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*Приложение 6 к основной профессиональной образовательной программе  
по направлению подготовки 19.03.04 Технология продукции и  
организация общественного питания  
направленность (профиль) программы Технология и организация  
ресторанного бизнеса*

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ  
Федеральное государственное бюджетное образовательное учреждение высшего образования  
«Российский экономический университет имени Г.В. Плеханова»  
Краснодарский филиал РЭУ им. Г.В. Плеханова

Факультет экономики, менеджмента и торговли

Кафедра корпоративного и государственного управления

## **ОЦЕНОЧНЫЕ МАТЕРИАЛЫ**

по учебной дисциплине **Б1.В.01 ИНОСТРАННЫЙ ЯЗЫК  
ПРОФЕССИОНАЛЬНОГО ОБЩЕНИЯ**

**Направление подготовки 19.03.04 Технология продукции и  
организация общественного питания**

**Направленность (профиль) программы Технология и организация ресторанного  
бизнеса**

Уровень высшего образования ***Бакалавриат***

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Составитель:  
к.филол.н., доцент кафедры корпоративного и  
государственного управления

С.М. Гузиекова.

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## ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

по учебной дисциплине «Иностранный язык профессионального общения»

### ПЕРЕЧЕНЬ КОМПЕТЕНЦИЙ С УКАЗАНИЕМ РЕЗУЛЬТАТОВ ОБУЧЕНИЯ И ЭТАПОВ ИХ ФОРМИРОВАНИЯ ПО ДИСЦИПЛИНЕ

Формируемые компетенции (код и наименование компетенции)	Индикаторы достижения компетенций (код и наименование индикатора)	Результаты обучения (знания, умения)	Наименование контролируемых разделов и тем <sup>1</sup>
<b>УК-4.</b> Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	<b>УК-4.2.</b> Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках	<b>УК-4.2. З-1.</b> Знает нормы письменной речи, принятые в профессиональной среде. <b>УК-4.2. У-1.</b> Умеет вести деловую переписку на государственном языке РФ и/или иностранном языке.	Тема 1. Деловой стиль общения Тема 2. Управление организацией. Тема 3. Командная работа. Тема 4. Построение взаимоотношений с клиентами. Тема 5. Управление кризисом Тема 6. Международное сотрудничество.
<b>ПК-5.</b> Способен осуществлять взаимодействие с потребителями и заинтересованным и сторонами	<b>ПК-5.1</b> Осуществляет проведение встреч, переговоров и презентаций продукции и услуг предприятия питания потребителям, партнерам и заинтересованным сторонам	<b>ПК-5.1. З-1.</b> Знает основы межличностного и делового общения, переговоров, конфликтологии, социально-культурных норм бизнес-коммуникаций на предприятиях питания. <b>ПК-5.1. У-1.</b> Умеет осуществлять проведение деловых встреч с соблюдением протокола и этикета с учетом национальных и корпоративных особенностей собеседников в индустрии общественного питания.	Тема 2. Управление организацией.

# МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ХАРАКТЕРИЗУЮЩИЕ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ

## Перечень учебных заданий на аудиторных занятиях

### Тема 1. Деловой стиль общения.

**Индикаторы достижения:** УК-4.2

Опрос по темам:

1. How to write emails in a formal and informal style?
2. How to introduce yourself at negotiations?
3. How to write a memo to all staff?
4. How to write a formal email with apologies?
5. How to write a formal email with requests?

### Тема 2. Управление организацией.

**Индикаторы достижения:** УК-4.2, ПК-5.1

Опрос по темам:

1. What is perfect competition?
2. What factors can cause market changes?
3. Why are monopolies and oligopolies considered uncompetitive and undesirable? How do they act in the competitive environment?
4. What connects the world of competitive sport to competitive business?
5. Discuss the advantages and disadvantages of being a freelancer.

### Тема 3. Командная работа.

**Индикаторы достижения:** УК-4.2

Вопросы для групповой дискуссии:

1. What is the importance of team building? Describe the stages of team life.
2. What are the criteria for quality in the organization you would like to work for?
3. How does a company produce new ideas?
4. Speak about different theories and factors that make people satisfied with their work and motivate them.
5. How have job priorities among employees changed over the last 10 years?

### Тема 4. Построение взаимоотношений с клиентами.

**Индикаторы достижения:** УК-4.2

Опрос по темам:

1. What role does DICE theory play in change management?
2. Which are DICE theory's 4 core elements?
3. Define the 4 hard factors of Change Management.
4. Define the process of Project Management.
5. How is it linked to SMART business objectives? Why do projects generally fail?

### Тема 5. Управление кризисом.

**Индикаторы достижения:** УК-4.2

Опрос по темам:

1. Explain the concept of 4Ps, as well as later added 3Ps.
2. What do the 4Cs stand for? Compare 4Ps and 4Cs.
3. What are the benefits of selling On- & Offline?
4. What is brand identity and how does it work?

