

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Петровская Анна Викторовна
Должность: Директор
Дата подписания: 09.09.2026 15:49:10
Уникальный программный ключ:
798bda6555fbdebe827768f6f1710bd17a9070c31fdc1b6a6ac5a1f10c8c5199

Приложение 6
к основной профессиональной образовательной программе
по направлению подготовки 40.03.01 Юриспруденция
направленность (профиль) программы
Гражданско-правовой

**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 финансов и бизнес-аналитики

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

по дисциплине Б1.О.03 ИНОСТРАННЫЙ ЯЗЫК

Направление подготовки 40.03.01 Юриспруденция

Направленность (профиль) программы Гражданско-правовой

Уровень высшего образования Бакалавриат

Год начала подготовки 2026

Краснодар – 2025 г.

Составители:

к.ф.н., доцент кафедры финансов и бизнес-аналитики Еремеева А.А.

Оценочные материалы одобрены на заседании кафедры финансов и бизнес-аналитики
Краснодарского филиала РЭУ им. Г.В. Плеханова,

протокол от 13.03.2025 №7

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

по дисциплине «Иностранный язык»

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
УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами	УК-4.1. 3-1. Знает нормы устной речи, принятые в профессиональной среде	Тема 1. Личность человека Тема 2. Путешествия и туризм Тема 3. Работа Тема 4. Изучение иностранного языка Тема 5. Реклама. Тема 6. Образование Тема 7. Дизайн. Тема 8. Бизнес. Тема 9. Инновации Тема 10. Современные тренды Тема 11. Искусство и медиа. Тема 12. Общество и закон. Тема 13. Коммуникации в бизнесе. Тема 14. Международные рынки и международный маркетинг. Тема 15. Деловые отношения Тема 16. Построение успешной карьеры и бизнеса. Тема 17. Мотивация. Тема 18. Управление рисками.
		УК-4.1. 3-2. Знает иностранный язык на уровне, необходимом и достаточном для общения в профессиональной среде	
	УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках	УК-4.1. У-1. Умеет выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия	
		УК-4.2. 3-1. Знает нормы письменной речи, принятые в профессиональной среде	
	УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	УК-4.2. У-1. Умеет вести деловую переписку на государственном языке РФ и/или иностранном языке	
		УК-4.4. 3-1. Знает жанры устной и письменной речи в профессиональной сфере	
		УК-4.4. У-1. Умеет выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ХАРАКТЕРИЗУЮЩИЕ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ

Перечень учебных заданий на аудиторных занятиях

Вопросы для опроса

Тема 1. Личность человека.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Do you believe two personality types (extroverts and introverts) are useful for describing personality?
2. What role does the charisma play in your life?
3. Is charisma the most important quality to possess if you want to be successful in your career?
4. How is SCM different from logistics?
5. What does the supply chain describe?

Тема 2. Путешествия и туризм

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Are you planning on going anywhere for your next vacation?
2. Have you ever hitchhiked? If so, how many times?
3. Do you prefer summer vacations or winter vacations?
4. Have you ever been in a difficult situation while traveling?
5. How do you spend your time when you are on holiday and the weather is bad?

Тема 3. Работа

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What are your strengths?
2. What are your weaknesses?
3. Where do you see yourself 5 years from now?
4. What kind of salary do you expect?
5. What do you do for living?

Тема 4. Изучение иностранного языка.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. How many languages do you speak?
2. How did you learn your second language?
3. What's the best way to learn a foreign language?
4. What methods do you use to remember vocabulary better?
5. What is value of learning languages?

Тема 5. Образование.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Do you agree that Russian secondary school provides a person with good knowledge? Why (not)?
2. What ideas from Russian school can you advise a teacher from Great Britain?
3. Today some young people think that having a good education is very important. Do you agree with them?
4. Do you agree that our school gives a person a good start in life? Why (not)?
5. Does your school have any traditions?

Тема 6. Реклама.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What part does advertising play in public life?
2. Why is advertising called the lifeblood of an organization?
3. Can you give examples of early forms of advertising?
4. What can you say about the development of advertising?
5. What are the channels advertising uses every day?

Тема 7. Дизайн.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What is the first step in developing a new design?
2. What do graphic designers produce?
3. What factors do graphic designers consider?
4. How do designers gather relevant information?
5. How do graphic designers prepare sketches or layouts?

Тема 8. Бизнес.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What are your main skills of a businessman?
2. What was your biggest challenge for a businessman?
3. Do you have a career plan? Is it important to have it?
4. Where do you want to be in 10 year's time?
5. What professional and personal qualities should a person have to reach a high position?

Тема 9. Инновации.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Why is Procter & Gamble a global industry leader in a new consumer product innovation?
2. . What do you think are some of the best ideas in the last 20 years?
3. What is the best idea you have ever had?
4. Which creative person do you most admire? Why? 4
5. What should companies do to encourage new ideas?

Тема 10. Современные тренды.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What is bad when we use a computer?
2. How much time do you use your computer?
3. Do you want to say that you are a computer addicted?
4. Does it bother you in your life?
5. How much has fashion changed nowadays?

Тема 11. Искусство и медиа.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Who can graphic designers be employed by?
2. Why do all designers face frustration?
3. What must graphic designers be familiar with?
4. What do designers show to employers?
5. Why do designers need to be well-read, open to new ideas and influences?

Тема 12. Общество и закон.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Can we live without laws?
2. Why do we need law?
3. What spheres of life are regulated by law?
4. Must people obey laws?

5. What rules of behaviour are accepted in the society?

Тема 13. Коммуникации в бизнесе.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. How often do you use your phone?
2. What's your favourite form of communication?
3. What is better : face-to-face or chat with virtual friends?
4. What kind of technology can't you live without? Why?
5. What's your favourite gadget for communication? Why?

Тема 14. Международные рынки и международный маркетинг.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Why do many people mistakenly think that marketing is only selling and promotion?
2. Why do goods sell very easily sometimes? What are the necessary conditions for it?
3. What are "hot" products? "right" products? "me-too" products? Give your own examples of such products.
4. What is the aim of marketing?
5. What marketing concepts do you know?

Тема 15. Деловые отношения.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Where do marketers work, and what role does marketing play in a firm?
2. Have you ever pirated any software? music? Is it ethical to download software instead of paying for it? Does the answer depend on if they could otherwise afford to buy the product?
3. Are you a big spender? What things do you buy more often than others?
4. when talking to people what is comfortable?
5. What is the best approach to negotiation?

Тема 16. Построение успешной карьеры и бизнеса.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Why is it important for young managers to make key people believe in them and trust them?
2. What should young managers do about their weaknesses?
3. What qualities and skills should a good manager have?
4. Talk about the good or bad qualities of managers/bosses you have had.
5. What is your ideal manager like?

Тема 17. Мотивация.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What was the main function of managers in the past?
2. What does the day-to-day work of a manager consist of?
3. What are managers responsible for?
4. What can happen if a manager fails his work?
5. What is your ideal manager like?

Тема 18. Управление рисками.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. How can marketing lead to the achievement of overall business objectives?
2. What is the connection between price and quality?
3. Why is market segmentation important?
4. Why do you think the distribution strategy must be set?
5. How can marketing objectives be set relating to sales?

Критерии оценки по каждой теме (в баллах):

- 2 балла выставляется студенту, активно участвующему в опросе на основе профессионального суждения
- 1,5 балла выставляется студенту, участвующему в опросе на основе профессионального суждения
- 1 балл выставляется студенту, активно участвующему в опросе
- 0 баллов выставляется студенту, не участвующему в опросе

Максимально – 14 баллов

Вопросы для групповой дискуссии**Тема 1. Личность человека.**

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. How important do you think it is to understand your own culture before trying to understand someone else's?
2. What tips could you give to people who come to your country to do business for the first time?
3. Can you foresee any conflicts between corporate and individual cultures?
4. What is more important for employees who work for a multinational culture?
5. What is the biggest challenge for a repatriated employee?

Тема 2. Путешествия и туризм

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. If you traveled to South America, what countries would like to visit?
2. If you were going on a camping trip for a week, what 10 things would you bring? Explain why.
3. What are some countries that you would never visit? Why would you not visit them?
4. What is the most interesting souvenir that you have ever bought on one of your holidays?
5. Do you think the type of vacation one takes reflects one's social status?

Тема 3. Работа

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Why should a company hire you?
2. What are your goals for the future?
3. Tell about an accomplishment you are most proud of.
4. What can you offer us that someone else can not?
5. What motivates you?

Тема 4. Изучение иностранного языка.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Why do some people have more difficulty than others when learning a language?
2. To what extent do you agree that it's better to learn language as a child? Why or why not?
3. To speak its language well, how important is it to know something about the culture of a country?
4. What are the problem areas that an intermediate learner may have?
5. When you travel to a foreign country, is it always easy to use your foreign language?

Тема 5. Образование.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Today some young people think that having school traditions is not very important. Do you agree with them?
2. You are talking to a British student. What will you advise him/her to do to prepare for an exam well?
3. Do you know anyone who attended a private school? Do private schools offer higher quality education or are they just prestigious?
4. Does education guarantee a good job?
5. What are the qualities of a good teacher?

Тема 6. Реклама.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What is the role of mass media in advertising?
2. Why are so many people involved in the great business of merchandising?
3. What do the commercials persuade the audience to do?
4. How often is a program interrupted to present commercials?
5. What genres are employed to influence commercials?

Тема 7. Дизайн.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What is the 'core purpose' of web designing?
2. Which of the following colors is associated with enthusiasm and creativity: red, white, green, orange?
3. When did the digital revolution come?
4. Did advertising exist in ancient times?
5. When did photography begin replacing illustrations in graphic design?

Тема 8. Бизнес.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. You are going to get a job in a multinational company. What would you do before an interview? How would you behave during the interview?
2. What helps when trying to move ahead in your career? Think about personal factors and workplace factors.
3. What practical advice could you give to someone who wants to get ahead in their career? Make a list of three to five points.
4. What will you do to do your business successful?
5. Which of these companies would you like to work for? Why? A family owned company, a multinational company, your own company (be self-employed)?

Тема 9. Инновации.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What makes a business idea a really great idea?
2. Think of some products you have bought recently. Why did you buy them? What influenced your decision to buy?
3. Tell about a marketing campaign that impressed you.
4. Think of a well-known brand and tell about its advertising campaign.
5. How could you try to increase the sales figures of the brand?

Тема 10. Современные тренды.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What clothes and hairstyle are fashionable now?
2. Why did teenagers rebel against the ideas of their parents and older people in the past? 3. What was the fashion in 1950s?

4. Why did young people need comfortable clothes in 1980s?
5. What is your attitude to fashion today?

Тема 11. Искусство и медиа.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Try to find the definition for the word ART.
2. What do YOU feel about Pop Art?
3. What is the last movie or TV show you've watched?
4. Why will graphic designers with Web site design and animation be especially needed?
5. What skills are important for designers?

Тема 12. Общество и закон.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Do you share the idea that people should look only after themselves and take no care about others?
2. What rules do you obey willingly?
3. What rules would you abolish if you could?
4. Do laws limit your personal freedom?
5. Do you feel that laws protect you?

Тема 13. Коммуникации в бизнесе.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Do you try to do as much as possible in the least amount of time?
2. Do you become impatient with delays or interruptions?
3. Do you always have to win at games to enjoy yourself?
4. Do you find yourself speeding up the car to beat the red light?
5. Are you unlikely to ask for or indicate you need help with a problem?

Тема 14. Международные рынки и международный маркетинг.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. How can needs and wants be confused?
2. What is "marketing myopia"?
3. How do wants become demands?
4. What is the role of marketing in each concept?
5. What is a market? Give your own examples of different markets.

Тема 15. Деловые отношения.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. When you go into a negotiation, do you always expect to win?
2. Could you give some tips for negotiating?
3. Unsuccessful negotiations and how to avoid them.
4. How to make negotiations effective.
5. Bargaining and making concessions.

Тема 16. Построение успешной карьеры и бизнеса.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. How many ways are suggested to reduce conflict in a negotiation?
2. What do you think is the best way to negotiate with someone who has a stronger bargaining position than you?
3. What do you think is the best way to negotiate with someone who is bigger and richer than you?
4. What qualities does a good chairperson need?

5. Discuss what strategies the chairperson could use in each situation: - A participant looks bored and is not contributing to the discussion. - Every time anyone makes a suggestion, one participant responds with a negative comment. They say why an idea won't work, but don't make any positive suggestions. - Two participants keep having private, whispered discussion during the meeting. - A participant doesn't want to listen to anyone else's ideas. They keep interrupting and try to dominate any topic discussed.

Тема 17. Мотивация.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What situations are stressful for you?
2. What do you do to relax?
3. What other ways do people use to cope with stressful situations?
4. What jobs do you consider to be the most stressful?
5. What are the most stressful situations in business?

Тема 18. Управление рисками.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Do you know how much money you have in your wallet right now? Is it essential for you? Why not?
2. What do you think of keeping count of your daily expenses? Have you ever tried using an expense tracker app?
3. Do you have any long-term goal that requires money savings (e.g., buying a house, a car, etc.)? How do you manage to set aside some money?
4. Do you have a personal budget for your monthly needs, fees, and other expenses?
5. What would you buy first if you received \$1 million tomorrow?

Критерии оценки по каждому вопросу (в баллах):

- 0,2 балла выставляется студенту, активно участвующему в дискуссии на основе профессионального суждения
- 0,1 балл выставляется студенту, активно участвующему в дискуссии
- 0 баллов выставляется студенту, не участвующему в дискуссии

Максимально – 6 баллов

Максимально в одном семестре за задания на аудиторных занятиях – 20 баллов

Перечень учебных заданий текущего контроля

Деловые (ролевые) игры

Тема 3. Работа. Разные профессии и необходимые качества для работников. Работа дома. Стажировка. Интервью. Объявления о работе, вопросы на интервью, написание резюме и сопроводительного письма.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

ROLE-PLAY GAME (Интервью. Успешное собеседование на работу)

Студенты делятся на две подгруппы (каждая может включать от пяти до восьми человек). Из них два человека — топ-менеджеры, которые поместили в газету объявления о вакансиях. Пока одна подгруппа проводит интервью, другой можно предложить образовать “Shadow cabinet” и параллельно с топ-менеджерами выбрать свою кандидатуру на замещение этой вакантной должности. Тогда и другая подгруппа будет задействована.

Следует предупредить топ-менеджеров, что у них есть строго определенное количество времени на каждого претендента, в противном случае игра может затянуться. Кроме того, менеджерам понадобится время на принятие решения и объявление о своем решении.

ADVERTISEMENT 1: OPERATIONS OFFICER

International children's charity with headquarters in Washington, DC and offices throughout the world has an opening for an operations officer to fill a position in Mali. The successful candidate will be responsible for all aspects of the management of this office. He or she should possess an advanced university degree in business administration or a related qualification and should have at least five years' experience in office management at international level. Willingness to travel and live and work under difficult conditions. Benefits include a competitive international salary and overseas allowances.

