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Idegen nyelvű kommunikáció a
szakmaspecifikus
beszédműfajokban I.



A követelménymodul megnevezése:

Informatikai és gazdasági szakmai idegen nyelv használata

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TELEPHONING

WORKING SITUATION

The telephone or phone is a telecommunications device which is used to transmit and receive sound across distance. Phone calls have always been a part of life in the modern era. Whether it may be for business purposes or just personal conversations, there are also unwritten rules of etiquette that are vital to follow. Telephoning is one of the most important and quickest means of communication in business today.

You are probably used to making informal calls to family and friends. When making calls to companies, however, some special rules and conventions apply. Usually, the purpose of your call will be to make a request for information or a meeting. The most difficult calls to make are calls to people that you do not know.

When making a formal call, three rules should influence your choice of words:

- Be brief. Do not waste the receiver's time.
- Be clear. Explain the background and purpose of your call.
- Be polite. Recognize the receiver's point of view.

These rules can sometimes conflict. If you are too brief, you may confuse the receiver or appear impolite.

How can you balance these rules?

How to make and to answer phone calls?

How to begin or to end a call?

How to ask anybody to leave a message or to call you back?

PROFESSIONAL INFORMATION CONTENT

There are some general rules of telephoning:

- Answer promptly. It is not courteous to let a phone ring and ring.
- Speak directly into the receiver.

- When you answer outside calls, state your name and the name of company. Do not just say, „Hello”.
- Do not let an incoming caller wait indefinitely without asking whether he/she prefers to hold the line, be called back, leave a message or call back.
- If you are the caller, carefully think over what you are going to say or ask in advance. Also think about the responses you might get. This should be done so that nothing unexpected happens while you are on the telephone.
- Speak slowly and clearly, do not shout.
- Be brief, but courteous.
- It is always the caller’s duty to finish the conversation.

MAKING AND ANSWERING PHONE CALLS

The most difficult calls to make are calls to people that you do not know. Usually, the purpose of your call will be to make a request for information or a meeting. This kind of call can be divided into sections according to the function each serves:

- Locate the person,
- Make request,
- Make arrangement,
- Close the call.

If the person you want to speak to answers the call, to locate him/her is simple. If the receiver gives his/her name when he/she answers your call, you can skip to the next stage. If the receiver does not give his/her name, you can confirm that you have the right person, e.g. „Hello, is that Mr. Brown?”.

More often the number that you have will connect you to an operator or secretary. In this case you will have to ask to speak to the person you are calling, e.g. „Hello, I'd like to speak to Mr. Brown, please.”

If he/she is not available, you will need to find out when you can speak to him/her, e.g. „Could you tell me when he/she will be available?”.

If the person you are calling has a busy schedule, you may have to call several times. When you are finally connected, it is best to pretend that this is your first call. Do not mention how difficult it was to make contact!

Sometimes, you will not know the name of the person who might be able to help you. In this case, you can state your request and then say, e.g. „Could you put me through to someone who might be able to help me?”. Locating someone at a company can be frustrating if you are passed from person to person. Try not to let your frustration show.



1. ábra¹

When calling a person, make sure that you are calling at a desirable time. Avoid calling during lunch breaks or meetings if you know the schedule of the person you are calling. Introduce yourself first and mention the name of the person you wish to speak with. When you get into a conversation with the person you are seeking, make your intentions clear and go straight to the point. Avoid stalling the person. By doing so, you are respecting the person and acknowledge that he/she has a busy schedule. If you are leaving a voicemail, make sure that you mention only the important details. Listeners are known to have a short attention span if what they are hearing does not interest or concern them. If you have to leave a long message, keep your tone lively and keep your message interesting and fun to here.

Let's see some simple conversation to begin a phone call:

- Hello. Computer World. Can I help you?
- My name is László Kovács. May I speak to Mr. Stock, please?
- Speaking.
- Good morning, Mr. Stock. This is László Kovács calling.
- Good morning, Mr. Kovács.
-
- Hello. Susan Smith. Can I help you any way?
- Could I speak to Mr. Brown?
- Who's calling, please?
- This is Zoltán Nagy from the Foreign Office.
- Thank you. I'm putting you through.
- Brown speaking.