5. What 3 elements make the branding successful according to Mary Jo Hatch and Majken Shultz?

## **Тема 6. Международное сотрудничество.**

**Индикаторы достижения:** УК-4.2

Вопросы для групповой дискуссии:

1. Define the process of raising finance from the point of view of business owner and from investor.
2. In which ways can a business raise finance, and what are the advantages and the disadvantages of each one.
3. Speak about the problems of raising finance from the “angel” networking clubs, bank finance and venture capital funds.
4. Give the tips how to achieve customer satisfaction and how to reduce customer defection?
5. How are customer service requirements changing? How to train staff to deal with demanding customers?

### **Критерии оценки (в баллах):**

- 6,6 баллов выставляется обучающемуся, если он свободно владеет материалом по существу заданных вопросов, логично излагает мысли, проявляет способность аргументировать ответы, подкрепляя их примерами;
- 4,6 баллов выставляется обучающемуся, если он владеет материалом в полном объеме, отвечает последовательно, демонстрирует умение сравнивать и обобщать теоретический материал, допускает лишь мелкие неточности, не влияющие на сущность ответа;
- 2,6 баллов выставляется обучающемуся, если он знает материал курса дисциплины недостаточно полно, отвечает не всегда последовательно, сбивчиво и бессистемно;
- 0 баллов выставляется обучающемуся, если в ответе допущены значительные ошибки, свидетельствующие о недостаточном уровне его подготовки.

## **Задания для текущего контроля**

### **Тема 1. Деловой стиль общения**

**Индикаторы достижения:** УК-4.2

**Комплект тестов / тестовых заданий:**

1. Give the definitions to the following words:

1. Communication –
2. Technical knowledge –
3. Intranet –
4. Knowledge officer –
5. Facilitate –

2. Give the appropriate words to the following definitions:

6. - the promotional message aimed at creating an image, enhancing reputation, building goodwill, or advocating an idea or the philosophy of an organization, instead of sales promotion.
7. – the act of understanding by means of the sense or of the mind
- 8.– a place at which all interactions between a customer and a product seller are provided
- 9.– connections between a person giving money to an organization and this organization in order to get profit
- 10.– a specific branch or field of study or business

3. Complete the sentences with the words in the box.

*bush grapevine nutshell stick wall*

- 11 I heard it on the \_\_\_\_\_ you've been promoted.

12 I asked Rudy to say yes or no, but he just beat around the .  
13 Look, in a , my trip to Singapore was a huge success.  
14 I think you got the wrong end of the . I'm not going on holiday, I'm going on a business trip.

15 John just doesn't listen. It's like talking to a brick .

4 Choose the correct option (a–d).

16 The new assistant manager is rather \_\_\_\_\_. He doesn't say much or seem very confident.

a) reserved b) eloquent c) responsive d) rambling

17 I'd like you to be more \_\_\_\_\_ in your summary. I don't need every minor detail, just a broad outline of the key points.

a) hesitant b) fluent c) succinct d) sensitive

18 It was very \_\_\_\_\_ of you to mention the mistake he made in front of everyone. He was very upset.

a) persuasive b) tactless c) inhibited d) focused

19 His presentation wasn't particularly \_\_\_\_\_. It didn't link together very well at all.

a) articulate b) vague c) coherent d) emotional

20 His responses were completely \_\_\_\_\_. I learned nothing from them as there was no detail at all.

a) vague b) inhibited c) concise d) extrovert

5. Complete the telephone conversation with the correct option (a–e).

A: Xenon Components, JanJohannsen speaking.

B: Hello Jan. Yoshi here from Tenta Manufacturing.

A: Hi Yoshi. How can I help you?

B: We need 10,000 more of the 125Z components.

A: Sorry, (21)\_\_\_\_\_. I can't hear you. (22)\_\_\_\_\_ ?

B: 125Z components.

A: I still can't hear you very well. (23)\_\_\_\_\_ ?

B: Of course.

(Yoshi's phone rings)

A: Hi, Yoshi, Jan here, let's start again.

B: 125Z – 10,000 units and we also need some of the 253S plastic sheets

A: Sorry, I didn't (24)\_\_\_\_\_, it's a (25)\_\_\_\_\_. I don't know why.

B: 253S plastic sheets.

A: Right got that.

a) really terrible connection

b) it's a very bad line

c) catch that

d) Can I call you back

e) Could you speak up please

## Тема 2. Управление организацией.

**Индикаторы достижения:** УК-4.2. ПК-5.1

**Комплект тестов / тестовых заданий:**

Choose the correct option (a–d).

1. The new assistant manager is rather \_\_\_\_\_. He doesn't say much or seem very confident.

a) reserved b) eloquent c) responsive d) rambling

2. I'd like you to be more \_\_\_\_\_ in your summary. I don't need every minor detail, just a broad outline of the key points.