Roles

1. Personnel manager.
2. Office manager of Washington headquarters.
3. Applicants.

Before the interview

So you're going to have an interview for a job. Great! Now for the hard part. To do well on an interview you need to give it some thought first. Employers want to learn if you are the person they want, so you'll be asked a lot about yourself. Think about it now, and you'll be able to give clear answers:

1. What do I do well?
2. School subjects?
3. What are my good points?
4. Previous job?
5. Why would I like this job?
6. Part time work?
7. Spare-time interests?
8. What do I like doing and why?
9. What is my family like?
10. What do I not like doing and why?
11. School activities?

You will want to ask questions:

1. The job itself? Training?
2. Prospects for advancement?
3. Educational opportunities?
4. Conditions?
5. Can I see where I would be working?
6. Hours?
7. Salary?

At the interview

DOs:

1. Arrive early. Call ahead if you're delayed.
2. Try to smile and show confidence.
3. Ask questions and show interest in the job.
4. Be polite, listen carefully, and speak clearly.

DONT's:

1. Don't panic, even if faced by more than one person. [Breathe deeply and remember all your good points].
2. Don't slouch or look bored. (Stand and sit straight, make eye contact].
3. Don't smoke or chew gum.

4. Don't give one-word answers or say you don't care what you do.

List of roles (candidates' character traits, outlooks, goals and sometimes background are described).

1. You prefer to work hard, money doesn't matter much.

2. Money is your main consideration. It doesn't matter if the job is boring.

3. You are a bit lazy and trying to conceal it. But you have a family to support (three children).

4. You're very ambitious. Your aim is to climb high.

5. You're very insecure and shy. You hate speaking in front of large audience, to superiors, interviewers, etc.

6. You're very creative, full of energy. You're bossy and other people's opinions don't matter much

Тема 3. Работа. Разные профессии и необходимые качества для работников. Работа дома. Стажировка. Интервью. Объявления о работе, вопросы на интервью, написание резюме и сопроводительного письма.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

ROLE-PLAY GAME (Работа дома. Стажировка)

I. Read and translate these two texts. Try to define the main problem in each text.

STARTING A BUSINESS

"I'm going into business — that's where the money is... and I mean business with a capital B. I'm going to become a fashion designer, but I aim to be a rich and famous fashion designer — and very-very quickly."

"But how are you going to get started?"

"Actually with your help,"

"My help."

"Your mother's really, if you'll give me your permission to talk to her about this project"

"Of course you can talk to her. But how can Mummy help?"

Melanie leaned forward, sudden enthusiasm filling her eyes, extinguishing the worry of earlier. "She is constantly after me to make her one of my hand-painted silk dresses, and she told me only a few weeks ago that she could sell like hot cakes to her friends..."

Don't you see, Jane, my hand-painted evening clothes are very original, my exclusive design, and this would be a beginning. Later on, I could make my tailored suits... everyone so admires those."

"You are right!" Jane exclaimed.

"You must talk to Mummy, get her measurements, and design the dress for her. And I'm sure she won't mind if you approach her friends, especially those who were so interested..."

"Oh, I am glad you agree! However, there's a slight problem." Melanie threw Jane a worried glance.

"Do you think your mother would give me half the money in advance? You know, pay half the price of the dress before I deliver it. And get her friends who order dresses to do the same? If they did, it would help me immensely. I could use the money to buy the fabrics and the special paint I need."

"Of course Mummy will pay up front, and she'll jolly well make sure her friends do too." Jane sat back, looking confident, and then screwed up her mouth in a thoughtful way.

"But that's not a real solution, Melanie. If you are going into the fashion business and want it to become big business, then you must have working capital."

Melanie laughed hollowly. "Don't I know it... however, I'm afraid; I don't have a bean to my name."

"Oh, but I do!" Jane announced gleefully.

"I have the five thousand pounds that Granny Margie left me, and the money's just sitting there in Quentin's Bank earning a bit of interest that's worth tiddlywinks. I'm going to lend you my five thousand pounds!"

"Jane, that's truly a wonderful gesture, but I couldn't possibly borrow money from you," Melanie protested.

"You're going to take it. I shall force you to take it. If you have a bit of decent capital behind you, the business will grow much faster, and things will run better. You could take on a seamstress, may be even two, and also find small premises."

"Yes, you are right. As a matter of fact, I had made those sorts of plans," Melanie remarked, standing up, walking over to the fireplace. She ran her hand over her mouth, pondering for a moment.

"Of course, I hadn't intended to branch out like that until next year, when I'd already made a little money." Melanie directed her steady gaze at Jane. "If you lend me you five thousand pounds, I could do it sooner, that's true. So — thank you, I accept you offer, and I'm very grateful, Jane, darling." She went over to Jane's chair, bent down and hugged her. Jane immediately sprang to her feet, hugged Melanie in return, her face wreathed in smiles. They stood in the center of the floor, shaking hands and grinning broadly at each other.

EXPANDING A BUSINESS

"I want to go big, and I really mean big," Melanie said.

"And I want to do it at once. Now!"

Startled, Jane stared at her, removed a couple of pins from her mouth and waved them at Melanie.

"I do wish you wouldn't make your important announcements when I have these between my teeth. I almost swallowed them."

"Oh, sorry." Jane grinned.

"Okay, so you want to go big. I'm all ears; tell me more, Crowther."

"I fully intend to in a minute," Melanie replied walking across the studio to the corner where Jane was working on a costume for Kathy.

"How about a glass of lemonade?" Melanie asked, putting the tray she was carrying down on the table, unscrewing the cap of the bottle. "You must be parched, Jane; it's sweltering in here."

"I know, I think we have to buy another fan. And thanks, I will have some of that stuff." Jane stepped away from the dressmaker's dummy, eyed the Tudor-style theatrical costume she was working on, then swung around, sat down on a stool nearby and took the glass of lemonade from Melanie — "So go on," she said, "tell me about your plans. Knowing you, I bet you've got them all worked out."

"Sort of," Melanie admitted and perched on the end of the table. "We've been in business for ten months and we've done extremely well. But we could sell twice as many clothes if we could produce them. I think we should expand, go big. As I just said."

"How?"

"Hire more cutters and seamstresses, as well as office staff, and take showrooms in the West end."

"That'll cost money Even if you keep my five thousand in the business, that won't be enough, Melanie."

"I know. I need about fifty thousand actually," Jane whistled. "As much as that! Gosh! But yes, I think you are right."

"I know I am," Melanie asserted. "I've worked it all out on paper. Aside from the salaries, we'd have to carry plenty of stock-fabrics, other supplies, and then of course there would be the rent of the showroom. I've looked at several in the last week, and they're expensive, especially those in Mayfair, which is where I feel we should be."

"You do mean big when you say big, don't you?"

"Yes, and fancy About the fifty thousand, Jane, I think we could borrow it from the bank, even though neither of us has any collateral, if your mother would be our guarantor — you know, guarantee the loan or the overdraft, if that's what it's going to be."

Jane shook her head, frowned hard, and bit her lip.

"No, I don't think that's a good idea — going to the bank I mean. I'd rather borrow the money from Mummy, and I think she'd give us at least half.

I know aunt Stephanie would cough up the rest, because she once asked me if you needed money for the business. And she is a go for it, and she is a great fan of you and your clothes."

"Jane, it would be wonderful if they would do it...do you honestly think they'd take a gamble on me?"

"Yes, I do. Besides, backing you is hardly a gamble, and we all know that." "I'd prefer to make it a loan, repayable with interest, of course, if that'd be all right with them. We don't need too many partners, do we?"

"No, you are right there. Oh, this is exciting, Melanie! And I know my Mummy and Aunt Stephanie jump at it. You'll see... by next week we'll really be rolling. Rolling in a big way, just like you want, heading for the big time."

Christina kept her fingers crossed, praying that Jane was right. She was. Granny Margie and her sister provided the extra working capital Melanie needed to expand her haute couture business and move to the West End. They also had several meetings with Granny's solicitors. It was during these meetings that Margie and Stephanie decided that Melanie needed more cushioning in case of unforeseen emergencies. And so they increased their loan to one hundred thousand pounds, by putting up fifty thousand each. That was the amount Christina finally deposited in her business account at the bank before the month of July was out, after the necessary papers had been drawn and duly signed by everyone.

VOCABULARY

1. To approach smb - делать предложения, начинать переговоры, обращаться к кому-либо; пытаться повлиять на кого-либо
2. To be after smb - постоянно просить кого-либо о чем-либо
3. To branch out - расширяться
4. To cough up (зд.)- раскошелиться
5. Cushioning - дружеская поддержка
6. Dummy - манекен
7. I don't have a bean - у меня ни гроша
8. In advance - авансом
9. Jump at smth - незамедлительно воспользоваться ситуацией
10. To keep smb's fingers crossed - скрестить пальцы
11. To pay up in front - заплатить вперед
12. Seamstress - швея, портниха
13. To take a gamble on smb - сделать ставку на кого-то
14. To take on - принимать на работу

Следует нацелить студентов использовать данные слова в ходе ролевой игры.

SITUATION

Three young and jobless people are eager to start up a business. At first it takes them some time to organize themselves into a team, to talk each other into a venture (it's especially difficult with Paul Wilson), to estimate the opportunities and make a decision. They have practically nothing to begin with except for their youth, ideas and strong will to be self-employed and make money. To start a courier agency they have to acquire working capital. Where from — this is the question. The first idea is to borrow money from the bank, the second — to try to persuade Ann's rich relative to lend them money. They'll undertake both projects, and don't know which one is going to be successful.

Role A

Your name is Peter Evance. You've had a job but have been made redundant. You've seen a lot of motorcycle couriers in London. One day you tried to get a job with a couple of courier agencies, but failed. You still have a bike and £100. You want to set up a small courier agency. You're lousy at mathematics but your girlfriend Ann is good at accounts. Besides, you want to talk another friend, Paul, into becoming a partner. Your main problem in the whole business is where to get the money from. When Paul suggests trying to get a loan from a bank you agree but you don't know which bank to choose. You don't know anything about these things.

Role B

You're Ann Hood, You're out of job. You used to work as an accountant, but have been sacked. You like your job and you're good at accounts. Your boyfriend, Peter Evance, is unemployed too. He wants to set up a small courier agency and have you as a partner. You're not against it, but there's a problem of money [he has £100 and a bike]. You don't have much money either, but you have a rich uncle [Mr. Arthur Hood] in Canada. You know him very little [sometimes you speak on the phone]. What if you try to borrow the money from him? Peter suggests your mutual friend, Paul, as a partner. When Paul suggests trying to get money from a bank you agree but you don't know what kind of papers you should present to get a loan.

Role C

You're Paul Wilton. You've been out of job for a year and you're desperate. You think it's plain bad luck [you used to work for a bank and started to get on there and then all of a sudden you lost your job]. While working you managed to put by some money — £500, but you're scared of touching it. Your friend Peter Evance and his girlfriend Ann Hood [who are unemployed too] want to set up a courier agency and suggest you become a partner. You're reluctant to accept their offer since you doubt the success of it, but you have no choice. The main problem of starting a courier agency is funds. Peter has £100 and a bike, Ann has £50. You suggest you should try to get a loan from a bank. You know you should submit a letter of application for credit and put up a security / collateral At the interview with the bank manager you'll have to tell him something about the purpose of the loan, a business loan is likely to help you make profits out of which you'll be able to repay the loan with interest. Your security might be one or more of the assets of the business. Be ready with some figures upon which your calculations are made.

Role D

You are Mark Green, a bank manager. You're bossy and make yourself important while speaking with the clients, but you're a professional and you are rarely mistaken about the financial standing of the borrowers. You've got an appointment with three people — Peter Evance, Ann Hood and Paul Wilson. They seek money for business reasons. You start the negotiations with them by making clear that to be a borrower at least one of them must be a customer of the bank because the money will be lent to them through a bank account. You go further in your explanations and tell them that there're two ways in which they may borrow. The first, and easy, is to spend more money than they have in their current account — to overdraw. The second and the normal way of borrowing larger amounts or for a long period of time, is the loan. Then they should choose the most appropriate one. Further, to grant their request you will want to know a number of things — the amount that they seek, the arrangements for repayment that they are able to suggest, some figures upon which they have based their calculations. You finish the negotiations by announcing with authority that you refuse the loan for the reason of obvious credit — unworthiness. Be polite, but determined in not granting the loan.

Role E

You're Mr. Arthur Hood, Ann Hood's rich relative. You're from Canada, not very old, live alone in a big house, a widower, grown-up children in Australia. You're retired, but very creative and ready to help. You're pretty aware of the niece's financial position [she has been sacked], but you doubt if she and her friends are capable enough to dispose of money and start a business. You ask for a time-out to think it over, call your son in Australia [there's no role for a son in Australia, you only mention you called him later] and he is positive about lending money to his cousin [although he has never seen her in his life]. He's conscious of what it's like to start a business as he is a young businessman and apart from this Ann is their relative. So your final decision after some consideration is to lend them money against the certain percentage off their profit. Besides he agrees to help them by giving advice in organization of the business for nominal fee.

Тема 8. Бизнес. Внутри бизнеса. Бизнес дилеммы. Бизнес иконы. Написание электронных сообщений общего и делового характера

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

ROLE-PLAY GAME (Писки на работе)

Role A — Overtime

You think overtime is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which are the least stressful of these (and why): the boss, boredom or customers.

Role B — The Boss

You think the boss is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): overtime, boredom or customers.

Role C — Boredom

You think boredom is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, overtime or customers.

Role D — Customers

You think customers are the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, boredom or overtime.

ROLE-PLAY GAME (Внутри бизнеса. Бизнес дилеммы)

Role A – Apple New Products Director

You have created a new product for Apple. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Apple.

Role B – Apple Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Apple Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she

needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Apple Shareholder

You know a lot about Apple's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.

Тема 13. Коммуникации в бизнесе. Измерения коммуникативной культуры. Деловые поездки. Начало деловых отношений. Работа за рубежом. Основные критерии выбора авиакомпании и отеля. Новейшие разработки в сфере делового туризма. Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

ROLE-PLAY GAME (Коммуникации в бизнесе. Измерения коммуникативной культуры)

Role A — News

You think news is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): social media, shopping or gaming.

Role B — Social Media

You think social media is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): news, shopping or gaming.

Role C — Shopping

You think shopping is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): social media, news or gaming.

Role D — Gaming

You think gaming is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): social media, news or shopping.

Тема 15. Деловые отношения. Современные тенденции в бизнесе: теория мотивации и HR-планирование, Аутсорсинг. Найм персонала и работа с персоналом. Создание позитивной трудовой атмосферы. Анализ отчета работы сотрудника. Ведение деловых встреч.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

ROLE-PLAY GAME (Защита прав работников)

Role A – Hilton CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Hilton worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Hilton customer

You are a customer of Hilton. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Hilton. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.

Тема 16. Построение успешной карьеры и бизнеса. Управление цепями поставок и логистика. Роль покупателя в управлении цепями поставок. Навыки ведения переговоров. Тактика ведения заседаний и участие в деловых встречах.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

ROLE-PLAY GAME (Управление цепями поставок и логистика)

Role A — Windows You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think windows are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): iPhone screens, jam jars or car windscreens.
Role B — iPhone Screens You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think iPhone screens are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): windows, jam jars or car windscreens.
Role C — Jam Jars You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think jam jars are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): iPhone screens, windows or car windscreens.
Role D — Car Windscreens You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think car windscreens are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): iPhone screens, jam jars or windows.