- Hello this is Szabolcs Varga. May I speak to Mr. Roberts?

¹ Source: <http://viavox.hu>

- Sorry, sir. Mr. Roberts is not available. Is there any message?
- No, thank you, I'll call back later.
- Right. Goodbye.

- Hello. This is Éva Kiss here. May I speak with Mr. Black for a minute?
- Hold the line, please.
- Thank you.
- Sorry. There is no reply at his number.

- Good afternoon. This is Gábor Eördögh. Is Mr. Courtney in, please?
- Good afternoon, I'll see if he is in the office. Hold the line, please... Sorry, he is in a meeting with his aids now. Could he call you back?
- No, thank you, I'll call him again.

- Good evening. This is István Horváth of Social Welfare. Could I speak with Mr. Abrahams, please?
- I'm sorry, Mr. Horváth. Mr. Abrahams has already left. Can I take a message?
- No, thank you. I'll call him tomorrow morning.

MAKING A REQUEST

Making a request involves three stages:

- introducing yourself,
- giving background, and
- making the request itself.

Introduce yourself by giving your name and explaining who you are, e.g. „I'm, I'm a first-year student at University.....”

If you have been given the receiver's name by someone else, you should also mention, e.g. „Mr. Goodman from suggested that I call you.....”.

Give the background to your request by explaining why you are making it:, e.g. „I'm doing a project on work experience and I need to arrange a visit to a company in your field.....”.

Make your request politely and clearly. Make sure that the receiver knows exactly what agreeing to your request will involve:

- how much of his/her time will it involve and

- what will he/she or his/her staff will have to do.

MAKING ARRANGEMENT

If the person you are calling agrees to your request, it is important to make a clear arrangement. If you are arranging a meeting, for example, arrange the time and place and make sure you know where to go and what to do when you get there. Make a note of all the information so that you do not need to call back again to find out something you have missed. If the person you are calling cannot agree to your request, he/she may modify it. Listen carefully and try to fit in with his/her schedule.

If the person you are calling cannot agree to your request at all, ask if he/she knows someone else who can help, e.g. „Do you know anyone else who might be able to help me?“.

Whether the receiver can help you or not, thank him/her and close the call politely.

CLOSING THE CALL

As the caller, it is your job to close the call when you have got the information you need. Unless the receiver shows that he/she wants to talk, it is not polite to chat once your business is finished. If there is a difficult silence at the end of the call, it is probably because you are not doing your job of closing the call. You can do this by confirming the arrangement, e.g. „So, I'll come to your office on Wednesday at 11“.

Afterwards you out to thank the receiver, e.g. „Thank you very much for your help.....“.

Finally, say goodbye. In each case, wait for the receiver's response before you go on to the next stage. Wait until you have heard the receiver say goodbye before you hang up.

MOBILE PHONES

In the world today, most people already have mobile phones. Much newer rules on the art of telephoning has been made due to these mobile phones. Cell phones have their own rules of phone etiquette. This includes avoiding loud ringing tones when in a business meeting or in a public assembly or place like movies and theatres. If you have a brand new ringing tone, don't show it off by bringing the volume up to the maximum level. People around will detest it instead of appreciating it. If you have to answer a call in a business meeting or public place, make sure you excuse yourself and go to somewhere where cell phone conversations are allowed.



2. ábra²

Here are some useful phrases and expressions to initiate phone calls:

| ASKING TO SPEAK TO SOMEONE | |
|--|--|
| Could I speak to..., please? | Beszélhetek.....-vel, kérem? |
| I'd like to speak to..., please? |-tal szeretnék beszélni. |
| Could you put me through to..., please? | Tudná nekem kapcsolni ...-t, kérem? |
| Could I have extension ..., please? | Kapcsolná nekem a ... melléket? |
| EXPLAINING THE PURPOSE OF A CALL | |
| It's about... | ...-ról van szó. |
| It's in connection with... | ...-tal kapcsolatban (telefonálok). |
| I wish to confirm the following... | Szeretném megerősíteni (visszaigazolni) a következő ...-t. |
| I'm phoning to let you know the details of... | Azért telefonálok, hogy tudassam Önnek a ... részleteit. |
| SHOWING UNDERSTANDING | |
| I see. | Értem. |
| I'm aware of it. | Tudom. |
| LEAVING A MESSAGE | |
| Could I leave a message for Mr/Mrs...? | Hagyhatok üzenetet Mr/Mrs...-nak? |
| Would you take a message? | Át tudna adni egy üzenetet? |
| Could you ask Mr/Mrs... to call me? | Megkérné Mr/Mrs ...-t, hogy hívjon fel? |
| Could you tell Mr/Mrs... I'll call back later? | Megmondaná Mr/Mrs...-nak, hogy később visszahívom? |
| ASKING FOR THE CALLER TO IDENTIFY HIM-/HERSELF | |
| Who's on the line, please? | Ki van a vonalban, kérem? |