a) hesitant b) fluent c) succinct d) sensitive

3. It was very \_\_\_\_\_ of you to mention the mistake he made in front of everyone. He was very upset.

a) persuasive b) tactless c) inhibited d) focused

4. His presentation wasn't particularly \_\_\_\_\_. It didn't link together very well at all.  
 a) articulate    b) vague    c) coherent    d) emotional
5. His responses were completely \_\_\_\_\_. I learned nothing from them as there was no detail at all.  
 a) vague    b) inhibited    c) concise    d) extrovert
6. You can get \_\_\_\_\_ a lot using email instead of face-to-face meetings because it's easier to make excuses when no one can see you.  
 a) off    b) away with    c) out    d) on with
7. Email is also a good way of directly \_\_\_\_\_ your ideas or products to someone powerful who you may not be able to meet otherwise.  
 a) launching    b) engaging    c) influencing    d) pitching
8. Could you please \_\_\_\_\_ what you mean exactly? I'm not sure I fully understand.  
 a) engage    b) clarify    c) interrupt    d) digress
9. The audience was extremely \_\_\_\_\_ to our product presentation and asked lots of questions. Some even placed big orders.  
 a) focused    b) persuasive    c) eloquent    d) responsive
10. The speaker kept \_\_\_\_\_ and talking about his own experiences instead of the main topic.  
 a) digressing    b) confusing    c) interrupting    d) clarifying
11. When it launched, Facebook was \_\_\_\_\_ to students.  
 a) closed    b) only available    c) marketed mostly
12. Universities \_\_\_\_\_ social media networks.  
 a) use    b) fail to understand    c) discourage the use of
13. Many business schools have their own intranet that they feel \_\_\_\_\_ Facebook.  
 a) is much better than    b) could be replaced with    c) competes with
14. The article says that business schools don't have the \_\_\_\_\_ resources available to big companies such as Facebook.  
 a) financial    b) IT    c) networking
15. According to the article, the over-35s group is a \_\_\_\_\_ Facebook market.  
 a) growing    b) steady    c) shrinking

### Тема 3. Командная работа.

**Индикаторы достижения:** УК-4.2

#### **Задания для контрольной работы:**

##### Task 1. Choose the best word from the brackets to fill the gap

- We pay reasonable salaries and offer excellent fringe ..... (perks/tips/benefits).
- There are currently 780,000 people ..... work in the UK (away from/ out of/ out off).
- The 7.30 train to London is always full of ..... (commuters/communers/committers).
- When the CEO was arrested our corporate ..... was severely damaged (picture/image/logo).
- Our company is ....., but our managing director behaves as if it belonged to him (state-owned/state-governed/state-guided).

##### Task 2. In each gap write one word starting with the given letter

- Started fifty years ago as a family e-----, now it is a large multinational.
- You will get a \$800 salary plus 20% c----- on any sales you make.
- We have a f----- system but everyone must be in the office between 10 and 2.
- After the railways were p----- the new owners laid off many workers.
- I said hello to Jane but she did not return my g-----.

##### Task 3. Complete the text with the words given below

*approachable boring extended exciting temporary*

Mary James used to think that working for the same organization all the time was 1) ....., so she preferred 2) ..... jobs. But already in the very first days of her work for ADV she felt that she

wanted to stay there. It was not that her job in ADV was more 3) ..... than in other companies where she had worked. It was the atmosphere that made the difference. All people around her were nice and friendly, all managers were open and 4) ..... . It seemed to Mary that relations between co-workers were like in a big 5) ..... family.

#### **Тема 4. Построение взаимоотношений с клиентами.**

**Индикаторы достижения:** УК-4.2

##### **Задания для контрольной работы:**

##### Task 1. Choose the best word from the brackets to fill the gap

1. We pay reasonable salaries and offer excellent fringe ..... (perks/tips/benefits).
2. There are currently 780,000 people ..... work in the UK (away from/ out of/ out off).
3. The 7.30 train to London is always full of ..... (commuters/communers/committers).
4. When the CEO was arrested our corporate ..... was severely damaged (picture/image/logo).
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#### **Тема 5. Управление кризисом.**

**Индикаторы достижения:** УК-4.2

##### **Комплект тестов / тестовых заданий:**

1. MBA students at Haas first meet one another \_\_\_\_\_.  
a) when they arrive                      b) using the Haas intranet              c) on Facebook
2. Most Haas students and alumni use \_\_\_\_\_ networking site.  
a) only their favourite                      b) more than one                      c) the Business Because
3. We've \_\_\_\_\_ that the risks are minimal so we're going ahead with the expansion plan.  
a) calculated    b) weighed    c) minimised    d) faced
4. You can never really \_\_\_\_\_ all risks, but you can limit them.  
a) emanate    b) encounter    c) eliminate    d) expect
5. Several people had accidents because of the faulty product. The company will \_\_\_\_\_ have to pay product \_\_\_\_\_ costs.  
a) responsibility                      b) damages    c) catastrophe    d) liability
6. Once we have \_\_\_\_\_ any risks which may occur, we can then do \_\_\_\_\_ everything we can to avoid them.  
a) identified    b) insured    c) reduced    d) spread
7. When we start doing business overseas we're likely to \_\_\_\_\_ many \_\_\_\_\_ unfamiliar risks so we must be careful.  
a) reduce    b) gauge    c) assess    d) face



