We all… (develop) appropriate and sustainable pricing systems.

13**. Retell the text "Logistics Service Provider" according to the plan:**

A. The traditional Logistics Service Providers;

B. The value-added Logistics Service Providers;

C. «Third-Party Logistics» Providers; benefits of outsourcing;

D. Challenges of 3 PL providers;

E. Logistics services integrators or 4PL providers.

SITUATION PRACTICE

14**. Make the dialogue about logistics service providers:**
Useful language: Asking for clarification

What exactly are you saying? What exactly do you mean? Are you saying we need to…? Sorry, I don't follow you.

Can you explain in more detail?

What I mean is.........

What I'm saying is.......

No, I was thinking of......

To be more specific...... To clarify the matter…

They suggest.....The company proposes that.....

UNIT 5
VALUE-ADDED SERVICES

1**. Read the following international words. Define their meanings comparing them to the meanings of the corresponding Russian words:**

code, component, control, credit, defect, document, focus, final, group, identical, industry, modification, product, segment, transportation.

2**. Complete the table using suitable forms:**

Verb	Noun
	performance
to outsource	
to pack	
	subdivision
to track	
	dispatch

3**. Translate English words and phrases in column A using Russian words and phrases from column B**

A	B
1) shipper	a) легко прослеживаемый
2) mixed data	b) задержка
3) dedicated zone	c) грузоотправитель
4) easy-to-trace	d) смешанные данные
5) delay	e) специально отведенная зона

4**. Observe the words and phrases related to "Value Added Services":**

assembly	сборка, монтаж
to assign activities	распределять виды деятельности
batch control	управление партиями
bundling	объединение нескольких товаров в набор
co-packing	совместная упаковка (промо-упаковка)

eLogistics services	электронная логистика
free from faults	без повреждений и дефектов
kitting	комплектование
labelling	маркирование, бM-кование
line feeding	подача на линию
merchandising	продвижение продукта
to outsource	передавать выполнение услуг сторонним организациям
postponement packaging	упаковка с отсрочкой
pre-assembling	предварительная сборка
product assembly	сборка продукта
repacking	переупаковка
QA (quality) control	контроль качества
reverse Logistics	обратная логистика
re-working	переделка
sample	образец
sequencing	закладка, планирование, упорядочивание
to suit a local market	отвечать потребностям местного рынка
value added service	услуга с добавленной стоимостью

5. **Translate the names of Value Added Services:**

Value Added Services

Concept whereby a service adds value to a product is called a value added service. In theory distribution adds value because it puts the product into the consumer's hands.

1. **After Sales Service (Reverse Logistics)**: a specialized segment of logistics focusing on the movement and management of products and resources after the sale and after delivery to the customer. Includes product returns for repair and/or credit.

2. **Batch control**: tracking the goods via digital easy-to-trace coding system. This control can be based on document counts, record counts, quantity totals, dollar totals, or hash (mixed data, such as customer AR numbers) totals.

3. **Bundling/Unbundling**: the assembly of a number of pre-packaged products to make up an integrated product offering.

4. **Co-packing**: packaging operation, often performed by the Logistics Service Provider in a dedicated zone of the warehouse, consisting of wrapping different products together (e.g., to bundle a sample of new product with an old product), or identical products (e.g., in the case of promotional offers).

5. **eLogistics services or online logistics services**: services that address inefficiencies in the transportation industry, usually involving goods ordered online that can be delivered to the consumer in a timely and efficient manner. The service might include any of the following: order entry, order management, shipment and vehicle tracking, communications and reporting).

6. **Kitting**: Light assembly of components or parts into defined units. Kitting reduces the need to maintain an inventory of pre-built completed products, but increases the time and labor consumed at shipment.

7. **Labelling**: the application of labels either to the product or to the packaging.

8. **Line feeding**: covers the delivery of assembled components to a production line.

9. **Merchandising**: selling the products; it can include the addition of price stickers or promotional items ready for retail display.

10. **Outsourcing**: a corporate decision to assign activities previously performed internally (e.g. transport/ warehousing or full-scale logistics service), to a third party, for example, a Logistics Service Provider. Initially, the shippers (manufacturing or commercial companies) outsourced transport, and then progressively did the same for more value-added logistics services.

11. **Packing and Marking:** The activities of packing products into suitable media for safe shipping and unitizing one or more items of an order, placing them into an appropriate container, and marking and labeling the container with customer shipping destination data, as well as other information that may be required.

12**. Postponement packaging**: the delay of packaging until the latest possible time.

13**. Pre-assembling**: the completion of a finished product from component parts or pre-programming of products.

14. **Product assembly**: a group of subassemblies and/or parts that are put together and that constitute a major subdivision for the final product. An assembly may be the end item or a component of a higher level assembly.

15. **Repacking**: Packing for a specific customer again. It can include repalletization. (Pallet: The platform which cartons are stacked on and then used for shipment or movement as group. Pallets may be made of wood or composite materials).

16. **QA Control**: The management function that attempts to ensure that the foods or services manufactured or purchased meet the product or service specifications; quality control ensures that product is received into and dispatched from the warehouse in a suitable condition, free from faults and defects.