² Source: <http://mobilarena.hu>

| | |
|---|---|
| Who's speaking, please? | Ki beszél, kérem? |
| Could you tell me who you want to speak to, please? | Megmondaná, kivel szeretne beszélni, kérem? |
| CONNECTING THE CALLER | |
| Hold on / Hang on please. | Tartsa kérem. |
| Hold the line, please. I'll put you through. | Tartsa a vonalat, adom Önnek. |
| One moment, I'll connect you. | Egy pillanat és bekapcsolom Önt. |

STUDY GUIDE

First read this chapter again carefully. Above all, you should study and commit to memory the given special phrases and expressions.

Make different phone calls with your teacher and/or classmates. Practice the next topics and situations:

1. You are the manager. The phone rings and you pick it up. The caller asks „is that the manager?“.....
2. Your female colleague is off work as she has just had a baby. What do you say to the caller who wants to speak to her?
3. You are in a meeting and you receive a call on your mobile phone. You cannot speak. What do you say?
4. Leave a message on your colleague's voicemail. Say that you called and ask him/her to call back when he/she gets the message.
5. You don't catch the caller's name. Ask him/her to spell it.
6. A colleague phones to let you know his/her hotel room number but you cannot hear him/her very well. You are not sure whether it is fifteen or fifty. What do you say?

Finally, summarize with your classmates what you have learnt about the polite telephoning.

CHECK YOURSELF

Exercise 1.

Complete the sentences with one of the given alternatives.

- a) Press the key. *hash/button/door*
- b) Did you dial the code first? *area/secret/town*
- c) Please don't up. *hang/hold/take*
- d) Make a call. *toll-free/star/line*
- e) I couldn't hold of him. *get/take/make*
- f) Don't forget to your mobile phone. *turn off/close/drop*
- g) her voice mail. *Here is/This is/Hello to*

Exercise 2.

Match the verbs and prepositions.

- | | |
|------------|------------|
| a) to put | A) on |
| b) to hold | B) up |
| c) to cut | C) through |
| d) to hang | D) off |

Exercise 3.

Complete the sentences with a preposition.

- a) I'll write to you three weeks' time.
- b) When are you going..... holiday?
- c) I'll call you 30 minutes.

- d) Could you pass a message for me?
- e) I'm calling the order I placed two weeks ago.
- f) I'm trying to connect you. Could you hold.....?

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KEY TO THE EXERCISES

Exercise 1.

- a) hash b) area c) hang d) toll-free e) get f) turn off
- g) This is

Exercise 2.

- a: C b: A c: D d: B

Exercise 3.

- a) in b) on c) in d) on e) about f) on

MEETINGS

WORKING SITUATION

Wherever you work, you have to take part in different meetings. Sometimes, you are, who has to organise or to manage them, but independently of your role, you should communicate in an effective way to reach the desired success.

A meeting is an act or process of coming together as an assembly for a common purpose. It is a gathering of two or more people that has been convened for the purpose of achieving a common goal through verbal interaction, such as sharing information or reaching agreement. Meetings may occur face to face or virtually, as mediated by communications technology, such as a phone conference call, a skyped conference call or a videoconference.

Commercially, the term is used by meeting planners and other meeting professionals to denote an event booked at a hotel, convention center or any other venue dedicated to such gatherings. In this sense, the term meeting covers a lecture (one presentation), seminar (typically several presentations, small audience, one day), conference (mid-size, one or more days), congress (large, several days), exhibition or trade show (with manned stands being visited by passers-by), workshop (smaller, with active participants), training course, team-building session and kick-off event.