8. We're taking a \_\_\_\_\_ risk investing heavily in expansion in the current economic climate. We could lose everything.  
a) potential b) tremendous c) miniscule d) immediate
9. The chances of another ship sinking tomorrow are \_\_\_\_\_. It's just not going to happen again for a very long time.  
a) negligible b) considerable c) substantial d) huge
10. We need to \_\_\_\_\_ the pros and cons of this joint venture. Is it really as good as it seems to be?  
a) encounter b) foresee c) evaluate d) anticipate
11. It's unlikely that there will be another \_\_\_\_\_ such as an earthquake or tsunami in the region for quite a while, so we don't need to worry.  
a) damages b) catastrophe c) accumulation d) liability
12. No one could have \_\_\_\_\_ the events which led to the disaster last year. They were totally unexpected.  
a) predicted b) estimated c) calculated d) faced
13. The electricity has been \_\_\_\_\_ so the electricity company can do major repairs to the network.  
a) mismatched b) disconnected c) broken down d) reduced
14. Team building exercises should \_\_\_\_\_ creativity in their participants, so they usually include exercises that require imagination.  
a) build b) motivate c) inspire d) break down
15. One of our main income \_\_\_\_\_ is the service side of the business.  
a) streams b) ventures c) barriers d) locations

## Тема 6. Международное сотрудничество.

**Индикаторы достижения:** УК-4.2

**Комплект тестов / тестовых заданий:**

1. The main purpose of team building courses is to \_\_\_\_\_ team spirit.  
a) match b) foster c) prepare d) contribute
2. I'm afraid that she is very \_\_\_\_\_ and can never find anything on her desk.  
a) mismatched b) intolerant c) disorganised d) impractical
3. The two companies have a \_\_\_\_\_ agreement about their target markets so there won't be any problems.  
a) disloyal b) bilateral c) indecisive d) multicultural
4. Staff morale is very low at the moment so we must try to \_\_\_\_\_ our staff as soon as possible.  
a) reduce b) maximise c) remotivate d) disconnect
5. He has no vision and can never see how good our ideas are. He's so \_\_\_\_\_.  
a) impatient b) unfocused c) inefficient d) unimaginative
6. We've invested a lot in our staff so we must try to \_\_\_\_\_ staff turnover.  
a) reduce b) inspire c) maximise d) build
7. He seemed very \_\_\_\_\_ about our idea. I don't think he liked it at all.  
a) unenthusiastic b) unsociable c) unstable d) unexpected
8. I'm sorry, but it just \_\_\_\_\_ my mind. I'll do it now.  
a) missed b) passed c) ripped d) slipped
9. The shop immediately gave me a \_\_\_\_\_ for the faulty product.  
a) compensation b) refund c) payment d) remuneration
10. Today many companies offer money-back \_\_\_\_\_ to try to encourage people to buy and try their products.  
a) refunds b) compensation c) guarantees d) payments
11. I think we've been talking at cross \_\_\_\_\_. Shall we start again?  
a) purposes b) rapport c) meaning d) reasons

12. Customers are loyal to those companies who are prepared to \_\_\_\_\_ the extra mile with their customer service.  
a) put            b) do            c) go            d) make
13. We need to get to the \_\_\_\_\_ of this and find out what the real problem is.  
a) top            b) centre        c) bottom        d) middle
14. Customer care staff are trained to develop a \_\_\_\_\_ with their customers.  
a) relation      b) rapport      c) report        d) feeling
15. I think we were \_\_\_\_\_ off. We paid far too much for those chairs.  
a) ripped        b) taken        c) passed        d) paid

**Критерии оценки (в баллах):**

- 6,6 баллов выставляется обучающемуся, если было получено 85-100% правильных вариантов ответов на вопросы тестов или на задания, предусмотренные контрольной работой;
- 4,6 баллов выставляется обучающемуся, если было получено 70-84% правильных вариантов ответов на вопросы тестов или на задания, предусмотренные контрольной работой;
- 2,6 баллов выставляется обучающемуся, если было получено 50-69% правильных вариантов ответов на вопросы тестов или на задания, предусмотренные контрольной работой;
- 0 баллов выставляется обучающемуся, если было получено менее 50% правильных вариантов ответов на вопросы тестов или на задания, предусмотренные контрольной работой.

## **Задания для творческого рейтинга**

**Тема 1. Деловой стиль общения**

**Индикаторы достижения:** УК-4.2

**Темы докладов:**

1. Конкуренция. Составляющие понятие конкуренции.
2. Типы деривативов.
3. Составление диаграмм связей и конспектирование.
4. Тенденции бизнеса и будущее. STEEP анализ
5. Мировая индустрия и глобальный потребитель.
6. Правила оформления текста для слайдов презентации
7. Система вознаграждения в российских и международных компаниях.
8. Роль финансовых фьючерсов на бирже.
9. Первый деловой контакт по email.
10. Теория Э. де Боно.
11. Хедж фонды и инвестиционные фонды.
12. Описание бизнес-процесса.