17. **Re-Working**: modification of products to suit a local market.

18. **Sequencing**: Logistics term used in supply-chain solutions in connection with the sequencing (ie timed delivery) of components into a production line.

6**. Give English equivalents for the words and phrases given below:**

возврат товаров; емкость; заранее упакованный продукт; использованный товар; набор; наклеивание ярлыков; наклейка с ценой; окончательный продукт; поврежденный товар; поставка сборных компонентов; принятие заказа; ремонт; сбыт товаров; транзитное оборудование; упаковка и маркировка.

7**. Complete the sentences using words and expressions given below:**

together; dedicated; online; assembly; sale; container; outsourcing; delivery; packing; kitting; value; quality; labeling.

A segment of logistics focusing on the movement and management of products and resources after the ....[1] and after ....[2] to the customer.

A packaging operation, often performed by the Logistics Service Provider in a ....[3] zone of the warehouse, consisting of wrapping different products............[4].

If services add ....[5] to a product they are called value added services.

The activities of ....[6] products into suitable media for safe shipping and unitizing one or more items of an order, placing them into an appropriate..........[7], and marking and ....[8] it, are called packing and marking.

The company concept to assign logistics activities to a third party is ....[9].

When the services meet the product or service specifications ....[10] control is effective.

Light ....[11] of components or parts into defined units is called ....[12].

Logistic services which can be performed through the Internet are ....[13] logistics.

8. Answer the questions:

1. What does line feeding mean?
2. What services does eLogistics include?
3. How are the assembled pre-packaged products called?
4. What is the name of the operation comprising of consolidation, pre-assembly and sequencing of material flows?
5. What does kitting mean?
6. Why is quality control necessary?
7. How are the services having increased or improved value called?
8. What's the name of the logistics segment which focuses on the movement and management of products after the sale and after delivery to the customer?
9. How can be goods tracking via digital easy-to-trace coding system called?
10. What is the name of the following operation: transferring some logistics services from one company to another one?

9. Translate the sentences and names of Value-Added Services:

1. Передача компанией определенных видов работ, прежде выполняемых ею, другой компании.
2. Наклеивание ярлыков на продукты.
3. Сбор и обработка использованных или поврежденных товаров.
4. Уже произведенная сборка продукта.
5. Складываемые части, которые образуют окончательный продукт.
6. Добавление всех необходимых частей в один набор.
7. Прослеживание определенного набора продуктов через цифровую кодированную систему.
8. Проверка товара на предмет его сохранности, хорошего состояния, отсутствия дефектов.
9. Предварительная сборка и консолидация материальных потоков.
10. Своевременная поставка необходимых компонентов к линии производства.
11. Изменение товаров с целью соответствия их местному рынку.

10. Translate the text using words and phrases from the text "Value Added Services" and retell it:

Сегодня для сохранения конкурентоспособности операторы складов вынуждены добавлять к традиционным экономическим и сервисным выгодам другие услуги с добавленной стоимостью. Сервис с добавленной стоимостью может ориентироваться главным образом на упаковку и/или на производство. Самой распространенной услугой с добавленной стоимостью является упаковка. Склады могут увеличивать добавленную стоимость продукции за счет совершенствования упаковки, приспособления ее к индивидуальным запросам потребителей. Склад в состоянии повысить стоимость, формируя пакет из единичных упаковок на паллете или в общей обертке, заменяющей паллет, и т.д. Другим примером складской

услуги с добавленной стоимостью является удаление на складе защитной упаковки перед транспортировкой продукции заказчикам в случае крупных поставок, поскольку у заказчиков порой возникают проблемы с утилизацией большого количества упаковочных материалов. Складской сервис с добавленной стоимостью может заключаться также в смене тары. Передача такого рода операций складам уменьшает потребность в запасах и сопутствующий риск, сокращает транспортные расходы и опасность повреждения продукции. Глобализация торговли ставит перед складскими хозяйствами более сложные задачи, но одновременно и сулит им дополнительные рыночные возможности. Чем длиннее маршруты транспортировки товаров, тем важнее роль складского сервиса с добавленной стоимостью.

11. Transform the sentences into the Passive Voice. Example: Someone is packing the goods. The goods are being packed (See Language Notes):

1. The managers have already performed a batch control.
2. They will complete the finished product from the component parts.
3. The company supplies the customers with reverse logistics.
4. The clients received the product from the warehouse in a suitable condition.
5. The employees have just finished the product assembly.
6. He is making a postponement packaging.
7. Our corporation is outsourcing some of its services outside.
8. Last week someone applied labels to both containers.
9. We have made a prominent marking on the box prepared for shipping.
10. Soon we will implement tracking and tracing system.
11. The company added consolidation to the usual range of its services.
12. Most companies supply the customers with eLogistics services.
13. They have been practicing the quality control system.

12. Retell the text "Value Added Services".

SITUATION PRACTICE

Find in the Internet an advertisement of the company providing Value-Added Services. Tell about these services.

Useful language: Talking about a company.

The company was founded in; They make/manufacture/sell/distribute; It has subsidiaries / factories /branches in. …can offer you a wide range of …: … can provide (you with) customized/ tailor-made logistics solutions for. It specializes in ....

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