Taking part in a meeting held in a foreign language requires you to improve both your oral communication skills and your professional vocabulary.

PROFESSIONAL INFORMATION CONTENT

On a meeting, a participant have to make a speech, comment on the subject of a discussion, make or answer questions or simply introduce his/her company. These activities need various communication techniques. Let's look over some useful methods to improve these skills.

INTRO PHRASES

Use introductory phrases before your message to catch people's attention, so they are listening before you emit your main point. This will also let listeners adjust their hearing to your speed, pronunciation and tone of voice. Therefore, they will already be used to your phonemes when you display the main idea, e.g. „From my point of view, this idea is wrong.” Or „As a matter of fact, this idea is wrong.”

A common mistake is to think people will be listening when you say something important. In fact, they don't know it's important until you've said it!

| USEFUL INTRO PHRASES | |
|---------------------------------------|---|
| I'd like to remind you that... | Szeretném emlékeztetni Önöket, hogy... |
| From my point of view... | Álláspontom szerint,... |
| Let me tell you that... | Engedjék meg, hogy azt mondjam... |
| Apparently | Kétségtelenül |
| In my opinion | Véleményem szerint |
| I believe that... | Azt hiszem, hogy... |
| It seems that... / It appears that... | Úgy tűnik, hogy... |
| In fact... | Tény, hogy... |
| It sounds as if... | Ez úgy hangzik, mint... |
| Evidently | Nyilvánvalóan |
| Seemingly | Látszólag |
| At first sight | Első látásra |
| On the face of ... | Szembeesülve ...-vel |
| As a matter of fact | Tulajdonképpen |
| Essentially | Lényegében |
| I'm sure that... | Biztos vagyok abban, hogy... |
| Today I'd like to say that... | Ma csak annyit szeretnék mondani, hogy... |
| According to what I know | Ahogy én tudom,... |

MEMORISING

Memorise key words – since you will not have time to look for them when needed. Knowing the meaning of words is not enough. They are not useful until you have been through the whole learning cycle. This implies that you have to understand the word, know how to use it, memorise it and be able to recall it when needed. Try to revise vocabulary a week after you have earned it and check if you remember it one month later.

Knowing the meaning of expressions is different to being able to apply them automatically. Vocabulary is not useful until it's at the tip of your tongue.



3. ábra³

ONE-IDEA PHRASES

Use one idea to a sentence and build the sentence around the idea. English is a language of few, precise words where economy is a plus. Many listeners are used to short sentences and find it hard to handle several notions in one phrase. It is better to repeat the same ideas in several formats so people who do not follow your point in one way have the chance to understand it in another.

Transmit a concept more effectively by explaining it, then giving an example, showing a graph and if possible also by including it in a story, joke or anecdote.

GESTURES

Magnify facial gestures, since they will help to get your message across in case verbal language fails and people do not follow your words. Remember that body language transmits a lot of information so do not be afraid of gesticulating. Listeners will take non-verbal signs as part of your personality and will not pay conscious attention to your gestures. As a foreign speaker your weakest area of communication is verbal language, so make up for this lack with stronger non-verbal signs.

TOPIC CHANGE

Give clear clues when you change subjects so listeners become aware that you are no longer talking about the same issue. It is a good idea to remember you must give listeners a map of your speech – people must know exactly where they are standing so they do not get lost. Listeners might be getting just part of your message, so markers help them to know which subject is now being discussed.

³ Source: <http://varosfejlesztessimuhelybp.hupont.hu>

Remember that if it is difficult for you to speak, it is also difficult for listeners to understand. Thus, give them lots of clues to help them navigate your speech.

| USEFUL TOPIC CHANGE CLUES | |
|--|--|
| By the way, now we can talk about... | Közbevetőleg, beszélhetünk a ...-ról |
| I'd like to move onto... | Szeretnék áttérni a ...-ra |
| Could we now deal with...? | Akkor most foglalkozhatunk a ...-val? |
| Incidentally, may I mention that...? | Mellesleg megemlíteném, hogy... |
| I believe this is the right time to... | Azt hiszem, most van itt az ideje, hogy... |
| It has just crossed my mind to... | Kitérőleg, ... |
| To bring up another subject | Hogy egy másik témát is említsek |
| An alternative point to consider | Egy másik szempontot is mérlegelve |
| Changing subjects, I want to... | Témát váltva, szeretnék... |
| While we are on the subject | Amíg a témánál vagyunk |
| Before I forget | Mielőtt elfelejtem |
| On quite another matter | Egy kis kitérő |