**Тема 2. Управление организацией.**

**Индикаторы достижения:** УК-4.2, ПК-5.1

**Темы индивидуальных проектов:**

1. STEEP Analysis of Global Companies
2. Designs for Cultivating Creative Thinking at work
3. Recent Multinational Mergers /outcomes/
4. Project Management Company Profile
5. Financial planning
6. Microfinance Institutions

## 7. SWOT Analysis of auditing companies in Russia

### **Тема 3. Командная работа.**

**Индикаторы достижения:** УК-4.2

**Темы индивидуальных проектов:**

1. STEEP Analysis of Global Companies
2. Designs for Cultivating Creative Thinking at work
3. Recent Multinational Mergers /outcomes/
4. Project Management Company Profile
5. Financial planning
6. Microfinance Institutions
7. SWOT Analysis of auditing companies in Russia

### **Тема 4. Построение взаимоотношений с клиентами.**

**Индикаторы достижения:** УК-4.2

**Темы групповых проектов:**

1. Categories of stocks and shares
2. Successful Company Employee Reward Systems
3. Organization Framework
4. Company Change Management Programs
5. Shareholders
6. Adoption and Implementation of ABC Accounting Method in Russia or in other countries
7. Socially Responsible Companies

### **Тема 5. Управление кризисом.**

**Индикаторы достижения:** УК-4.2

**Темы эссе:**

1. Эффективное управление
2. Управление человеческими ресурсами
3. Управление временем
4. Управление доходами
5. Менеджмент Организации
6. Финансовый Менеджмент
7. Менеджмент коммерческой деятельности
8. Менеджмент предпринимательской деятельности
9. Управление инновационным бизнесом
10. Финансовые документы

### **Тема 6. Международное сотрудничество.**

**Индикаторы достижения:** УК-4.2

**Темы индивидуальных проектов:**

1. STEEP Analysis of Global Companies
2. Designs for Cultivating Creative Thinking at work
3. Recent Multinational Mergers /outcomes/
4. Project Management Company Profile
5. Financial planning
6. Microfinance Institutions
7. SWOT Analysis of auditing companies in Russia

**Критерии оценки (в баллах):**

- 5 баллов выставляется обучающемуся, если он свободно владеет материалом по существу заданных вопросов, логично излагает мысли, проявляет способность аргументировать ответы;
- 3 балла выставляется обучающемуся, если он владеет материалом в полном объеме, отвечает последовательно, демонстрирует умение сравнивать и обобщать материал, допускает лишь мелкие неточности, не влияющие на сущность ответа;
- 2 балла выставляется обучающемуся, если он знает материал курса дисциплины недостаточно полно, отвечает не всегда последовательно;
- 0 баллов выставляется обучающемуся, если ответ не соответствует требованиям и требует доработки.

# МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ХАРАКТЕРИЗУЮЩИЕ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ ВО ВРЕМЯ ПРОВЕДЕНИЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

## Структура зачетного задания

Наименование оценочного средства	Максимальное количество баллов
Вопрос 1	10
Вопрос 2	10
Выполнение тестового задания.	20

## Структура экзаменационного билета

Наименование оценочного средства	Максимальное количество баллов
Вопрос 1	10
Вопрос 2	10
Выполнение тестового задания.	20

## Задания, включаемые в экзаменационный билет/зачетное задание

### Типовой перечень вопросов к зачету (5 семестр):

Индикаторы достижения: УК-4.2, ПК-5.1

1. Discuss the advantages and disadvantages of being a freelancer.
2. Describe the motivator factors.
3. What are the main causes of stress in the job? How would you combat stress?
4. Discuss the advantages and disadvantages of flexible working hours?
5. What is the importance of team building? Describe the stages of team life.
6. What are the criteria for quality in the organization you would like to work for?
7. What benefits are claimed for a merger and takeover?
8. How does a company produce new ideas?
9. What are the risks for an organization? How does it handle risks?
10. Describe the main assets of the company.
11. What are the ethical issues of the company?
12. What factors should be taken into account when measuring the level of development of a country?
13. Describe social responsibility issues in an organization.
14. Are you optimistic about the capacity of the planet for future growth?
15. How is knowledge shared in the organization?
16. Speak about forecasting and budgeting in corporate finance.

### Типовые тестовые задания (5 семестр):

Индикаторы достижения: УК-4.2, ПК-5.1

#### I. Give the definitions to the following words:

1. Communication –

2. Technical knowledge –
3. Intranet –
4. Knowledge officer –
5. Facilitate –

**II. Give the appropriate words to the following definitions:**

6. - the promotional message aimed at creating an image, enhancing reputation, building goodwill, or advocating an idea or the philosophy of an organization, instead of sales promotion.
7. – the act of understanding by means of the sense or of the mind
- 8.– a place at which all interactions between a customer and a product seller are provided
- 9.– connections between a person giving money to an organization and this organization in order to get profit
- 10.– a specific branch or field of study or business

**III. Complete the sentences with the words in the box.**

*bush grapevine nutshell stick wall*

- 11 I heard it on the \_\_\_\_\_ you've been promoted.
- 12 I asked Rudy to say yes or no, but he just beat around the \_\_\_\_\_.
- 13 Look, in a \_\_\_\_\_, my trip to Singapore was a huge success.
- 14 I think you got the wrong end of the \_\_\_\_\_. I'm not going on holiday, I'm going on a business trip.
- 15 John just doesn't listen. It's like talking to a brick \_\_\_\_\_.