Критерии оценки (в баллах):

- 5 баллов выставляется студенту, если его ответ отличается оригинальностью, выражает собственные оригинальные, творческие мысли. При ответе были учтены все обязательные элементы игры. Студент продемонстрировал умение самостоятельно анализировать, обобщать и последовательно, логично, аргументировано излагать материал, не допуская ошибок;
- 3-4 баллов выставляется студенту, если его ответ отражает собственные мысли. Условия игры были соблюдены с применением творческого подхода, не было допущено существенных ошибок;

- _1-2_ балла выставляется студенту, если ответ не отличается творческим подходом, задание было раскрыто не полностью, студент испытывал затруднения при ответе на дополнительные вопросы.

Максимально – 5 баллов.

Тесты

Тема 1. Личность человека.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

I. Match the words from the list below with their synonyms in the table.
timid - nice - smart - social - inactive - cheerful - dishonest- tidy-courageous — painstaking

1. outgoing
2. shy
3. intelligent
4. kind
5. lazy
6. gay
7. brave
8. diligent
9. neat
10. two-faced

2. Agree or disagree with the following statements using the following phrases: Yes, I agree that.../ It is true that ... / Yes, I think that ... Or: I don't think that is correct ... / I can't agree with the fact that ... / No, I don't think you are right...

1. People are always a part of the family.
2. The optimal size of the family is 3 members.
3. To be an only child in the family is very good.
4. It is not easy to be the head of the family.
5. Children should be polite with the elder members of the family.
6. The man is always the head of the family.
7. Brothers and sisters are always friends.
8. Happy families are always united.

3. Translate into English using words from Active Vocabulary.

1. Меня зовут ... , коротко
2. Я студент 1 курса ... Севастопольского филиала РЭУ им. Г.В.Плеханова.
3. Я окончил школу в этом году и поступил в университет.
4. Мои родители – бухгалтера, и я тоже решил стать экономистом.
5. На выходных я люблю читать. Я предпочитаю детективы.
6. Я также занимаюсь плаванием. Один раз в неделю я хожу в бассейн.
7. Мои друзья считают меня оптимистом.
8. Я пока не женат (не замужем).
9. Моя семья состоит из 4 человек: папа, мама, сестра и я.
10. Моего отца зовут Ему 42 года. Он работает экономистом на крупном заводе.
11. Мой отец очень ответственный и строгий.
12. Моя мама на 2 года моложе папы. Ей 40 лет, но она выглядит моложе своего возраста.
13. Моя мама – привлекательная высокая и стройная женщина с темными волосами и зелеными глазами.
14. Моя мама очень добрая и заботливая. У нее всегда много дел, но мы все ей помогаем по дому.
15. У меня есть младшая сестра. Ее зовут Татьяна. Ей 14 лет, она учится в 8 классе.

16. У нас сестрой много общего. Мы увлекаемся плаванием и любим читать детективы.
17. У меня есть две бабушки и один дедушка. Они все уж на пенсии.
18. Мои бабушки и дедушка живут в деревне. Мы стараемся их навещать и помогать.
19. У меня есть три тети и два дяди, а также двоюродные сестры и братья. Все они живут в разных городах России.
20. Наша семья очень дружная. Мы очень привязаны друг к другу.
21. Мы всегда помогаем друг другу в трудных ситуациях и вместе решаем семейные проблемы.
22. В свободное время мы любим собираться в месте и организовывать семейные праздники.
23. Мне бы хотелось иметь такие же теплые и дружеские отношения в моей будущей семье.

3. *Read and translate the text.*

ABOUT MYSELF AND MY FAMILY

Let me introduce myself. My name is Olga Smirnova, Olya for short. I was called after my grandmother. I was born on the 12th of May, 1995 in Brest, and have been living there since my childhood. Now I am seventeen years old. This year I have finished school and entered the Grodno State Medical University. It was not easy to become a student, but I did all my best to do it. At school I was good at Chemistry and Biology, they were my favorite subjects. I was also interested in Physics and Languages. Now I am a student of the medical university, the Faculty of Pediatrics. I descend from the family of doctors. My parents and teachers at school advised me to become a doctor firstly to continue our family occupation, secondly because I have always given my preference to natural sciences. The life of a medical student is not easy; we have to study a lot. So I don't have much time for my hobbies and interests. But when I have some free time I go swimming at the swimming pool and watch videos. I like sport very much. I go in for basketball and always take part in sports competitions at our university. I am also fond of reading interesting books. Among my favorite writers are Charles Dickens and Mark Twain. As for my character, my friends find me very energetic and cheerful. But my parents consider me absent-minded. I think I take after my grandmother in character; she is very optimistic and joyful. It is quite natural because we are family members. Now I'd like to tell you a few words about my family. My family is an average sized Belarusian family: it consists of my father, mother, elder brother and me. So we are a family of four. I'd like to start with my parents. I have got a father and a mother. Their names are Sergey Ivanovich and Marina Petrovna. My parents have been married for twenty-five years. This year we are celebrating their silver wedding. My father is 49 years old, he is a man of character. He is a very handsome, sporty, tall man with fair hair and green eyes. People say I take after my father in appearance. As for his character, he is very serious and reliable. He is always ready to help everyone: both the family and his patients. He works as a surgeon in the regional hospital. In his free time he likes fishing and hunting. I love my father very much. 22 My mother is 2 years younger than my father. She is in her late forties but she looks young for her age. My mother is a pretty, slender woman of medium height. She has long brown hair and blue eyes. My mother is a very kind and caring woman, she is always very busy with her work and has a lot to do about the house. But all family members try to help her. My mother works in the children's hospital, she is a pediatrician. I want to treat children as well. My parents have much in common, but they have different interests, hobbies, points of view on sports and music. For example, my father is fond of sports and my mother doesn't go in for sport at all. She is a great home-sitter. She keeps the house and takes care of the family. She is very good at cooking and she is clever with her hands. But my parents have the same opinion about the education and upbringing of their children. They are good specialists as well. Both of them are real medical professionals. Now I'm going to tell you a couple of words about other members of our family. Besides me, my parents have got one more child. It is my elder brother. His name is Oleg. He is twenty-three. He is married and has a family of his own. His wife is a teacher. Oleg has graduated from the university and works as an economist. We have much in

common with my brother but we are quite different as well. My brother is fond of exact sciences and I am good at natural sciences. But we both like sport and books. We are happy to have grandparents. They are old now and live in the country near Brest. But we never forget to visit them regularly and help them about the house. We also have a lot of relatives. My aunts, uncles and cousins live far from us, in different cities of Belarus. On big holidays they come to visit us and we have a very good time together. So we are a happy family and we are getting on well together. Our family is very united. We help each other in difficult situations and discuss all family problems together. We like to spend our free time together and organize family celebrations. I am not married yet, but I would like to have similar relationships in the family of my own.

Give the Russian equivalents for the following word-combinations:

- ☐ I did all my best
- ☐ Faculty of Pediatrics
- ☐ natural sciences
- ☐ exact sciences
- ☐ silver wedding
- ☐ fishing
- ☐ hunting
- ☐ point of view
- ☐ home-sitter
- ☐ upbringing
- ☐ a couple of words
- ☐ family celebrations

Тема 2. Путешествия и туризм. Путешествия и туризм. Выдающиеся исследователи. Экстремальные путешествия. Образовательный тур. Биографический очерк.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

I. Do the tests:

1. They were not permitted _____ the cars in that place.
a) park b) to park c) parking d) to park of
2. It's no use _____ about it.
a) to worry b) to be worried c) worrying d) to be worrying
3. Did you have any difficulty _____ a visa?
a) to get b) getting c) in getting d) to getting
4. He _____ them after the journey.
a) looks forward to see b) is looking to see c) looks forward seeing d) is looking forward to seeing
5. The government _____ to reduce taxes nowadays.
a) has want b) wants c) is wanting d) wanted
6. After I _____ to you, I got a letter from Tom.
a) speak b) have spoken c) spoke d) had spoken
7. Roberta was angry at herself because she _____ a stupid mistake.
a) made b) had made c) has made d) had done
8. Either you or he _____ that man.
a) has seen b) have seen c) will seen d) had seen
9. If Maria _____ him, she will be unhappy.
a) marries b) will marry c) married d) got married
10. If she had listened to her parents, she _____ happier.
a) would be b) will be c) would have been d) would been
11. We'll go to the party if he _____ us.
a) invite b) will invite c) invites d) would invite
12. If I _____ you I would quit smoking.

- a) was b) were c) am d) will he
13. If the tickets _____ too expensive we won't go to the concert.
a) are b) aren't c) were d) weren't
14. I _____ at the plant for three years.
a) have worked b) worked c) am working d) was working
15. She _____ English since 1997 but she doesn't know it well.
a) learning b) has been learning c) have learned d) has learned
16. Everybody expected her _____ Peter.
a) to marry b) be marry c) marry d) be married
17. We didn't hear the bell _____.
a) ring b) rang c) to ring d) has rung
18. She wanted me _____ with her.
a) come b) comes c) to come d) came
19. _____ you help me?
a) May b) Will c) Shall d) Should
20. Were you disappointed _____ your examination result?
a) at b) with c) for d) about
21. My friend _____ to the University when I met him in the street.
a) was hurrying b) has been c) hurried d) has been hurrying
22. I've met _____ very nice people while I've been here.
a) a b) some c) no d) any
23. He is _____ intelligent than you may think.
a) a lot b) much more c) much d) many more
24. I found this handbag after the party. Does anybody know _____ it is?
a) who's b) whom c) whose d) who
25. I wonder, could you tell me _____?
a) what does this word mean b) what means this word c) what this word means
d) what does mean this word
26. This building _____ in 1878.
a) were build b) was built c) had been built d) has being built
27. The film was quite different _____ what I expected.
a) of b) with c) from d) by
28. I often dream _____ being rich.
a) about b) of c) on d) for
29. I had to go to the dentist because my tooth _____ me for a month.
a) was bothering b) has bothered c) bothered d) had been bothering
30. I'm sorry. I didn't hear you. What did you _____?
a) tell b) talk c) say d) speak
31. I cook meal and my sister _____ dishes.
a) washed b) will wash c) washes d) is washing
32. The boys _____ a game of football at the moment.
a) have b) are having c) will have d) has
33. My friend never _____ basketball.
a) plays b) has been playing c) is playing d) has played
34. They _____ a game of chess yesterday.
a) played b) have been playing c) have played d) had played
35. He _____ his work today.
a) does b) has been done c) has done d) is doing
36. The film _____ for a month already.
a) ran b) runs c) has been running d) had run

2. Read the text carefully and find the correct answer.

Natural world wonders

1. Spread over 135 square miles in Yunnan province, the Shilin Forest looks like an ancient petrified forest filled with rock formations that jut vertically from the ground. Geologists say Shilin Stone Forest was formed 270 million years ago, when the constant movement of the earth caused the waters of the large sea, which covered the area, to retreat and allowed the limestone cliffs to rise.

2. The Darvaza gas crater, known as «The Door to Hell», is a 196 feet wide and 65 feet deep hole in the Karakum desert in Turkmenistan. The fire, fueled by natural gas, has been burning for the last 42 years, not by a natural occurrence, but instead, as a result of a Soviet gas exploration accident. Geologists accidentally tapped into a massive underground natural gas cavern, causing the ground to collapse and the entire drilling rig to fall in.

3. Also known as «The Great Blue Hole», the Belize Barrier Reef is one of largest barrier reefs in the world. It creates a natural ecosystem that includes atolls, several hundred sand cays, mangrove forests, coastal lagoons and estuaries. It's so vast that much of it remains undiscovered and only 10 per cent of the marine life on this reef has been identified.

Choose two variants that are close to the text.

- a) The Shilin Stone Forest has an extraordinary origin.
- b) The two natural holes have the same origin.
- c) The diversity of living organisms is presented in the Belize Barrier Reef.
- d) The diversity of living organisms is presented in the Darvaza gas crater.

The Darvaza gas crater was formed _____. (choose two variants)

- a) in a hot and dry place
- b) in a hot and rainy place
- c) in a hot and wet place
- d) in a hot and sunny place

What do the trees in the Shilin Forest look like?

- a) They are soft and non-living.
- b) They are low and green.
- c) They are hard and non-living.
- d) They are high and green.

The main idea of the text is _____.

- a) There are unique places in the world which are the mystery of nature.
- b) The Shilin Stone Forest was formed because of the sea level fall.
- c) The Darvaza gas crater was formed because of people's carelessness.
- d) The Belize Barrier Reef represents the whole natural ecosystem.

Тема 4. Изучение иностранного языка. Изучение иностранного языка. Будущее английского языка. Методы обучения. Как избежать ошибок в интернете.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

I. Do the tests:

1. There is _____ butter in the fridge.

- a) a few
- b) much
- c) few
- d) many

2. How _____ people are there in the classroom?

- a) many
- b) much
- c) little
- d) a lot

3. She's the girl _____ always comes late.

- a) which
- b) that
- c) who
- d) who's

4. This room _____ last night.

- a) was cleaned
- b) is cleaned
- c) had been cleaned
- d) was cleaning

5. If I were you, I _____ smoking.

- a) would stop
- b) will stop
- c) stopped
- d) stop

6. The train _____ when he arrived at the station.

- a) has left
- b) had left
- c) is leaving
- d) was left

7. I have not made my bed _____.

- a) just
- b) ever
- c) already
- d) yet

8. If he'd come on time, he _____ the lesson.

- a) wouldn't miss
- b) would miss
- c) would have missed
- d) wouldn't have missed

9. He _____ for 3 hours when I met him.
 a) was walking b) has walked c) has been walking d) had been walking
10. My house _____ at the moment.
 a) is being re-decorated b) re-decorated c) re-decorates d) was re-decorated
11. He will be coming, _____?
 a) will he b) won't he c) doesn't he d) does he
12. John fell _____ the window.
 a) out b) off c) out of d) down
13. What about _____ to the theatre tonight?
 a) go b) going c) to go d) we go
14. Before _____ the ring, he asked her to marry him.
 a) to buy b) buying c) buy d) he has bought
15. They _____ the Olympic City by 1988.
 a) had built b) build c) will have built d) are building
16. The thief _____ by the time Mr. & Mrs. Smith returned from holiday.
 a) was arrested b) had been arrested c) is arrested d) arrested
17. You won't pass unless you _____ harder.
 a) work b) worked c) will work d) are working
18. _____ she is fat, she can run quite fast.
 a) in spite of b) even though c) even d) in case
19. He said that he _____ the news in time.
 a) hasn't been given b) isn't given c) hadn't been given d) isn't giving
20. When they came into the kitchen they were dirty because they _____ in the garden.
 a) had played b) were playing c) had been playing d) played
21. *Place the parts of business letter in the correct order.*

Dear Sir / Madam,

1. which was held last June
2. and may be interested in retailing them through our outlets in Germany
3. We saw a large selection of our products at the Frankfurt Fair
4. Could you send us your latest catalogue and price-list
5. We are particularly interested in your industrial ware
6. quoting c.i.f. terms of Hamburg
7. including overalls, boots, helmets, gloves and fire-proof jackets
8. We look forward to hearing from you soon
9. We can assure you that if your prices and discounts are competitive
10. Yours faithfully
11. Chief Buyer

T. Hamacher

12. we will place regular large orders
22. *Choose what type of a business letter this paragraph belongs to.*

Dear Mr Brown,

Further to my letter of April 21 I have the pleasure of sending you under separate cover the data and the tables you are so much in need of. I hope you will find them interesting and useful in your work.