INTERRUPTING

Interrupting is difficult in a foreign language that you do not handle well, because often when your opportunity comes you cannot find the right words. Therefore, it is essential to learn how to interrupt with proper expressions. You will need to use these phrases without any delay when inserting a comment or disagreeing with a statement. Speed is important, as opportunities to say something rarely last for long. The key to effective interruptions is the right mix of forcefulness and politeness. Also, you will sometimes need to insist several times until you catch people's attention.

The most polite expressions to interrupt someone's speech are the next: *Sorry, Actually, Excuse me.*

| INTERRUPTING PHRASES | |
|--------------------------|------------------------|
| May I have a word? | Szólhatok? |
| Can I make a comment? | Hozzáfűzhetek valamit? |
| May I interrupt? | Félbeszakíthatom? |
| Could I say something? | Mondhatok valamit? |
| Sorry, that's not right. | Sajnos ez nem így van. |
| You're wrong. | Ez tévedés. |
| Please listen to me. | Kérem, hallgasson meg. |

FILLERS

Resort to fillers for those seconds you spend looking for words you cannot find. Sometimes, you cannot afford to stay quiet while you plan what you are going to say next, so use fillers to gain time. The most common used fillers are the next:

- Really,
- Clearly,
- Well,
- OK,
- Of course,
- Undoubtedly,
- I believe,
- Certainly,
- Surely,
- Fine.

QUESTION TAGS

Apply tail phrases on leading questions, since they are a legitimate way to make listeners assert to your proposals. Question tags ending with negative tail phrases elicit affirmative answers. Question tags ending with positive tail phrases elicit negative answers. E.g. „This sounds interesting, doesn't it?” or „You won't let a client escape, will you?”.



4. ábra⁴

⁴ Source: <http://softteam.hu>

FUNCTIONS AND SITUATIONS

We use language for different functions, such as giving opinion, advising and suggesting or expressing dissatisfaction. It is better to learn a few phrases for every function than many phrases for a few functions. Therefore, instead of memorising countless ways e.g. to ask for coffee use part of that time to practise how to disagree or request information, etc. Automate those expressions so you do not have to look for them when you need them.

Finally, let's see some useful expressions for the most common situations:

| OPINIONS | |
|---|---|
| In my opinion... | Véleményem szerint... |
| How do you feel about? | Te mit gondolsz erről? |
| I see what you mean | Értem, mire gondolsz. |
| I have to agree with you. | Egyet kell, hogy értsek Önnel. |
| I don't think so. | Nem hiszem. |
| I've got another point of view. | Más állásponton vagyok. |
| ADVISING, SUGGESTING AND CLARIFYING | |
| How about... | Mit szólna... |
| I suggest... | Azt javaslom, hogy... |
| We ought to... /We should... | kellene....-nünk |
| Have I made that clear? | Felvilágosítana? |
| I'd just like to repeat that... | Csak meg szeretném ismételni, hogy... |
| Sorry, I didn't catch that... | Elnézést, nem értettem... |
| I don't quite understand | Nem egészen értem |
| I don't see what you mean | Nem tudom, mire gondolsz |
| May we have some more details, please? | Megtudhatnánk többet erről, |
| ASKING FOR CONTRIBUTIONS | |
| What do you think about this proposal? | Mit gondol erről az előterjesztésről? |
| Would you like to add anything? | Szeretnél valamit hozzáfűzni? |
| Has anyone else got anything to contribute? | Van valakinek valami egyéb hozzáfűzni valója? |
| Are there any more comments? | Van még esetleg valamilyen hozzászólás? |
| CORRECTING INFORMATION | |
| I'm afraid you don't understand | Attól tartok, nem értett meg |
| what I'm saying | amit én mondtam az... |
| This is different to what I meant | Ez nem az, mint amire én gondoltam |
| KEEPING THE MEETING ON TRACK | |
| Well, that's another subject | Nos, ez egy másik téma. |
| altogether | mindent egybevetve |