**IV Choose the correct option (a–d).**

- 16 The new assistant manager is rather \_\_\_\_\_. He doesn't say much or seem very confident.  
a) reserved    b) eloquent    c) responsive    d) rambling
- 17 I'd like you to be more \_\_\_\_\_ in your summary. I don't need every minor detail, just a broad outline of the key points.  
a) hesitant    b) fluent    c) succinct    d) sensitive
- 18 It was very \_\_\_\_\_ of you to mention the mistake he made in front of everyone. He was very upset.  
a) persuasive    b) tactless    c) inhibited    d) focused
- 19 His presentation wasn't particularly \_\_\_\_\_. It didn't link together very well at all.  
a) articulate    b) vague    c) coherent    d) emotional
- 20 His responses were completely \_\_\_\_\_. I learned nothing from them as there was no detail at all.  
a) vague    b) inhibited    c) concise    d) extrovert

**V. Complete the telephone conversation with the correct option (a–e).**

- A: Xenon Components, JanJohannsen speaking.  
 B: Hello Jan. Yoshi here from Tenta Manufacturing.  
 A: Hi Yoshi. How can I help you?  
 B: We need 10,000 more of the 125Z components.  
 A: Sorry, (21) \_\_\_\_\_. I can't hear you. (22) \_\_\_\_\_ ?  
 B: 125Z components.  
 A: I still can't hear you very well. (23) \_\_\_\_\_ ?  
 B: Of course.  
 (Yoshi's phone rings)  
 A: Hi, Yoshi, Jan here, let's start again.  
 B: 125Z – 10,000 units and we also need some of the 253S plastic sheets  
 A: Sorry, I didn't (24) \_\_\_\_\_, it's a (25) \_\_\_\_\_. I don't know why.  
 B: 253S plastic sheets.  
 A: Right got that.  
 a) really terrible connection  
 b) it's a very bad line  
 c) catch that

- d) Can I call you back
- e) Could you speak up please

### ***Типовой перечень вопросов к экзамену (6 семестр):***

#### **Индикаторы достижения: УК-4.2, ПК-5.1**

1. What are the main areas of business communication? Speak about internal and external ways of communication.
2. What is the difference between face to face communication and written forms of communication? Give the advantages and disadvantages of both ways.
3. Does technology make communication easier? Give examples.
4. How do you understand the watchword “Think global, act local”? What are the methods and stages of entering overseas markets?
5. What is the image of Tod’s? What challenges have they faced entering new markets?
6. How can products be designed to be suitable for international markets?
7. Is business-to-business relationship important for doing business? Speak about networking events.
8. Speak about stakeholder theory. What is the effect of a large company’s activity on the places where it operates?
9. What advice would you give to someone trying to develop business relationships in China?
10. What are the success factors relating to people, products, companies and countries? What is the key to success?
11. What are the essential qualities of a successful business? Give example of a successful business and reasons for its success.
12. What can you say about such things as continuity, anticipation, contestation and mobility? What are the possible disadvantages of them?
13. Speak about different theories and factors that make people satisfied with their work and motivate them.
14. How have job priorities among employees have changed over the last 10 years?
15. What are the benefits of working for Marriot Hotels International?
16. What is the model for leadership in business? Speak about recent trends in leadership.
17. What are the qualities for a successful manager today, compared to the past?
18. Describe the management style of Anna Wintour. What are the advantages and disadvantages of her style?
19. Describe models for team roles and stages of team life.
20. Do attitudes to team-working vary in different countries? How can business build a successful team?
21. Why is it so popular to attend a cookery course as part of a team-building exercise? Give at least 5 reasons with explanations.
22. Define the process of raising finance from the point of view of business owner and from investor.
23. In which ways can a business raise finance, and what are the advantages and the disadvantages of each one.
24. Speak about the problems of raising finance from the “angel” networking clubs, bank finance and venture capital funds.
25. Give the tips how to achieve customer satisfaction and how to reduce customer defection?
26. How are customer service requirements changing? How to train staff to deal with demanding customers?
27. Give examples of different accidents in companies. What are the reasons, and what is the effect on companies? What should companies do deal with such situations.
28. What should companies do to prepare themselves to manage crisis, during the crisis and after it?

29. Give at least two examples of crises happened in different companies, how they deal with it and what lessons can be learned.
30. Speak about different hostile and friendly forms of cooperation between companies.
31. What are the reasons of mergers and acquisitions' failure? What should companies do to succeed in business integration?
32. What do large companies have that smaller companies don't? And, what values are transported from smaller companies to large multinationals?
33. How to manage payments? Speak about business development.