I should be obliged if you would confirm receipt of this letter. If I can be of any help to you in future, please do not hesitate to write me ...

- a) Offer Letter b) Cover Letter c) Letter of Complaint d) Reply to enquiry

23. *Match the sentences in section A with the meanings in section B:*

A

I regret to say that you did not renew the policy in time.

a I regret saying that you did not renew the policy in time.

b The underwriters remembered paying Mr Goodman for the damaged consignments.

- c The underwriters remembered to pay Mr Goodman for the damaged consignments.
- d The vessel stopped unloading the containers after the accident.
- e The vessel stopped to unload the containers after the accident.

B

- a The underwriters knew that they had paid Mr Goodman.
- b There was an accident, so they decided to unload the containers.
- c I'm sorry I accused you of forgetting to renew the policy.
- d There was an accident, so they didn't unload any more containers.
- e I'm afraid to say that you were responsible for forgetting to renew the policy.
- f Mr Goodman did not have to remind the underwriters to pay.

Тема 5. Реклама. Успешная реклама. Обработанные фотографии в рекламе. Реклама и дети. Структура презентации.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Marketing Chocolate

Marketing means:

- investigating who buys, when they buy, where they buy, how often they buy and how much they spend on a chosen item
- and then finding the best way to sell the item to make the most money

Every chocolate bar has an ideal target market (buyers) and this is broken down into:

- age and Gender (male or female)
- money/economics / lifestyle
- values/interests

If a chocolate bar is aimed at different people to you it's unlikely you'll buy it for yourself (but you might as a present for others).

If a company decides it wants to change its target market for a particular product, it will need to change the way the chocolate is marketed.

For example, the product **TWIX** had a target market of mainly middle-aged people a few years ago, and these people were buying less and less chocolate. **TWIX** decided to update their image to appear younger and launched the "Break From The Norm" adverts so people began to see **TWIX** as chocolate for teenagers.

Sometimes, companies will try the following:

Re-launch a product that's not selling well by aiming at a new target market (like **TWIX** but also **YORKIE** who are aiming their bars at men)

- Find new versions of the same product (like **BUTTONS** selling **BIG BUTTONS**, **MARS** selling **MARS DRINKS**, **SNICKERS** selling **SNICKERS CRUNCHIE** and lots of companies selling **ICECREAM BARS**)
- They will reduce the price or make the product bigger
- Bring out seasonal versions (especially at Valentine's Day, Easter and Christmas)
- Run special promotions (competitions, 2 for 1, money off, etc.)

Task 1

- Choose one of your favourite chocolate products and describe its target audience (the people most likely to buy it).
- Describe the wrapper of your chocolate bar (colours, fonts, words, etc.).
- Write a couple of sentences on how the wrapper appeals to the target market.
- Describe an advert that you've seen for your chosen product (print, Internet or moving image).
- Write a couple of sentences on how this advert appeals to the target market (images, music, dialogue, characters, ideas, etc.).
- Write a list of any marketing tactics that have ever been used to sell your product (money off, special versions, re-launch, etc. ...)
- Write a couple of sentences about how you could market your product better – what you would do to sell more of it?

Task 2

You are now in charge of launching a brand new chocolate product.

Your target market is:

Boys and girls aged 8–14

Reasonably cheap (under 30p)

1. Describe what your product would be like

- Is it a bar, a drink, an egg, an ice-cream, etc.?
- Is it a new version of an existing product or something brand new?
- What ingredients are in it?
- What size is it?
- How much is it?

2. Design a wrapper for your product

3. Think carefully about colours, fonts, wording, material, etc. Explain how you would market your new bar

Look back at your notes on marketing and choose the most suitable practices.

4. Design an advertising poster to launch your product

- Think carefully about the colours, fonts, images and words you choose
- Decide which magazines you'd place the advert in (and if your product is seasonal, when you'd place it)
- Where would you put a billboard poster?

Task 3

Chocolate that appeals to the senses

Good descriptive writing appeals to all the senses ... And writing about chocolate even more so!

Fill this grid with fantastic and evocative words for your product

 sight	
 Smell	
 Touch	
 Taste	
 Sounds	
 Emotions	

Тема 6. Образование. Деловые встречи с новыми клиентами Проблемы образования. Метод Монтессори. Бесплатное университетское образование. Составление делового письма.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Read the following text:

When choosing a career the first thing you need is self-awareness. This means looking at your skills, values, interests and personality, and analyzing your strengths and weaknesses. You need to consider what you want from your career. To help others? Prestige? Responsibility or no responsibility? The second stage is to gather information on the opportunities open to you. Some careers, such as physiotherapy, are quite specific but may offer a large number of opportunities.

Others are more open-ended, for example business management, though there may be either less demand or too many people looking for the same kind of work. Then comes the moment of truth – Making a Decision. At this point it is important to talk to friends, family and tutors. Many schools and colleges have a Careers Adviser who can help to inject reality into your ideas. If you have the chance, spend time with a person already working in your chosen career area. This can be far better than reading about it. Finally, when you have finished any special training or studies, you need to Take Action. Job Seeking involves finding out about employers and vacancies, writing your CV, applying for jobs, perhaps taking psychometric tests, and attending interviews.

1. Self-awareness means knowing and understanding yourself. (T/F)
2. When choosing a career you must decide how you can help others. (T/F)
3. An open-ended career offers a wider variety but not necessarily a greater number of opportunities. (T/F)
4. Parents and teachers can help young people to make the right decision. (T/F)
5. Schools and colleges always have a careers adviser. (T/F)
6. Choosing a career and job-seeking are the same thing. (T/F)

2. Use the correct word or expression from the list below to fill in the gaps in the sentences:
 apply for, attend, find out, gather, such as, vacancy

1. Where can I about physiotherapy courses?
2. There are lots of places where you can get information, magazines and the internet.
3. Did you that job you told me about?
4. The Palace Health Centre and Spa has a for a qualified physiotherapist.
5. They've asked me to an interview next week.
6. They sent a questionnaire to all the students to feedback about the course.

3. Read the following text. Chose the correct answer:

Whether you are at school, college or university, or looking for a job, sooner or later you will be tested. Tested on what? Psychologists, companies and staff selection agencies use a vast battery of tests of all kinds. There is of course the classical IQ test, but in recent years many other types of test have been developed – for Communication Skills, Creative Problem-Solving, Emotional IQ, Ambition, Mental Toughness, Honesty, Hostility, Leadership, Management Skills, Organization Skills, Risk-Taking, Self Esteem, Sensitivity to Criticism, Social Skills, Team vs. Individual Orientation. And this is just a small selection. Since the first intelligence tests appeared in the early 1900s there has been a great deal of debate and criticism of them on the grounds that they are not objective, and that nobody agrees on what 'intelligence' is anyway, so you cannot test it, although one psychologist simply said: 'Intelligence is what is measured by intelligence tests'. However that may be, the truth is that IQ tests, personality tests and aptitude tests are used all over the world and are not going to go away, so it is best to find out how different tests work and to practise. One good thing is that the more tests you do, the better you get at doing them!

1. a) psychometric tests are only used in schools, colleges and universities;
 b) psychometric tests are used in a wide variety of situations;
 c) companies never use psychometric tests.
2. a) psychometric tests have many different names but they all test the same thing;
 b) psychometric testing is only used to test intelligence;
 c) there are many types of test which measure different aspects of intelligence and personality.
3. a) intelligence tests have existed for about a hundred years;
 b) psychometric testing is a very new phenomenon;
 c) most types of test have existed since the early 1900s.

4. a) there is a generally accepted definition of intelligence;
 b) everybody agrees that intelligence is what is measured by intelligence tests;
 c) nobody really agrees what intelligence is.
5. a) according to the text, it is a good idea to practise doing tests;
 b) the text says that tests are used less and less;
 c) the text says that tests are a waste of time.

4. True/False Statements

A typical IQ test measures verbal skill, mathematical skill, logic and spatial skill. Normally a test contains many items, and both speed and accuracy are important. Here is a sample of just 10 items from a so-called 'quick' IQ test of 36 items. NOTE: This exercise is for you to practise your English, find out what kind of questions there may be in an IQ test in English, and above all is for fun, so DO NOT take your result too seriously, even if you get all the answers right or all the answers wrong!

1. The word "mineral" can be spelled using letters found in the word "parliament." (T/F)
2. The sequence "triangle, glove, clock, bicycle" corresponds to the sequence of numbers "3, 5, 12, 2." (T/F)
3. 27 minutes before 7 o'clock is 33 minutes past 5 o'clock. (T/F)
4. If written backwards, the number "one thousand, one hundred and twenty-five" would be written "five thousand, two hundred eleven." (T/F)
5. The words, "auctioned, education, and cautioned," all use exactly the same letters. (T/F)
6. Nine chickens, two dogs, and three cats have a total of forty legs. (T/F)
7. Sixteen hours are to one day as twenty days are to June's length. (T/F)
8. Three of the following numbers add up to the number 31: 17, 3, 2, 19, 5. (T/F)
9. 64 is the next logical number in the following sequence of numbers: 2, 6, 14, 30... (T/F)
10. Frank is taller than John. Ralph is taller than Frank. Therefore, John is the shortest boy. (T/F)

Тема 7. Дизайн. Источники финансирования новых компаний. Дизайн повсюду. Дизайн сквозь века. Инновации Alessi. Конкурс дизайна. Составление обзора продукции.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Translate into Russian:

Income; profit; facility; revenue; expense; source; term; short-term financing; long-term financing; cash flow; expand; provide; obtain; purchase; affect; be available; repay; borrow; transaction; supplies; marketing; equipment; merger; retailer; wholesaler; manufacturer; imbalance; merchandise; inventory; rent; sales revenue.

2. Find the English equivalents:

Финансовые потребности, арендная плата, стоимость, изготовитель, оптовый торговец, розничный торговец, (торговая) сделка, доход от продажи, припасы, товары, слияние(предприятий), определение, товарные запасы, оборудование, продажа, доход, прибыль, расход, срок, краткосрочное финансирование, долгосрочное финансирование, денежная наличность, движение наличности, обеспечивать, изменяться, покупать, быть в наличии, предлагать, заменять, влиять(на), конечный, устарелый, неэффективный, непредвиденный, тщательный.

3. Fill in the blanks:

1. Financial management begins with a determination of the term's....
2. Temporary financing may be needed when ... are high and ... is low.
3. In these cases the firm must look for outside ... of financing .
4. Short-term financing is ... that will be used for one year or less and then ...
5. Cash flow is the movement of ... into and out of an organization.

4. Find words in the text opposite in meaning to the following:

To confuse, expensive, disadvantage, unemployment, decline, ineffective.

5. Match the words in column A with their synonyms in column B:

A	B
to distinguish	to handle
benefit	habit
trade name	scrutiny
examination	brand
universal	global
custom	profit
to treat	to differentiate

6. Fill in prepositions:

1. If you accept payment for collection we'll sell the goods ... CIF terms.

a) on b) in c) –

2. We can deliver the goods ... three lots of 25 tools each.

a) by b) with c) in

3. Unfortunately our museum is not very popular ... visitors.

a) with b) among c) for

4. The shop-assistant assured me that this coat would wear ... ages.

a) during b) for c) within

5. Where can I try ... this shirt?

a) in b) on c) –

6. Your terms of payment are not acceptable ... us.

a) with b) to c) on

7. This transaction will lead ... good business in future.

a) to b) on c) –

8. This model of machines is ... great demand on the world market.

a) of b) in c) –

9. We give our regular partners a discount ... the price.

a) on b) for c) of

10. At about 5 o'clock everything stops ... "tea" in England.

a) for b) at c) –

Тема 8. Бизнес. Внутри бизнеса. Бизнес дилеммы. Бизнес иконы. Написание электронных сообщений общего и делового характера

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Translate into Russian:

Basic of financial management; goal; objective; sources of financing; funding; step; important task; financial performance; budgeting; expenditure; revenue; sales revenue; equity capital; debt capital; specific period; profit; assets; short-term borrowing; long-term borrowing; merger; companywide budget; zero-base budgeting; income; source; share of ownership; assigning a cost; justify; meet needs; obtain; implement; modify; establish; reduce; determine; evaluate.

2. Find the English equivalents:

Финансовый план; бюджет; составление бюджета; наличный бюджет; бюджет всей компании; промежуточный бюджет; доход(годовой); доход; доход от продаж; капитал; работа фирмы; активы; бюджетная статья; расход; источник денежных средств; доля собственности; акционерный капитал; средство; последнее спасительное средство; радикальный шаг; финансовая деятельность; определять стоимость; решать; оценивать; оправдывать; осуществлять; удовлетворять потребности; нести издержки; финансировать; занимать(брать в долг).

3. Fill in the blanks:

1. Financial planning begins with the establishment of ... and

2. A budget is a financial statement that projects ... and/or ... over a specified future period of time.
3. Usually the budgeting process begins with the construction of individual budgets for each of the various types of
4. Budgeting accuracy is improved when budgets are first constructed for individual ... for shorter periods of time.
5. Departmental budgets can help managers ... and ... financial performance throughout the period covered by the overall budget.
6. In the traditional approach, each new budget is based on the contained in the budget for the ... year.
7. This approach leaves room for the manipulation of to protect the interest of separate department.
8. Zero-base budgeting is a budgeting approach in which every ... must be justified in every budget.
9. are the first type of funding.
10. The second type of funding is
11. The third type of funding is
12. The fourth type of funding is the ... of
13. Selling assets is a
14. The financial manager should establish a ... of monitoring and ... financial performance.

1. The black widow is _____ spider because its bite can kill a man in a few seconds.
a) most dangerous b) the dangerousest c) the most dangerous d) the more dangerous
2. I'm late, _____ ?
a) am not I b) aren't I c) don't I d) are I
3. She looked out of the window. It _____.
a) was still snowing b) has still snowed c) still snowed d) has still being snowing
4. The Davons _____ in the town, but now they live in the country.
a) used to live b) got used to live c) were used to live d) are getting used to live
5. The government _____ to reduce taxes nowadays.
a) has want b) wants c) is wanting d) wanted
6. After I _____ to you, I got a letter from Tom.
a) speak b) have spoken c) spoke d) had spoken
7. Roberta was angry at herself because she _____ a stupid mistake.
a) made b) had made c) has made d) had done
8. Either you or he _____ that man.
a) has seen b) have seen c) will seen d) had seen
9. If Maria _____ him, she will be unhappy.
a) marries b) will marry c) married d) got married
10. If she had listened to her parents, she _____ happier.

