

NATIONAL FEATURES OF UKRAINIAN AND AMERICAN CUISINES

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Метою доповіді є спроба порівняння двох абсолютно різних кухонь – української та американської. Автор перелічує та аналізує меню найвизначніших мереж ресторанів, детально описуючи національні страви.

The simple and rustic cooking style that characterizes a large percentage of the Ukrainian cuisine is also complemented by modern dishes that are extravagant and unique, most of them developed by international Ukrainian chefs. The Ukrainian cuisine uses elements from various cooking traditions borrowed from their neighbors, and developed from their own traditional dishes. Each traditional dish has a special cooking method, which is more or less general in all of the country regions. Meat is one of the main elements of most Ukrainian dishes and cured and smoked hams, poultry, pork and beef fillets, and bacon are often parts of delicious dishes. Smoked fish as well as other fish meat types are widely appreciated, and cooking styles may differ from highly specialized restaurant cooking to simple, rustic cooking methods. Although the traditional cooking styles for most Ukrainian dishes go back to hundreds, if not thousands years ago, today most cooking is quite similar to any western European cuisine.

The popular view outside the USA that Americans survive on cheeseburgers, Cokes and French fries is as accurate as the American popular view that the British live on tea and fish'n'chips or the Germans only on beer, bratwurst, and sauerkraut. America has two strong advantages when it comes to food. The first is that as the leading agriculture nation, it has always been well supplied with fresh meat, fruit and vegetables in great variety at relatively low prices. This is one reason why steak or beef roast is probably the most "typical" American food; it has always been more available. But good Southern-fried chicken also has champions, as do hickory-smoked or sugar-cured hams, turkey, fresh lobster, and other seafood such as crabs or clams. The second advantage America has enjoyed is that immigrants have brought with them, and continue to bring, the traditional foods of their countries and cultures. The variety of foods and styles is simply amazing. Whether American, Basque, Catalanian, Creole, Danish, Italian, traditional Jewish, Latvian, Mexican, Vietnamese etc. – these traditions are now also at home in the USA.

CAREERS IN MANAGEMENT

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У доповіді систематизовано сучасні види кар'єр у сфері менеджменту: фінансовий, науково-технічний, комерційний менеджер, адміністратор, менеджер-маркетолог і т.д. Розкрито функціональні обов'язки менеджера у зв'язку з сукупністю принципів, методів та форм управління підприємством. Наголошено, що водале керівництво – один з найважливіших ресурсів у будь-якій організації.

A career in management offers status, interesting work, and the satisfaction of working closely with other people. People are considered the most important resource in organizations. If they perform effectively, the organizations will succeed. Managers work closely with people, ranging from top managers to clerical workers, to ensure that organizations achieve their objectives. A management career also offers the opportunity to make the world a better place.

In large organizations, managers work in a variety of areas, including operations, human resources, finance, and marketing. *Operations managers* see that the company's products and/or services meet quality standards and satisfy the needs of customers and clients. They plan production schedules to ensure the most efficient use of plant, manpower, and materials. The operations manager is responsible for production control, inventory control, quality control, plant layout, and site selection. *Human resources managers* provide the organization with competent and productive employees. The duties of the human resources manager include human resource planning, recruiting and selecting employees, training and development, designing compensation and benefits systems, and formulating performance appraisal systems. *Financial managers* deal with the financial resources of the organizations. They are responsible for such activities as accounting, cash management, and investments. They also keep up-to-date records for the use of funds, prepare financial reports, and gather information to assess the financial status of the organization. *Marketing managers* are responsible for getting customers and clients to buy the organization's products or services.

All organizations exist for certain purposes and need good managers to guide their operations to achieve the best possible results. Regardless of the type of organization, managers are obviously one of its most important resources.