## Типовые тестовые задания (6 семестр):

### Индикаторы достижения: УК-4.2, ПК-5.1

#### Choose the correct option (a–d).

1. The new assistant manager is rather \_\_\_\_\_. He doesn't say much or seem very confident.  
a) reserved    b) eloquent    c) responsive    d) rambling
2. I'd like you to be more \_\_\_\_\_ in your summary. I don't need every minor detail, just a broad outline of the key points.  
a) hesitant    b) fluent    c) succinct    d) sensitive
3. It was very \_\_\_\_\_ of you to mention the mistake he made in front of everyone. He was very upset.  
a) persuasive    b) tactless    c) inhibited    d) focused
4. His presentation wasn't particularly \_\_\_\_\_. It didn't link together very well at all.  
a) articulate    b) vague    c) coherent    d) emotional
5. His responses were completely \_\_\_\_\_. I learned nothing from them as there was no detail at all.  
a) vague    b) inhibited    c) concise    d) extrovert
6. You can get \_\_\_\_\_ a lot using email instead of face-to-face meetings because it's easier to make excuses when no one can see you.  
a) off    b) away with    c) out    d) on with
7. Email is also a good way of directly \_\_\_\_\_ your ideas or products to someone powerful who you may not be able to meet otherwise.  
a) launching    b) engaging    c) influencing    d) pitching
8. Could you please \_\_\_\_\_ what you mean exactly? I'm not sure I fully understand.  
a) engage    b) clarify    c) interrupt    d) digress
9. The audience was extremely \_\_\_\_\_ to our product presentation and asked lots of questions. Some even placed big orders.  
a) focused    b) persuasive    c) eloquent    d) responsive
10. The speaker kept \_\_\_\_\_ and talking about his own experiences instead of the main topic.  
a) digressing    b) confusing    c) interrupting    d) clarifying
11. When it launched, Facebook was \_\_\_\_\_ to students.  
a) closed    b) only available    c) marketed mostly
12. Universities \_\_\_\_\_ social media networks.  
a) use    b) fail to understand    c) discourage the use of
13. Many business schools have their own intranet that they feel \_\_\_\_\_ Facebook.  
a) is much better than    b) could be replaced with    c) competes with
14. The article says that business schools don't have the \_\_\_\_\_ resources available to big companies such as Facebook.  
a) financial    b) IT    c) networking
15. According to the article, the over-35s group is a \_\_\_\_\_ Facebook market.  
a) growing    b) steady    c) shrinking



16. MBA students at Haas first meet one another \_\_\_\_\_.
- a) when they arrive      b) using the Haas intranet      c) on Facebook
17. Most Haas students and alumni use \_\_\_\_\_ networking site.
- a) only their favourite      b) more than one      c) the Business Because
18. We've \_\_\_\_\_ that the risks are minimal so we're going ahead with the expansion plan.
- a) calculated      b) weighed      c) minimised      d) faced
19. You can never really \_\_\_\_\_ all risks, but you can limit them.
- a) emanate      b) encounter      c) eliminate      d) expect
20. Several people had accidents because of the faulty product. The company will \_\_\_\_\_ have to pay product \_\_\_\_\_ costs.
- a) responsibility      b) damages      c) catastrophe      d) liability
21. Once we have \_\_\_\_\_ any risks which may occur, we can then do \_\_\_\_\_ everything we can to avoid them.
- a) identified      b) insured      c) reduced      d) spread
22. When we start doing business overseas we're likely to \_\_\_\_\_ many \_\_\_\_\_ unfamiliar risks so we must be careful.
- a) reduce      b) gauge      c) assess      d) face
23. We're taking a \_\_\_\_\_ risk investing heavily in expansion in the current economic climate. We could lose everything.
- a) potential      b) tremendous      c) miniscule      d) immediate
24. The chances of another ship sinking tomorrow are \_\_\_\_\_. It's just not going to happen again for a very long time.
- a) negligible      b) considerable      c) substantial      d) huge
25. We need to \_\_\_\_\_ the pros and cons of this joint venture. Is it really as good as it seems to be?
- a) encounter      b) foresee      c) evaluate      d) anticipate
26. It's unlikely that there will be another \_\_\_\_\_ such as an earthquake or tsunami in the region for quite a while, so we don't need to worry.
- a) damages      b) catastrophe      c) accumulation      d) liability
27. No one could have \_\_\_\_\_ the events which led to the disaster last year. They were totally unexpected.
- a) predicted      b) estimated      c) calculated      d) faced
28. The electricity has been \_\_\_\_\_ so the electricity company can do major repairs to the network.
- a) mismatched      b) disconnected      c) broken down      d) reduced
29. Team building exercises should \_\_\_\_\_ creativity in their participants, so they usually include exercises that require imagination.
- a) build      b) motivate      c) inspire      d) break down
30. One of our main income \_\_\_\_\_ is the service side of the business.
- a) streams      b) ventures      c) barriers      d) locations

### **Критерии оценки (в баллах):**

- 40 баллов выставляется обучающемуся, ответы которого на поставленные в задании вопросы излагаются логично, последовательно и не требуют дополнительных пояснений, он не затрудняется с ответом при видоизменении задания, при решении практических заданий применяет верную методику и показывает глубокие знания изученного материала, подтверждает полное освоение компетенций, предусмотренных программой;

- 30 баллов выставляется обучающемуся, твердо знающему программный материал, грамотно и по существу излагающего его, допускающему не существенные неточности при освещении основного содержания ответа и в ответе на дополнительные вопросы, которые он легко исправляет по замечанию преподавателя, правильно применяющему теоретические

положения при решении практических заданий, в целом подтверждает освоение компетенций, предусмотренных программой;

- 20 баллов выставляется обучающемуся, который имеет знания только основного материала, но не усвоил его детали, допускает неточности, недостаточно правильные формулировки, нарушения последовательности в изложении программного материала и испытывает трудности в выполнении практических заданий, частично раскрывает содержание дополнительных вопросов, подтверждает освоение компетенций, предусмотренных программой на минимально допустимом уровне;

- 10 балла выставляется обучающемуся, который значительную часть теоретического содержание курса не освоил, необходимые практические навыки не сформировал, не подтвердил освоение компетенций, предусмотренных программой.