- a) would be b) will be c) would have been d) would been
11. We'll go to the party if he _____ us.
a) invite b) will invite c) invites d) would invite
12. When he arrived, they _____ him that his friend had phoned.
a) spoke b) said to c) said d) told
13. He made me _____ the story from the very beginning.
a) to tell b) tell c) told d) telling
14. I'd like him _____ with us to see Granny.
a) would go b) go c) going d) to go
15. The doorbell rang just as he _____ the house.
a) has left b) was leaving c) left d) leave
16. Everybody expected her _____ Peter.
a) to marry b) be marry c) marry d) be married
17. We didn't hear the bell _____.
a) ring b) rang c) to ring d) has rung
18. She wanted me _____ with her.
a) come b) comes c) to come d) came
19. If I were in your shoes, I _____ her.
a) will help b) would have helped c) help d) would help
20. He said that she _____ again.
a) would have come b) will come c) came d) would come
21. My friend _____ to the University when I met him in the street.
a) was hurrying b) has been c) hurried d) has been hurrying
22. I've met _____ very nice people while I've been here.
a) a b) some c) no d) any
23. He is _____ intelligent than you may think.
a) a lot b) much more c) much d) many more
24. I found this handbag after the party. Does anybody know _____ it is?
a) who's b) whom c) whose d) who
25. I wonder, could you tell me _____?
a) what does this word mean b) what means this word c) what this word means
d) what does mean this word
26. This building _____ in 1878.
a) were build b) was built c) had been built d) has being built
27. I'm sorry. I didn't hear you. What did you _____?
a) tell b) talk c) say d) speak
28. I often dream _____ being rich.
a) about b) of c) on d) for
29. I had to go to the dentist because my tooth _____ me for a month.
a) was bothering b) has bothered c) bothered d) had been bothering
30. The film was quite different _____ what I expected.
a) of b) with c) from d) by
31. I cook meal and my sister _____ dishes.
a) washed b) will wash c) washes d) is washing
32. He _____ his work today.
a) does b) has been done c) has done d) is doing
2. Read the text carefully and find the correct answer.

SATRITE

Beauty products are very popular nowadays. Many companies deal with them. One of the most famous companies in this business is the French company Satrite. It is a multinational corporation. It has factories in Europe and Australia. This company makes pharmaceuticals,

health and beauty products. The quality of the products is perfect. The prices are high, but the products are exclusive. Their regular customers are women aged 20 to 45.

The company has many experimental laboratories. Every year the specialists develop new technologies and introduce new products to the market. They make profit every year and invest money into new projects. The competition in this market segment is very strong but the company has very good reputation.

The goods are very popular, so they do not advertise their products in newspapers and magazines, on TV and radio. For more information you can enter the company web-site. You can become a new client.

The company is headquartered in _____.

- a) Paris b) Australia c) London

34. It does not have factories in _____.

- a) Europe b) Australia c) America

35. It is a _____ company.

- a) global b) local c) multinational

36. The corporation produces _____.

- a) furniture b) cosmetics and medical products c) clothes

37. The company products are _____.

- a) cheap b) expensive c) at middle prices

38. The company is _____.

- a) profitable b) unprofitable c) bankrupt

39. Every year they develop _____.

- a) new strategies b) new technologies c) new customers

40. The product quality is _____.

- a) high b) low c) poor

Тема 11. Искусство и медиа. Отчеты и предложения. Написание отчета на Видеы СМИ. СМИ отшельники в искусстве. Жизнь зарубежного корреспондента. Киноэкран. Написание короткого делового доклада.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Do the tests:

1. In Japan shoes should be _____ to remove, as you will do so often. Slip-ons are the best choice.

- a) difficult b) easy c) convenient

2. People of what country value personal space because they live in a densely populated area?

- a) England b) Spain c) Japan

3. Drinking is an important part of Japanese culture, so they say _____ for toasting.

- a) kampai b) cheers c) cheese

4. People of what country never say or give anything in a quantity of 4 (it is considered to be bad luck)?

- a) Japan b) Italy c) the USA

5. What does the "OK" sign mean in Japan?

- a) a threat to kill b) zero c) money

6. To write on the business card or put it into a pocket right after the exchange is _____.

- a) appropriate b) inappropriate

7. Alcohol and pork are not consumed by _____.

- a) Indians b) Italians c) Arabs

8. It is not recommended to discuss the subject of _____, not even to inquire about the health of a wife or daughter in Arabic countries.

- a) women b) children c) health

9. Fashion and fashion designers are trademarks of Italy. Therefore, in the business world good clothes are a signature of _____.

- a) love b) success c) respect
10. People of what country never say or give anything in a quantity of **17**(it is considered to be bad luck)?
 a) Japan b) Italy c) the USA
11. Where are the following gifts and colors associated with death and should not be given: clocks, straw sandals, stork, handkerchiefs, anything white, blue or black?
 a) in China b) in Italy c) in the USA
12. In England business lunch will often be conducted in a _____ and will consist of a light meal and perhaps a pint of ale.
 a) cafe b) restaurant c) pub
13. When meeting someone or leaving, use a firm handshake with good _____ contact.
 a) eye b) hand c) head
14. If you give a gift the USA, it should not appear to be a _____.
 a) present b) bribe c) souvenir
15. Chewing gum while talking to someone is _____.
 a) acceptable b) unacceptable
16. Being late, even if it is only a few minutes, is very insulting to a _____ businessman.
 a) Japanese b) Italian c) German
17. _____ respect cows and do not use leather products.
 a) Japanese b) Americans c) Indians
18. In the business world women _____ avoid any bright objects, such as flashy jewelry.
 a) should b) should not
19. In what country is dinner usually served after 9:00p.m, so it is possible to take full advantage of the siesta and have a nap.
 a) India b) China c) Spain
20. _____ is widely used in business, politics and education.
 a) German b) English c) French

Тема 12. Общество и закон. Действительно преступления? Причины совершения преступлений. Эффектные ограбления. Если вы в жюри присяжных. Написание эссе о причине и следствии

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Give the Russian translation:

1. manslaughter
2. burglary
3. offence
4. punishment
5. arrest
6. crime
7. identify
8. sentence

Give the English translation:

1. тяжкое убийство
2. мошенничество
3. приговор
4. свидетель
5. жертва
6. тюрьма

Complete the sentences with the words:

judge, punishment, shoplifting, law, verdict, sentence, arrested, illegal, crime, fingerprints, burglary, assault, fined, offence, arson, blackmail, murder, court, jail, kidnapping, prison, hacked, robbery, innocent, jury

1. He was ___ for possessing a small amount of drugs.
2. He was guilty of ___ because he killed his brother.
3. I don't think a ___ of six months is long enough for kidnapping.
4. The ___ will decide if you are innocent or guilty.
5. The ___ decided not to send her to prison.
6. If you make somebody give you money so that you don't tell people their secrets, you are guilty of ___.
7. They found the man watching the building burn and charged him with ___.
8. The woman left the supermarket without paying and was accused of ___.
9. The biggest problem in this town is ___. Houses are broken into all the time.
10. If you steal money from a bank, you are guilty of ___.
11. The thief claimed he hadn't been at the house, but his ___ were found at the scene.
12. He was sent to ___ for armed robbery.
13. The new ___ will be passed by Parliament in the spring.
14. She was ___ \$250 for speeding.
15. The man managed to prove that he was ___ and hadn't done anything wrong.
16. The usual fine is \$15 to \$100 for a first ___.
17. "___ and ___" is the most famous novel written by Dostoevsky.
18. Some teenagers were guilty of ___ as they attacked an elderly woman in the street.
19. If you go to the ___ you can hear the decision if they committed the crime or not.

Критерии оценки (в баллах):

- 5 баллов выставляется студенту, если выполнено 85-100% от общего объема заданий;
- 4 балла выставляется студенту, если выполнено 65-84% от общего объема заданий;
- 3 балла выставляется студенту, если выполнено 45-64% от общего объема заданий;
- 1-2 балла выставляется студенту, если выполнено 20-44% от общего объема заданий.

Максимально — 5 баллов

Кейсы

Тема 14. Международные рынки и международный маркетинг. Инновационные технологии. Продвижение товаров и услуг. Управление брендом. Успешные бренды. Создание эксклюзивных брендов. Создание продукта посредством онлайн сообщества. Телефонные переговоры. Организация деловых встреч.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

I. Read the case.

John has always wanted to have his own restaurant. He is a wonderful cook and likes good homemade food very much. He worked for a big company, but one day when he thought he had enough money, he decided to leave his job and work for himself. He rented the bottom floor in a large house to open his restaurant, but soon realized that he didn't have enough money to purchase all the equipment he needed. Yet, he managed to get a loan from the bank, and the restaurant was opened as planned. Unfortunately, he had no money left for an advertising campaign. Since few people knew about the new restaurant, there were few customers. The food was very good, but rather expensive because it was prepared by John himself. He had to raise prices even higher to pay the expenses because he had so few regular customers. Soon even they stopped visiting John's restaurant since there were cheaper restaurants and cafes in the neighborhood - a lot of fast-food restaurants among them. Very soon John's expenses were higher than his profits. He could not repay the bank for his loan or even its interest. His rent

was overdue. Within a year he went bankrupt, the restaurant was sold, and John had to look for another job.

Question: Why did John fail? List the causes of his failure.

If you were a business consultant, what would you have recommended that John had done before opening his restaurant? Write your opinion to this matter.

II. Choose the correct answer.

1) Teacher: «I think you should revise the introduction of your diploma». Student: «_____».

a) Are you sure? b) It's out of the question. c) I don't know how to thank you for this advice. d) Thank you for advising me.

2) Receptionist: «Good evening, Madam. Can I help you?» Guest: «_____?»

a) I want a room. b) My name is Saunders. I have a reservation. c) One room. d) I will book a room here.

3) Friend: «_____». You: «OK, see you».

a) Would you excuse me, please? It's time I was going off. Good-bye. b) Can I talk to you? c) I'm afraid I must be going now. Good-bye. d) Well. I must be off now. Bye.

4) Student: «Could you help me?» Librarian: «_____?»

a) Oh, I haven't seen you for ages! Would you remind me of your last visit here? b) I'd be glad to. What is it? c) Wait a little. Can you come later? d) What?

III. Put the parts of a business letter into the correct order.

1. 2 May 2017

2. Office manager

3. Mahoney and Milliman, Inc

151 Benson Street

Bronx, NY 10465

4. We intend to purchase a new office copier before the end of the fiscal year. We would like to consider and RBM copier and wonder if you have a model that would suit our needs.

5. RBM Manufacturing Company, Inc

421 Ninth Avenue New York, NY 10055

6. Yours sincerely,

7. Dear Sir or Madam,

8. William Wilson

IV. Choose the correct variant.

The quality of our products remain the same - only the finest chemicals are used. The new prices are for minimum orders of \$ 2,000 and are effective as from 1 January. Immediate dispatch is guaranteed, and we hold ample stocks.

a) Offer Letter b) Cover Letter c) Letter of Complaint d) Resume

V. Choose the correct variant.

On 15 September I bought one of your 'Big Ben' alarm clocks from Stansfield Jewellers. Unfortunately, I have been unable to get the alarm system to work and am very disappointed with my purchase...

a) Letter of Complaint b) Memo c) Inquiry Letter d) Cover Letter

Тема 17. Мотивация. 4Р комплекса маркетинга. Маркетинговая стратегия в промышленности. Система управления взаимоотношениями с клиентами как часть общего управления бизнесом. Ценностный подход к ведению бизнеса. Средства распространения рекламы и методы рекламы. Продвижение товара. Разработка рекламной компании. Электронная Цифровая экономика и большие данные. Построение деловых отношений. Организация и создание эффективных презентаций
Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Read and give your opinion:

Multinational companies can either attempt to use similar management methods in all their foreign subsidiaries, or adapt their methods to the local culture in each country or continent. Which procedure do you think is the most efficient?

Do you think the culture of your country is similar enough to those of neighbouring countries to have the same management techniques? Or are there countries nearby where people have very different attitudes to work, hierarchy, organization, and so on?

A Dutch researcher, Fons Trompenaars, and his associates, have asked nearly 15,000 business people in over 50 countries a number of questions which reveal differing cultural beliefs and attitudes to work. Here are five of them, adapted from *Riding the Waves of Culture: Understanding Cultural Diversity in Business*. They concern ways of working, individuals and groups, rules and personal friendships, and so on.

2. *What are your answers to the questions?*

1. If you had to choose, would you say that a company is (a) a system designed to perform functions and tasks in an efficient way, using machines and people, or (b) a group of people whose functioning depends on social relations and the way people work together?

2. What is the main reason for having an organizational structure in a company? (a) So that everyone knows who has authority over whom, or (b) so that everyone knows how functions are allocated and coordinated?

3. Will (a) the quality of an individual's life improve if he or she has as much freedom as possible and the maximum opportunity to develop personally, or (b) the quality of life for everyone improve if individuals are continuously taking care of their fellow human beings, even if this limits individual freedom and development?

4. A defect is discovered in a production facility. It was caused by negligence by one of the members of a team. Would you say that (a) the person causing the defect by negligence is the one responsible, or (b) because he or she is working in a team the responsibility should be carried by the whole group?

5. Imagine that you are a passenger in a car driven by a close friend who hits and quite seriously injures a pedestrian while driving at least 25 kilometers an hour too fast in town. There are no other witnesses. Your friend's lawyer says that it will help him a lot if you testify that he was driving within the speed limit. Should your friend expect you to do this?

Тема 18. Управление рисками. Виды финансовой документации. Проблемы движения денежных средств. Презентация фактов и цифр. Инвестирование. Поиск инвестиций. Финансовые институты. Банковские услуги. Ценные бумаги. Анализ статистики. Вежливые просьбы, отказ в просьбе

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. *Read the text:*

RECRUITMENT AND SELECTION

Approaches to selection vary significantly across cultures. There are differences not only in the priorities that are given to technical or interpersonal capabilities, but also in the ways that candidates are tested and interviewed for the desired qualities.

In Anglo-Saxon cultures, what is generally tested is how much the individual can contribute to the tasks of the organisation. In these cultures, assessment centres, intelligence tests and measurements of competencies are the norm. In Germanic cultures, the emphasis is more on the quality of education in a specialist function. The recruitment process in Latin and Far Eastern cultures is very often characterised by ascertaining how well that person 'fits in' with the larger group. This is determined in part by the elitism of higher educational institutions, such as the 'grandes ecoles' in France or the University of Tokyo in Japan, and in part by their interpersonal style and ability to network internally. If there are tests in Latin cultures, they will tend to be more about personality, communication and social skills than about the Anglo-Saxon notion of 'intelligence'.

Though there are few statistical comparisons of selection practices used across cultures, one recent study provides a useful example of the impact of culture. A survey conducted by Shackleton and Newell compared selection methods between France and the UK. They found that there was a striking contrast in the number of interviews used in the selection process, with France resorting to more than one interview much more frequently. They also found that in the UK there was a much greater tendency to use panel interviews than in France, where one-to-one interviews are the norm. In addition, while almost 74 per cent of companies in the UK use references from previous employers, only 11 percent of the companies surveyed in France used them. Furthermore, French companies rely much more on personality tests and handwriting analysis than their British counterparts.