| | |
|--|---|
| I'm afraid we cannot discuss that issue today. | Attól tartok, ezt nem fogjuk tudni ma megvitatni. |
| That's outside the scope of this meeting. | Ez nem tartozik a mai megbeszélés tárgyához. |
| Let's get back on track. | Térjünk vissza az eredeti témánkhoz. |
| FINISHING THE MEETING | |
| Well, that seems to be all the time we have today. | Nos, úgy tűnik lejárt az időnk. |
| Could we make a decision right away? | Akkor tudunk döntést hozni? |

STUDY GUIDE

First read this chapter again carefully. Above all, you should study and commit to memory the given special expressions.

It is important to use gestures when speaking. However, act out your conversation in front of your classmates and check whether your non-verbal signs are suitable for the culture of the country you are visiting.

Practise intonation before your speech, as natives grant importance to words based on stress. Remember that every language's cadence is different, so tone variations applied in Spanish are not valid for English. Sometimes listeners will not get the gist of your sentences if you apply the wrong intonation patterns.

Try emulating native speakers by listening and then applying their type of language in your phrases, because it is easier to convince people employing their own style of speech, but do not concentrate so much on your own phrases that you forget to listen to the way others speak.

Think of all the situations you could use English for and list the phrases you might need. Then, roleplay them with your classmates.

Finally, summarize with your classmates what you have learnt about meetings.

CHECK YOURSELF

Exercise 1.

Complete the sentences with one of the given alternatives.

- a) We need to.....a date for the meeting. *take/set*
- b) Who is going to.....the minutes? *make/take*
- c) All of our proposals were..... *disagreed/rejected*
- d) Could you.....us when you know the answer. *tell/say*
- e) I'd like to.....a point. *make/remind*
- f) Are you.....second thoughts about the proposal? *having/taking*

Exercise 2.

Complete the sentences using the verbs from the box. Use every word once.

| | | | | |
|---------|--------|--------|-------|---------|
| arrange | cover | miss | cause | make |
| give | report | happen | leave | abandon |

- a) Did Éva.....a reason why she couldn't attend?
- b) Do you.....to know if John is going to be there?
- c) I'd like to.....a meeting for next week.
- d) Let's.....discussion in this point until the next meeting.
- e) Can you.....the meeting on Thursday?
- f) I must hurry. I don't want to.....the meeting.
- g) We have a lot of things to.....in this meeting.
- h) I hope that the changed time won't.....you any problems.
- i) I don't like it all. We should.....the idea.
- j) I'll talk to the staff and.....back to you next week.

KEY TO THE EXERCISES**Exercise 1.**

a) set b) take c) rejected d) tell e) make f) having

Exercise 2.

a) give b) happen c) arrange d) leave e) make f) miss
g) cover h) cause i) abandon j) report

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A(z) 2657-06 modul a07-es szakmai tankönyvi tartalomeleme felhasználható az alábbi szakképesítésekhez:

| A szakképesítés OKJ azonosító száma: | A szakképesítés megnevezése |
|--------------------------------------|--|
| 55 812 01 0010 55 01 | Idegenforgalmi szakmenedzser |
| 55 812 01 0010 55 02 | Vendéglátó szakmenedzser |
| 55 345 01 0010 55 01 | Európai uniós üzleti szakügyintéző |
| 55 345 01 0010 55 02 | Kereskedelmi szakmenedzser |
| 55 345 01 0010 55 03 | Kis- és középvállalkozási menedzser |
| 55 345 01 0010 55 04 | Külgazdasági üzletkötő |
| 55 345 01 0010 55 05 | Nemzetközi szállítmányozási és logisztikai szakügyintéző |
| 55 345 01 0010 55 06 | Reklámszervező szakmenedzser |
| 55 345 01 0010 55 07 | Üzleti szakmenedzser |

A szakmai tankönyvi tartalomelem feldolgozásához ajánlott óraszám:

14 óra

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A kiadvány az Új Magyarország Fejlesztési Terv
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