### **Расчет баллов по выполнению учебных заданий на аудиторных занятиях и результатам текущего контроля**

Расчет баллов по выполнению учебных заданий на аудиторных занятиях и результатам текущего контроля представлен в таблице.

Форма проведения текущего контроля	Номер темы, выносимой на контроль	Максимальное количество работ, опросов на 1 студента в семестр	Количество баллов, максимально
<b>Семестр 5</b>			
<b>Выполнение учебных заданий на аудиторных занятиях</b>			
Опрос	1,2	2	13
Групповая дискуссия	3	1	7
Всего:			<b>20</b>
<b>Текущий контроль, в т.ч.:</b>			
Контрольная работа	3	1	7
Тест	1,2	2	13
Всего:			<b>20</b>
<b>Семестр 6</b>			
<b>Выполнение учебных заданий на аудиторных занятиях</b>			
Опрос	4,5	2	13
Групповая дискуссия	6	1	7
Всего:			<b>20</b>
<b>Текущий контроль, в т.ч.:</b>			
Контрольная работа	4	1	7
Тест	5,6	2	13
Всего			<b>20</b>

### **Критерии оценки творческого рейтинга**

Распределение баллов осуществляется по решению кафедры и результат распределения баллов за соответствующие виды работ представляется в виде следующей таблицы

Вид работы по темам дисциплины	Количество баллов, максимально
Выполнение индивидуального проекта, группового проекта, эссе, доклада	5
Разработка в составе команды для последующего использования в учебном процессе: - наглядных пособий, - лекции-визуализации, - сценария деловой игры, - одной или нескольких ситуационных задач или кейсов, - сценария дискуссии, в том числе в форме виртуальной дискуссии, мозгового штурма, тематического круглого стола, - кроссворда, - тестов.	5
Публикация авторской статьи и (или) написание студенческой научной работы, участие в научной студенческой конференции	5
Работа в научных кружках и (или) участие в конкурсе студенческих научных работ, олимпиаде, создание презентации, написание реферата, доклада	5
<b>Итого</b>	<b>20</b>

### **Показатели и критерии оценивания планируемых результатов освоения компетенций и результатов обучения, шкала оценивания**

Шкала оценивания		Формируемые компетенции	Индикатор достижения компетенции	Критерии оценивания	Уровень освоения компетенций
<b>85 – 100 баллов</b>	«отлично»/ «зачтено»	УК-4 ПК-5	УК-4.2 ПК-5.1	<b>Знает верно и в полном объеме:</b> нормы письменной речи, принятые в профессиональной среде; основы межличностного и делового общения, переговоров, конфликтологии, социально-культурных норм бизнес-коммуникаций на предприятиях питания. <b>Умеет верно и в полном объеме:</b> вести деловую переписку на государственном языке РФ и/или иностранном языке; осуществлять проведение деловых встреч с соблюдением протокола и этикета с учетом национальных и корпоративных особенностей собеседников в индустрии общественного питания.	<b>Продвинутый</b>

70 – 84 балла в	«хорошо»/ «зачтено»	УК-4 ПК-5	УК-4.2 ПК-5.1	<p><b>Знает с незначительными замечаниями:</b> нормы письменной речи, принятые в профессиональной среде; основы межличностного и делового общения, переговоров, конфликтологии, социально-культурных норм бизнес-коммуникаций на предприятиях питания.</p> <p><b>Умеет с незначительными замечаниями:</b> - вести деловую переписку на государственном языке РФ и/или иностранном языке; осуществлять проведение деловых встреч с соблюдением протокола и этикета с учетом национальных и корпоративных особенностей собеседников в индустрии общественного питания.</p>	<b>Повышенный</b>
50 – 69 балла в	«удовлетворительно» / «зачтено»	УК-4 ПК-5	УК-4.2 ПК-5.1	<p><b>Знает на базовом уровне, с ошибками:</b> нормы письменной речи, принятые в профессиональной среде; основы межличностного и делового общения, переговоров, конфликтологии, социально-культурных норм бизнес-коммуникаций на предприятиях питания.</p> <p><b>Умеет на базовом уровне, с ошибками:</b> вести деловую переписку на государственном языке РФ и/или иностранном языке; осуществлять проведение деловых встреч с соблюдением протокола и этикета с учетом национальных и корпоративных особенностей собеседников в индустрии общественного питания.</p>	<b>Базовый</b>
менее 50 балла в	«неудовлетворительно»/ «не зачтено»	УК-4 ПК-5	УК-4.2 ПК-5.1	<p><b>Не знает на базовом уровне:</b> нормы письменной речи, принятые в профессиональной среде; основы межличностного и делового общения, переговоров, конфликтологии, социально-культурных норм бизнес-коммуникаций на предприятиях питания.</p> <p><b>Не умеет на базовом уровне:</b> -вести деловую переписку на государственном языке РФ и/или иностранном языке; осуществлять проведение деловых встреч с соблюдением</p>	<b>Компетенции не сформированы</b>

				протокола и этикета с учетом национальных и корпоративных особенностей собеседников в индустрии общественного питания.	
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