Many organisations operating across cultures have tended to decentralise selection in order to allow for local differences in testing and for language differences, while providing a set of personal qualities or characteristics they consider important for candidates.

Hewitt Associates, a US compensation and benefits consulting firm based in the Mid West, has had difficulties extending its key selection criteria outside the USA. It is known for selecting 'SWANs': people who are Smart, Willing, Able and Nice. These concepts, all perfectly understandable to other Americans, can have very different meanings in other cultures. For example, being able may mean being highly connected with colleagues, being sociable or being able to command respect from a hierarchy of subordinates, whereas the intended meaning is more about being technically competent, polite and relatively formal. Similarly, what is nice in one culture may be considered naive or immature in another. It all depends on the cultural context.

Some international companies, like Shell, Toyota, and L'Oreal, have identified very specific qualities that they consider strategically important and that support their business requirements. For example, the criteria that Shell has identified as most important in supporting its strategy include mobility and language capability. These are more easily understood across cultures because people are either willing to relocate or not. There is less room for cultural misunderstandings with such qualities.

2. Mark these statements T (true) or F (false) according to the information in the text:

1. Many international organisations have decentralised selection.
2. They look for different personal qualities in different cultures.
3. The 'SWAN' criteria have international validity.
4. The definition of some qualities can lead to cultural misunderstandings.
5. Mobility and language capability are clearly understood across cultures.

3. Match the cultures with the qualities or attributes according to the text:

1. Anglo-Saxon(UK, USA, Australia etc.).

2. Germanic.

3. Latin.

4. Far Eastern.

a) being able to fit in with the organization;

b) having the relevant kind of education for the job;

c) having the right intellectual or technical capabilities;

d) having good interpersonal skills;

e) having attended the 'top' universities in the country;

f) being able to carry out relevant tasks and jobs.

4. Find at least five methods for testing or assessing a candidate's suitability for a job (e.g. assessment centres) which are mentioned in the text.

Критерии оценки (в баллах):

- 5-6 баллов выставляется студенту, если он исчерпывающе раскрыл содержание темы доклада/ презентации, ответил на дополнительные вопросы преподавателя и других

студентов, продемонстрировал умение самостоятельно анализировать, обобщать и последовательно, логично, аргументировано излагать материал, не допуская ошибок;

- 3-4 балла выставляется студенту, если тема доклада/ презентации излагалась по существу и последовательно, при докладе не было допущено существенных ошибок и неточностей, ответил на часть дополнительных вопросов;
- 1-2 балла выставляется студенту, если тема доклада/ презентации была раскрыта не полностью, студент испытывал затруднения при ответе на дополнительные вопросы.

Максимально — 6 баллов.

Максимально в одном семестре за задания для текущего контроля – 20 баллов

Задания для творческого рейтинга

Темы докладов

Тема 3. Работа. Разные профессии и необходимые качества для работников. Работа дома. Стажировка. Интервью. Объявления о работе, вопросы на интервью, написание резюме и сопроводительного письма.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What is the most difficult problem for a young person?
2. Why don't the majority of young people know what they want to be?
3. When do they make a decision about an occupation?
4. What things do you have to think about when choosing an occupation?
5. What should one do to qualify for a particular job?
6. Whom can you turn to for advice when making your decision?
7. What is the most important part of the decision-making process?

Тема 8. Бизнес. Внутри бизнеса. Бизнес дилеммы. Бизнес иконы. Написание электронных сообщений общего и делового характера.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What are your strengths?
2. What are your weaknesses?
3. Where do you see yourself 5 years from now?
4. What kind of salary do you expect?
5. What are three things you would like you to improve on?
6. Tell me about an accomplishment you are most proud of.

Тема 14. Международные рынки и международный маркетинг. Инновационные технологии. Продвижение товаров и услуг. Управление брендом. Успешные бренды. Создание эксклюзивных брендов. Создание продукта посредством онлайн сообщества. Телефонные переговоры. Организация деловых встреч.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. What is a brand?
2. What qualities should brand name possess?
3. Brands have pros and cons.
4. Brands always add value to products.
5. Innovative trends of network business models.
6. The categories and classification of events in the sphere of the international event-industry.

Критерии оценки (в баллах):

- 5-6 баллов выставляется студенту, если он исчерпывающе раскрыл содержание темы доклада/ презентации, ответил на дополнительные вопросы преподавателя и других студентов, продемонстрировал умение самостоятельно анализировать, обобщать и последовательно, логично, аргументировано излагать материал, не допуская ошибок;
- 3-4 балла выставляется студенту, если тема доклада/ презентации излагалась по существу и последовательно, при докладе не было допущено существенных ошибок и неточностей, ответил на часть дополнительных вопросов;
- 1-2 балла выставляется студенту, если тема доклада/ презентации была раскрыта не полностью, студент испытывал затруднения при ответе на дополнительные вопросы.

Максимально — 6 баллов.

Темы групповых/ индивидуальных проектов

Тема 2. Путешествия и туризм. Путешествия и туризм. Выдающиеся исследователи. Экстремальные путешествия. Образовательный тур. Биографический очерк.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Setting up your own tourist agency. The stages of your work:

1. Determine how many people will prepare the project or you'll do it in person.
2. Find out the information about geographical position of your future tourist destination.
3. Choose the most convenient place according to the location, means of transportation and sights.
4. Make up a business plan including the infrastructure, the budget range and the benefits.
5. Know how to make well your presentation.
6. Prepare the special necessary terminology.
7. Point out the main target of your tourist destination.
8. Determine the title to your project and the main thoughts.
9. Work on the necessary and useful information.
10. Make the brief speech with arguments for presenting your project in class.
11. Use the special vocabulary and grammar constructions to support your point of view according to the subject.
12. Give your project-presentation in class (try not to read!).
13. Be ready to answer the unexpected questions as the opposition.
14. Be ready to prove that you have done the right choice.
15. Make conclusion of the project.
16. Discuss the results with the group.

Тема 5. Реклама. Успешная реклама. Обработанные фотографии в рекламе. Реклама и дети. Структура презентации.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Topic «Good and bad points of the advertising» (to make sugar candies according of the good points of advertising)

OBJECTIVES OF THE PROJECT

1. Conduct a survey among the students of your group of sugar candy.
2. Make the findings of the survey.
3. Use the power of literature to explore:
 - The story of candy.
 - The composition of the lollipops.
 - Brief description of sucrose.
 - Methods for the preparation of candies.
4. Prepare the equipment for the manufacture of candies.

5. Get lollipops.

THE STAGES OF THE PROJECT:

1. Questionnaires.

2. Analysis of the survey results.

3. Study of the sources of information on the topic of our project in order to clarify the following issues:

- The story of candy.
 - composition of the lollipops.
 - brief description of sucrose.
 - methods for preparing candies.
4. Preparation of equipment for making candies.
5. Preparation of candies.

GOOD AND BAD POINTS OF AN ADVERTISING:

<u>Good points</u>
give true information
teach you how to get the best value for your money
(are) truthful
help you choose best products
help to improve your taste
(are) creative/ informative/ clever/ funny
full of humour/ fantasy
present an honest realistic image of a product

<u>Bad points</u>
do not talk about the products' defects
make you buy one thing instead of another
show life unrealistically
put pressure on consumers
famous people endorse products
people seem to be happy consumers
are silly / annoying

Тема 7. Дизайн. Источники финансирования новых компаний. Дизайн повсюду. Дизайн сквозь века. Инновации Alessi. Конкурс дизайна. Составление обзора продукции.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Work in small groups as directors of the Hudson Corporation. Hold an informal meeting. Consider the advantages and disadvantages of company's development. Choose two of the marketing strategies which Hudson should focus on to expand sales in European markets.

Meet as one group and decide which two marketing strategies you will use to develop sales in European markets.

Тема 13. Коммуникации в бизнесе. Измерения коммуникативной культуры. Деловые поездки. Начало деловых отношений. Работа за рубежом. Основные критерии выбора авиакомпании и отеля. Новейшие разработки в сфере делового туризма.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Make up a route for educational vacation. It must be informal and entertaining at the same time. Give a presentation.

The stages of your work:

1. Find out the information about geographical position of your future tourist destination.
2. Choose the most convenient place according to the location, means of transportation and sights.
3. Make up a business plan including the infrastructure, the budget range and the benefits.
4. Know how to make well your presentation.
5. Prepare the special necessary terminology.
6. Point out the main target of your tourist destination.
7. Determine the title to your project and the main thoughts.
8. Work on the necessary and useful information.
9. Make the brief speech with arguments for presenting your project in class.
10. Use the special vocabulary and grammar constructions to support your point of view according to the subject.
11. Give your project-presentation in class (try not to read!).
12. Be ready to answer the unexpected questions as the opposition.
13. Be ready to prove that you have done the right choice.
14. Make conclusion of the project.
15. Discuss the results with the group.

Тема 15. Деловые отношения. Современные тенденции в бизнесе: теория мотивации и HR-планирование, Аутсорсинг. Найм персонала и работа с персоналом. Создание позитивной трудовой атмосферы. Анализ отчета работы сотрудника. Ведение деловых встреч. Собеседование о приеме на работу.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Present at least five methods for testing or assessing a candidate's suitability for jobs (e.g. assessment centres) popular in your area. Give your project-presentation in class.

Тема 16. Построение успешной карьеры и бизнеса. Управление цепями поставок и логистика. Роль покупателя в управлении цепями поставок. Навыки ведения переговоров. Тактика ведения заседаний и участие в деловых встречах.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

«In business, you don't get what you deserve, you get what you negotiate», Chester L. Carrass. Agree or disagree with this statement. Prove your point of view with different examples from real life.

Тема 17. Мотивация. 4Р комплекса маркетинга. Маркетинговая стратегия в промышленности. Система управления взаимоотношениями с клиентами как часть общего управления бизнесом. Ценностный подход к ведению бизнеса. Средства распространения рекламы и методы рекламы. Продвижение товара. Разработка рекламной компании. Электронная Цифровая экономика и большие данные. Построение деловых отношений. Организация и создание эффективных презентаций

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

Create a blank presentation and learn the basics of how to work with it. Then make up a presentation on topic «What you enjoy most about working in your scientific field?». Give your project-presentation in class.

Критерии оценки (в баллах):

- 5-6 баллов выставляется студенту, если он исчерпывающе раскрыл содержание темы доклада/ презентации, ответил на дополнительные вопросы преподавателя и других

студентов, продемонстрировал умение самостоятельно анализировать, обобщать и последовательно, логично, аргументировано излагать материал, не допуская ошибок;

- 3-4 балла выставляется студенту, если тема доклада/ презентации излагалась по существу и последовательно, при докладе не было допущено существенных ошибок и неточностей, ответил на часть дополнительных вопросов;
- 1-2 балла выставляется студенту, если тема доклада/ презентации была раскрыта не полностью, студент испытывал затруднения при ответе на дополнительные вопросы.

Максимально — 6 баллов.

Темы эссе.

Тема 1. Личность человека. Разные типы личности. Исследование личности. Харизма. Конфликт личностей.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Man is born for happiness.
2. It's easier to make friends than to keep them.
3. A person can have only one true friend.

Тема 4. Изучение иностранного языка. Изучение иностранного языка. Будущее английского языка. Методы обучения. Как избежать ошибок в интернете.

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Having only one language of communication on our planet is a wise decision.
2. Learning foreign languages — abroad or at home.
3. Some people think that Russian is easier to learn than English.
4. Studying a foreign language is important for everyone.
5. Learning foreign languages — a waste of time.
6. Knowing one foreign language isn't enough.
7. Homework — too much, no time to do it properly.
8. Online education is very important nowadays.

Тема 11. Искусство и медиа. Отчеты и предложения. Написание отчета на Видеи СМИ. СМИ отшельники в искусстве. Жизнь зарубежного корреспондента. Киноэкран. Написание короткого делового доклада

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4

1. Visiting museums is still important nowadays.
2. It's better to read a book rather than watch its screen version.
3. Some people think that we do not need poetry.
4. Graffiti is a form of art.
5. Libraries will soon be the sign of the past.
6. Smoking should be prohibited.
7. Government should be responsible for people's health.

Критерии оценки (в баллах):

- 5-6 баллов выставляется студенту, если он исчерпывающе раскрыл содержание темы доклада/ презентации, ответил на дополнительные вопросы преподавателя и других студентов, продемонстрировал умение самостоятельно анализировать, обобщать и последовательно, логично, аргументировано излагать материал, не допуская ошибок;
- 3-4 балла выставляется студенту, если тема доклада/ презентации излагалась по существу и последовательно, при докладе не было допущено существенных ошибок и неточностей, ответил на часть дополнительных вопросов;

- 1-2 балла выставляется студенту, если тема доклада/ презентации была раскрыта не полностью, студент испытывал затруднения при ответе на дополнительные вопросы.

Максимально — 6 баллов.

Максимально в одном семестре за задания для творческого рейтинга – 20 баллов

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

**Структура зачетного задания / экзаменационного билета
ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ/ ЗАЧЕТНОЕ ЗАДАНИЕ № __
По дисциплине Иностранный язык**

<i>Наименование оценочного материала</i>	<i>Максимальное количество баллов</i>
1. Talk about the famous Italian design company.	10
2. Talk about one of the greatest engineering achievements of the 20 th century.	10
<i>Практическое задание.</i> 1.Set questions to the text. 2.Fill in the gaps. a) If he (to be) friendlier to people he (to have) more friends. b) We knew that you (to have to agree) to Seller`s terms. c) After Mr.Bell (to study) the contract form he made some remarks.	20

Задания, включаемые в зачетное задание/ экзаменационный билет

Типовой перечень вопросов к зачету

1. What personality types did Carl Jung come up with? Describe them in detail.
2. Describe your personality type according to Carl Jung.
3. “Never judge by appearance”. Do you agree with the saying?
4. Talk about some charismatic people.
5. What qualities should one have to make friends with you?
6. What is the difference between travel and tourism?
7. Talk about a famous traveler/explorer and his/her achievements.
8. What do you know about Amelia Earhart? Tell her life story.
9. Do you like package holidays? Why? Why not?
10. “Travelers should always respect other people’s culture.” Do you agree?
11. Do you agree that being paid for a job gives a person greater self-esteem than working voluntarily?
12. Would you ever lie to get a job you want?
13. What professional strengths and weaknesses would you mention at a job interview?
14. What is teleworking? What are the reasons for the rise of working from home? What are the advantages/disadvantages of working from home?
15. Talk about work placements. “Work placements should always be paid”. Do you agree with this statement?
16. Give your recommendations on how to avoid mistakes working online.
17. What activities do you think learning a language is similar to (playing a musical instrument, driving a car, painting and others)?

18. Why is English an international language?
19. If you are a boss, will you organize English language training for your staff? Why?/Why not?
20. In your opinion, how can a person improve his/her command of a foreign language?
21. Should we pay for higher education? Arguments for and against.
22. What forms of training do you know? Describe one of them in detail.
23. What sort of facilities should students be provided with at university? Which of them are you interested in?
24. What is design? What misconceptions do people have about design?
25. What ideas influenced design at different times?
26. Talk about the famous Italian design company.
27. Talk about a famous entrepreneur. What is he/she famous for?
28. Would you tell your boss if you suspected your colleague of being dishonest?
29. What characteristics should one have to become a successful businessman/businesswoman?
30. What do engineers do? What types of engineers do you know?
31. Describe an engineering project which had a strong effect on you.
32. What do scientists do to avoid asteroids colliding with the Earth?
33. What do you think will be the benefits and problems of building the vertical city?
34. Talk about one of the greatest engineering achievements of the 20th century.
35. Talk about current trends in Russia.
36. Which trends that have died out will have a revival do you think?
37. Name three types of people who are influential in the development of trends (according to M. Gladwell).
38. People should pay for their music, books and films. Do you agree with this statement?
39. Do you think it is exciting/glamorous to work in the fashion industry? Why?/Why not?
40. What attracts you more when buying a particular product – appearance or special features? Give reasons.
41. High price does not always mean quality of a product. Why?/Why not?
42. Eat and drink with your relatives, do business with strangers. Do you agree with this Greek proverb?
43. Is it acceptable to manipulate images of people in advertising? Give your arguments for and against.
44. What are the ways of advertising products and services today?
45. A company has a responsibility towards different groups of people. What conflicts of interest are there between the different groups ?
46. How do you understand the phrase “elastic ethics”? Give you examples.
47. Does a credo really change the way a company operates or is it just good PR?
48. Do small businesses have the same responsibilities as multinationals?
49. What are good and wrong reasons for mergers and acquisitions?
50. What are the five Gs of a possible acquisition?
51. How are mergers and acquisitions perceived by employees/ shareholders/ customers/ the general public?
52. Give examples of a company’s performance.
53. Call possible difficulties of selling in overseas markets.
54. What is the difference between high-context and low-context cultures? Give your examples.
55. Do you prefer shopping in a store or on a website? Give your reasons.
56. What measures do e-tailers take to turn surfers into shoppers?
57. What is a conversational agent?
58. What steps in an e-tail transaction can you name?
59. A company has a responsibility towards different groups of people. What conflicts of interest are there between the different groups ?
60. How do you understand the phrase “elastic ethics”? Give you examples.
61. Does a credo really change the way a company operates or is it just good PR?

62. How do negotiators avoid misunderstandings?
63. How is advertising controlled in different countries? Provide examples.
64. Do you think that bullying is common at our schools? What are the reasons for it?
65. What methods of teaching did Maria Montessori come up with?
66. Should we pay for higher education? Arguments for and against.
67. What forms of training do you know? Describe one of them in detail.
68. What sort of facilities should students be provided with at university?
69. Which of them are you interested in?
70. What is design? What misconceptions do people have about design?
71. Do you agree that advertising impresses us? Why/Why not?
72. Which products do you usually buy - branded or unbranded?

Типовой перечень вопросов к зачету с оценкой

1. Do you think that bullying is common at our schools? What are the reasons for it?
2. What methods of teaching did Maria Montessori come up with?
3. Should we pay for higher education? Arguments for and against.
4. What forms of training do you know? Describe one of them in detail.
5. What sort of facilities should students be provided with at university? Which of them are you interested in?
6. What is design? What misconceptions do people have about design?
7. What ideas influenced design at different times?
8. Talk about the famous Italian design company.
9. What attracts you more when buying a particular product – appearance or special features? Give reasons.
10. High price does not always mean quality of a product. Why/Why not?
11. Eat and drink with your relatives, do business with strangers. Do you agree with this Greek proverb?
12. If you started a business, would you have a partner?
13. Talk about a famous entrepreneur. What is he/she famous for?
14. Would you tell your boss if you suspected your colleague of being dishonest?
15. What characteristics should one have to become a successful businessman/businesswoman?
16. What do engineers do? What types of engineers do you know?
17. Describe an engineering project which had a strong effect on you.
18. What do scientists do to avoid asteroids colliding with the Earth?
19. What do you think will be the benefits and problems of building the vertical city?
20. Talk about one of the greatest engineering achievements of the 20th century.
21. Talk about current trends in Russia.
22. Which trends that have died out will have a revival do you think?
23. Name three types of people who are influential in the development of trends (according to M. Gladwell).
24. People should pay for their music, books and films. Do you agree with this statement?
25. Do you think it is exciting/glamorous to work in the fashion industry? Why/Why not?
26. What personality types did Carl Jung come up with? Describe them in detail.
27. Describe your personality type according to Carl Jung.
28. “Never judge by appearance”. Do you agree with the saying?
29. Talk about some charismatic people.
30. What qualities should one have to make friends with you?
31. What is the difference between travel and tourism?
32. Talk about a famous traveler/explorer and his/her achievements.
33. What do you know about Amelia Earhart? Tell her life story.
34. Do you like package holidays? Why? Why not?

35. "Travelers should always respect other people's culture." Do you agree?
36. Do you agree that being paid for a job gives a person greater self-esteem than working voluntarily?
37. Would you ever lie to get a job you want?
38. What professional strengths and weaknesses would you mention at a job interview?
39. What is teleworking? What are the reasons for the rise of working from home? What are the advantages/disadvantages of working from home?
40. Talk about work placements. "Work placements should always be paid". Do you agree with this statement?
41. Give your recommendations on how to avoid mistakes working online.
42. What activities do you think learning a language is similar to (playing a musical instrument, driving a car, painting and others)?
43. Why is English an international language?
44. If you are a boss, will you organize English language training for your staff? Why?/Why not?
45. In your opinion, how can a person improve his/her command of a foreign language?
46. Should we pay for higher education? Arguments for and against.
47. What forms of training do you know? Describe one of them in detail.
48. What sort of facilities should students be provided with at university? Which of them are you interested in?
49. What is design? What misconceptions do people have about design?
50. What ideas influenced design at different times?
51. Talk about the famous Italian design company.
52. Talk about a famous entrepreneur. What is he/she famous for?
53. Would you tell your boss if you suspected your colleague of being dishonest?
54. What characteristics should one have to become a successful businessman/businesswoman?
55. What do engineers do? What types of engineers do you know?
56. Describe an engineering project which had a strong effect on you.
57. What do scientists do to avoid asteroids colliding with the Earth?
58. What do you think will be the benefits and problems of building the vertical city?
59. Talk about one of the greatest engineering achievements of the 20th century.
60. Talk about current trends in Russia.
61. Which trends that have died out will have a revival do you think?
62. Name three types of people who are influential in the development of trends (according to M. Gladwell).
63. People should pay for their music, books and films. Do you agree with this statement?
64. Do you think it is exciting/glamorous to work in the fashion industry? Why?/Why not?
65. What attracts you more when buying a particular product – appearance or special features? Give reasons.
66. High price does not always mean quality of a product. Why/Why not?
67. Eat and drink with your relatives, do business with strangers. Do you agree with this Greek proverb?
68. Is it acceptable to manipulate images of people in advertising? Give your arguments for and against.
69. What are the ways of advertising products and services today?
70. A company has a responsibility towards different groups of people. What conflicts of interest are there between the different groups?
71. Does a credo really change the way a company operates or is it just good PR?
72. Do small businesses have the same responsibilities as multinationals?

Типовой перечень вопросов к экзамену

3. Do you prefer shopping in a store or on a website? Give your reasons.

4. What measures do e-tailers take to turn surfers into shoppers?
5. What is a conversational agent?
6. What steps in an e-tail transaction can you name?
7. A company has a responsibility towards different groups of people. What conflicts of interest are there between the different groups ?
8. How do you understand the phrase “elastic ethics”? Give you examples.
9. Does a credo really change the way a company operates or is it just good PR?
10. Do small businesses have the same responsibilities as multinationals?
11. What are good and wrong reasons for mergers and acquisitions?
12. What are the five Gs of a possible acquisition?
13. How are mergers and acquisitions perceived by employees/ shareholders/ customers/ the general public?
14. Give examples of a company’s performance.
15. Call possible difficulties of selling in overseas markets.
16. What is the difference between high-context and low-context cultures? Give your examples.
17. How do negotiators avoid misunderstandings?
18. What personality types did Carl Jung come up with? Describe them in detail.
19. Describe your personality type according to Carl Jung.
20. “Never judge by appearance”. Do you agree with the saying?
21. Talk about some charismatic people.
22. What qualities should one have to make friends with you?
23. What is the difference between travel and tourism?
24. Talk about a famous traveler/explorer and his/her achievements.
25. What do you know about Amelia Earhart? Tell her life story.
26. Do you like package holidays? Why? Why not?
27. “Travelers should always respect other people’s culture.” Do you agree?
28. Do you agree that being paid for a job gives a person greater self-esteem than working voluntarily?
29. Would you ever lie to get a job you want?
30. What professional strengths and weaknesses would you mention at a job interview?
31. What is teleworking? What are the reasons for the rise of working from home? What are the advantages/disadvantages of working from home?
32. Talk about work placements. “Work placements should always be paid”. Do you agree with this statement?
33. Give your recommendations on how to avoid mistakes working online.
34. What activities do you think learning a language is similar to (playing a musical instrument, driving a car, painting and others)?
35. Why is English an international language?
36. If you are a boss, will you organize English language training for your staff? Why?/Why not?
37. In your opinion, how can a person improve his/her command of a foreign language?
38. Should we pay for higher education? Arguments for and against.
39. What forms of training do you know? Describe one of them in detail.
40. What sort of facilities should students be provided with at university? Which of them are you interested in?
41. What is design? What misconceptions do people have about design?
42. What ideas influenced design at different times?
43. Talk about the famous Italian design company.
44. Talk about a famous entrepreneur. What is he/she famous for?
45. Would you tell your boss if you suspected your colleague of being dishonest?
46. What characteristics should one have to become a successful businessman/businesswoman?
47. What do engineers do? What types of engineers do you know?
48. Describe an engineering project which had a strong effect on you.

49. What do scientists do to avoid asteroids colliding with the Earth?
50. What do you think will be the benefits and problems of building the vertical city?
51. Talk about one of the greatest engineering achievements of the 20th century.
52. Talk about current trends in Russia.
53. Which trends that have died out will have a revival do you think?
54. Name three types of people who are influential in the development of trends (according to M. Gladwell).
55. People should pay for their music, books and films. Do you agree with this statement?
56. Do you think it is exciting/glamorous to work in the fashion industry? Why?/Why not?
57. What attracts you more when buying a particular product – appearance or special features? Give reasons.
58. High price does not always mean quality of a product. Why?/Why not?
59. Eat and drink with your relatives, do business with strangers. Do you agree with this Greek proverb?
60. Is it acceptable to manipulate images of people in advertising? Give your arguments for and against.
61. What are the ways of advertising products and services today?
62. A company has a responsibility towards different groups of people. What conflicts of interest are there between the different groups ?
63. How do you understand the phrase “elastic ethics”? Give you examples.
64. Does a credo really change the way a company operates or is it just good PR?
65. Do small businesses have the same responsibilities as multinationals?
66. What are good and wrong reasons for mergers and acquisitions?
67. What are the five Gs of a possible acquisition?
68. How are mergers and acquisitions perceived by employees/ shareholders/ customers/ the general public?
69. Give examples of a company’s performance.
70. Call possible difficulties of selling in overseas markets.
71. What is the difference between high-context and low-context cultures? Give your examples.
72. Do you prefer shopping in a store or on a website? Give your reasons.
73. What measures do e-tailers take to turn surfers into shoppers?
74. What is a conversational agent?

Практические задания к зачету/зачету с оценкой/экзамену:

Задание 1

Translate into English:

1. Рынок состоит из людей с их потребностями, способностью покупать и желанием и способностью продавать.
2. Маркетинг делает продукцию наличной там, где она нужна потребителям.
3. Комплекс маркетинга – это сочетание продукции, ее цены, средств распределения продукции и ее продвижения.
4. Основные виды продвижения продукции включают рекламирование (*в газетах*) и широкое оповещение.
5. Составляющая распределения включает не только перевозку и хранение, но также выбор посредников.
6. Составляющая ценообразования включает как базисные цены, так и различные скидки.
7. Развитие рыночной стратегии включает отбор и анализ целевого рынка, а также создание и поддержание элементов маркетинга, которые будут удовлетворять этот рынок.

Задание 2

Translate into English:

1. Деловая этика — это применение моральных стандартов к деловым ситуациям.
2. Справедливость и честность в бизнесе являются двумя важными этическими вопросами.
3. Деловой человек не должен ставить свое личное благосостояние выше благосостояния других или благосостояния организации.
4. Когда деловой человек пользуется ситуацией для своих собственных личных интересов, это приводит к конфликту интересов.
5. Все, что дается какому-либо лицу и может несправедливо повлиять на деловое решение этого лица, является взяткой.
6. Взятки противозаконны и неэтичны.
7. Ложная и вводящая в заблуждение реклама является противозаконной и неэтичной.
8. Открытость часто создает доверие и помогает строить прочные деловые отношения

Задание 3

Translate into English:

1. Рынок состоит из людей с их потребностями, способностью покупать и желанием и способностью продавать.
2. Маркетинг делает продукцию наличной там, где она нужна потребителям.
3. Комплекс маркетинга – это сочетание продукции, ее цены, средств распределения продукции и ее продвижения.
4. Основные виды продвижения продукции включают рекламирование (*в газетах*) и широкое оповещение.
5. Составляющая распределения включает не только перевозку и хранение, но также выбор посредников.
6. Составляющая ценообразования включает как базисные цены, так и различные скидки.
7. Развитие рыночной стратегии включает отбор и анализ целевого рынка, а также создание и поддержание элементов маркетинга, которые будут удовлетворять этот рынок.

Задание 4

Translate into English:

1. Деловая этика — это применение моральных стандартов к деловым ситуациям.
2. Справедливость и честность в бизнесе являются двумя важными этическими вопросами.
3. Деловой человек не должен ставить свое личное благосостояние выше благосостояния других или благосостояния организации.
4. Когда деловой человек пользуется ситуацией для своих собственных личных интересов, это приводит к конфликту интересов.
5. Все, что дается какому-либо лицу и может несправедливо повлиять на деловое решение этого лица, является взяткой.
6. Взятки противозаконны и неэтичны.
7. Ложная и вводящая в заблуждение реклама является противозаконной и неэтичной.
8. Открытость часто создает доверие и помогает строить прочные деловые отношения.

Задание 5

Your name is Peter Evance. You've had a job but have been made redundant. You've seen a lot of motorcycle couriers in London. One day you tried to get a job with a couple of courier agencies, but failed. You still have a bike and £100. You want to set up a small courier agency. You're lousy at mathematics but your girlfriend Ann is good at accounts. Besides, you want to talk another friend, Paul, into becoming a partner. Your main problem in the whole business is where to get the money from. When Paul suggests trying to get a loan from a bank you agree but you don't know which bank to choose. You don't know anything about these things.

Задание 6

You're Ann Hood, You're out of job. You used to work as an accountant, but have been sacked. You like your job and you're good at accounts. Your boyfriend, Peter Evance, is unemployed too. He wants to set up a small courier agency and have you as a partner. You're not against it, but there's a problem of money [he has £100 and a bike]. You don't have much money either, but you have a rich uncle [Mr. Arthur Hood] in Canada. You know him very little [sometimes you speak on the phone]. What if you try to borrow the money from him? Peter suggests your mutual friend, Paul, as a partner. When Paul suggests trying to get money from a bank you agree but you don't know what kind of papers you should present to get a loan.

Задание 7

You're Paul Wilton. You've been out of job for a year and you're desperate. You think it's plain bad luck [you used to work for a bank and started to get on there and then all of a sudden you lost your job]. While working you managed to put by some money — £500, but you're scared of touching it. Your friend Peter Evance and his girlfriend Ann Hood [who are unemployed too] want to set up a courier agency and suggest you become a partner. You're reluctant to accept their offer since you doubt the success of it, but you have no choice. The main problem of starting a courier agency is funds. Peter has £100 and a bike, Ann has £50. You suggest you should try to get a loan from a bank. You know you should submit a letter of application for credit and put up a security / collateral At the interview with the bank manager you'll have to tell him something about the purpose of the loan, a business loan is likely to help you make profits out of which you'll be able to repay the loan with interest. Your security might be one or more of the assets of the business. Be ready with some figures upon which your calculations are made.

Задание 8

You are Mark Green, a bank manager. You're bossy and make yourself important while speaking with the clients, but you're a professional and you are rarely mistaken about the financial standing of the borrowers. You've got an appointment with three people — Peter Evance, Ann Hood and Paul Wilson. They seek money for business reasons. You start the negotiations with them by making clear that to be a borrower at least one of them must be a customer of the bank because the money will be lent to them through a bank account. You go further in your explanations and tell them that there're two ways in which they may borrow. The first, and easy, is to spend more money than they have in their current account — to overdraw. The second and the normal way of borrowing larger amounts or for a long period of time, is the loan. Then they should choose the most appropriate one. Further, to grant their request you will want to know a number of things — the amount that they seek, the arrangements for repayment that they are able to suggest, some figures upon which they have based their calculations. You finish the negotiations by announcing with authority that you refuse the loan for the reason of obvious credit — unworthiness. Be polite, but determined in not granting the loan.

Задание 9

You're Mr. Arthur Hood, Ann Hood's rich relative. You're from Canada, not very old, live alone in a big house, a widower, grown-up children in Australia. You're retired, but very creative and ready to help. You're pretty aware of the niece's financial position [she has been sacked], but you doubt if she and her friends are capable enough to dispose of money and start a business. You ask for a time-out to think it over, call your son in Australia [there's no role for a son in Australia, you only mention you called him later] and he is positive about lending money to his cousin [although he has never seen her in his life]. He's conscious of what it's like to start a business as he is a young businessman and apart from this Ann is their relative. So your final decision after some consideration is to lend them money against the certain percentage off their profit. Besides he agrees to help them by giving advice in organization of the business for nominal fee.

Задание 10

Role A — Overtime

You think overtime is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which are the least stressful of these (and why): the boss, boredom or customers.

Задание 11

You think the boss is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): overtime, boredom or customers.

Задание 12

You think boredom is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, overtime or customers.

Задание 13

You think customers are the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, boredom or overtime.

Задание 14

Role A – Apple New Products Director

You have created a new product for Apple. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Apple.

Задание 15

Role B – Apple Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Задание 16

Role C – Apple Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Задание 17

Role D – Apple Shareholder

You know a lot about Apple's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.

Задание 18

Role A — News

You think news is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): social media, shopping or gaming.

Задание 19

Role B — Social Media

You think social media is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): news, shopping or gaming.

Задание 20

Задание 21

Role C — Shopping

You think shopping is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): social media, news or gaming.

Задание 22

Role D — Gaming

You think gaming is the best thing about the Internet. Tell the others three reasons why. Tell them why their things aren't so great online. Also, tell the others which is the least useful of these (and why): social media, news or shopping.

Задание 23

Role A – Hilton CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Задание 24

Role B – Hilton worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Задание 25

Role C – Hilton customer

You are a customer of Hilton. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Задание 26

Role D – A journalist

You keep hearing bad things about Hilton. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.

Задание 27

Role A — Windows

You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think windows are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): iPhone screens, jam jars or car windscreens.

Задание 28

Role B — iPhone Screens

You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think iPhone screens are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): windows, jam jars or car windscreens.

Задание 29

Role C — Jam Jars

You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think jam jars are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): iPhone screens, windows or car windscreens.

Задание 30

Role D — Car Windscreens

You work for an advertising agency. Your client has ordered to organize an ad campaign for his new product. You think car windscreens are the best things that could be made from transparent wood. Tell the others three reasons why. Tell them why their things would be no good. Also, tell the others which is the most useless of these (and why): iPhone screens, jam jars or windows.

Задание 31

Role A — Overtime

You think overtime is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which are the least stressful of these (and why): the boss, boredom or customers.

Задание 32

You think the boss is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): overtime, boredom or customers.

Задание 33

You think boredom is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, overtime or customers.

Задание 34

You think customers are the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, boredom or overtime.

Задание 35

Role A – Apple New Products Director

You have created a new product for Apple. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Apple.

Задание 36

Role B – Apple Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

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
85 – 100 баллов	«отлично»/ «зачтено»	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках	Знает верно и в полном объеме: УК-4.1. 3-1. нормы устной речи, принятые в профессиональной среде УК-4.1. 3-2. иностранный язык на уровне, необходимом и достаточном для общения в профессиональной среде УК-4.2. 3-1. нормы письменной речи, принятые в профессиональной среде УК-4.4. 3-1. жанры	Продвинутый

			УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	устной и письменной речи в профессиональной сфере Умеет верно и в полном объеме: УК-4.1. У-1. выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия УК-4.2. У-1. вести деловую переписку на государственном языке РФ и/или иностранном языке УК-4.4. У-1. выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	
70 – 84 баллов	«хорошо»/ «зачтено»	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках УК-4.4 Умеет выполнять перевод профессиональных	Знает с незначительными замечаниями: УК-4.1. 3-1. нормы устной речи, принятые в профессиональной среде УК-4.1. 3-2. иностранный язык на уровне, необходимом и достаточном для общения в профессиональной среде УК-4.2. 3-1. нормы письменной речи, принятые в профессиональной среде УК-4.4. 3-1. жанры устной и письменной речи в профессиональной сфере	Повышенный

			текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	Умеет с незначительными замечаниями: УК-4.1. У-1. выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия УК-4.2. У-1. вести деловую переписку на государственном языке РФ и/или иностранном языке УК-4.4. У-1. выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	
50 – 69 баллов	«удовлетворительно»/ «зачтено»	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на	Знает на базовом уровне, с ошибками: УК-4.1. 3-1. нормы устной речи, принятые в профессиональной среде УК-4.1. 3-2. иностранный язык на уровне, необходимом и достаточном для общения в профессиональной среде УК-4.2. 3-1. нормы письменной речи, принятые в профессиональной среде УК-4.4. 3-1. жанры устной и письменной речи в профессиональной сфере Умеет на базовом уровне, с ошибками: УК-	Базовый

			государственный язык РФ и с государственного языка РФ на иностранный(-ые)	4.1. У-1. выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия УК-4.2. У-1. вести деловую переписку на государственном языке РФ и/или иностранном языке УК-4.4. У-1. выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	
менее 50 баллов	«неудовлетворительно»/ «не зачтено»	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на	Не знает на базовом уровне: УК-4.1. 3-1. нормы устной речи, принятые в профессиональной среде УК-4.1. 3-2. иностранный язык на уровне, необходимом и достаточном для общения в профессиональной среде УК-4.2. 3-1. нормы письменной речи, принятые в профессиональной среде УК-4.4. 3-1. жанры устной и письменной речи в профессиональной сфере Не умеет на базовом уровне: УК-4.1. У-1. выбирать стиль общения на государственном языке РФ и иностранном	Компетенции не сформированы

			иностранн(ы)	языке применительно к ситуации взаимодействия УК-4.2. У-1. вести деловую переписку на государственном языке РФ и/или иностранном язык УК-4.4. У-1. выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранн(ы) язык профессиональных текстов	
--	--	--	--------------	---	--

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

УК-4.1. Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами

Инструкция: Впишите ответ в пропуск в задании.

1. Задание: Выбор подходящего стиля общения зависит от ____ партнера.

Ответ: культуры

2. Задание: В деловом общении на иностранном языке важным фактором является ____ уровня языка собеседника.

Ответ: знание

3. Задание: Взаимодействие с зарубежными партнерами требует ____ уважения к культурным различиям.

Ответ: особого

4. Задание: Использование ____ в общении может быть воспринято как нарушение этикета.

Ответ: жаргона

5. Задание: Умение слушать и правильно интерпретировать ____ собеседника — важное качество успешного переговорщика.

Ответ: невербальные сигналы

6. Задание: Важно соблюдать ____ при формулировке просьб и предложений в деловой переписке.

Ответ: вежливость

7. Задание: В официальных переговорах принято использовать ____ стиль общения.

Ответ: формальный

8. Задание: В общении с иностранными партнерами следует избегать ____ выражений, которые могут быть восприняты как оскорбительные.

Ответ: двусмысленных

9. Задание: Для успешного общения с партнерами из разных культур необходим ____ подход к каждой ситуации.

Ответ: адаптивный

10. Задание: Установление деловых отношений на международной арене часто начинается с ____ переговоров.

Ответ: предварительных

11. Задание: В деловой переписке на иностранном языке важно соблюдать ____ и точность выражений.

Ответ: четкость

12. Задание: При выборе стиля общения с зарубежными партнерами учитывается ____ компании или организации.

Ответ: репутация

Инструкция: Выберите один правильный ответ

Тест 1. Вы общаетесь с иностранным партнером по бизнесу. Каким стилем общения лучше всего воспользоваться?

- а) неформальным и дружеским
- б) формальным и сдержанным
- в) эмоциональным и экспрессивным
- г) саркастическим и юмористическим

Ответ: б

Тест 2.

Как правильно обратиться к вашему деловому партнеру на официальном мероприятии?

- а) по имени
- б) по фамилии
- в) по должности
- г) используя прозвище

Ответ: б

Тест 3.

Какой язык предпочтительнее использовать во время переговоров с иностранными партнерами?

- а) родной язык партнера
- б) международный язык (например, английский)
- в) ваш родной язык
- г) язык страны проведения встречи

Ответ: б

Тест 4.

Какой тон общения будет наиболее уместен в деловой переписке?

- а) официальный и профессиональный
- б) личный и неформальный
- в) резкий и требовательный
- г) ироничный и шуточный

Ответ: а

Инструкция: Установите соответствие между понятиями и определениями: к каждой позиции первого столбца подберите соответствующую позицию из второго столбца.

Тест 5: Сопоставьте понятия и их определения

Понятия	Определения
1. Формальный стиль общения	а) Стиль общения, основанный на уважении к культурным различиям и традициям собеседника
2. Невербальное общение	б) Стиль общения, требующий соблюдения всех правил этикета и корректности выражений
3. Кросс-культурная коммуникация	в) Передача информации с помощью жестов, мимики, позы и других невербальных средств
4. Адаптация стиля общения	г) Изменение стиля общения в зависимости от культурных особенностей собеседника
5. Этикет	д) Набор правил и норм поведения, регулирующих общение в деловой среде

Ответ: 1 – б; 2 – в; 3 – а; 4 – г; 5 – д

Тест 6: Сопоставьте понятия и их определения

Понятия	Определения
1. Деловая переписка	а) Официальный стиль общения, характеризующийся строгостью и уважением к собеседнику
2. Открытость	б) Написание писем, отчетов и других документов в рамках делового общения
3. Формальный стиль общения	в) Стремление к доступности информации и доброжелательности в общении
4. Коммуникативная гибкость	г) Способность адаптировать стиль общения в зависимости от ситуации и собеседника
5. Активное слушание	д) Навык слушать собеседника, вовлекаясь в разговор через уточняющие вопросы и ответы

Ответ: 1 – б; 2 – в; 3 – а; 4 – г; 5 – д

Инструкция: Установите правильную последовательность

Тест 7:

Установите последовательность этапов ведения деловых переговоров с зарубежным партнером

1. Приветствие и установление контакта.
2. Представление целей переговоров и обсуждение условий.
3. Подписание соглашений или договоров.
4. Обсуждение возможных вариантов решения вопросов.
5. Заключение сделки.

правильная последовательность: 1→2→4→5→3

Тест 8:

Установите правильную последовательность действий для написания делового письма на иностранном языке

1. Убедиться в правильности грамматических конструкций и формулировок.
2. Определить цель письма.
3. Проанализировать, какие элементы делового этикета должны быть использованы.
4. Написать письмо, придерживаясь формального стиля.
5. Отправить письмо после проверки.

правильная последовательность: 2→3→4→1→5

УК-4.2. Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках

Инструкция: Впишите ответ в пропуск в задании.

1. Задание: В деловой переписке на государственном языке важно соблюдать _____ для обеспечения формальности и уважительности.

Ответ: этикет

2. Задание: В письме на иностранном языке необходимо учитывать _____ партнера, чтобы избежать недопонимания.

Ответ: культуру

3. Задание: Одним из основных принципов деловой переписки является _____ — соблюдение структуры письма.

Ответ: логичность

4. Задание: Важно помнить, что деловое письмо должно быть _____ и соответствовать установленным нормам.

Ответ: кратким

5. Задание: В деловой переписке на иностранном языке требуется соблюдать _____ для улучшения восприятия текста.

Ответ: ясность

6. Задание: Письмо должно быть оформлено с учетом _____ того, кто является адресатом, и его статуса.

Ответ: формальности

7. Задание: В деловой переписке часто используется _____ для уточнения информации или подтверждения договоренностей.

Ответ: анкета

8. Задание: Для успешной переписки на иностранных языках необходимо хорошо владеть _____ языка.

Ответ: грамматикой

9. Задание: В деловых письмах часто используется _____, чтобы сохранить уважение и дистанцию в общении.

Ответ: формулировка

10. Задание: Один из принципов ведения деловой переписки — _____ с соблюдением

временных рамок.

Ответ: своевременность

11. Задание: При написании деловых писем на иностранном языке важно учитывать _____ адресата и его культурные особенности.

Ответ: привычки

12. Задание: В деловой переписке на государственном языке Российской Федерации принято использовать _____ в формальных обращениях.

Ответ: титулы

Инструкция: Выберите один правильный ответ

Тест 1.

Какой из принципов ведения деловой переписки является ключевым?

- а) использование сложных терминов
- б) соблюдение формальности
- в) упрощение текста до минимума
- г) личное обращение к адресату

Ответ: б

Тест 2.

Какое приветствие чаще всего используется в официальной деловой переписке на русском языке?

- а) Здравствуйте!
- б) Привет!
- в) Добрый день!
- г) Уважаемый(ая) [Имя Отчество]!

Ответ: г

Тест 3.

В каком порядке указываются дата и место составления документа в деловом письме на английском языке?

- а) место, затем дата
- б) дата, затем место
- в) только дата
- г) без места и даты

Ответ: б

Тест 4.

Какие элементы обязательно присутствуют в структуре делового письма?

- а) обращение, основная часть, подпись
- б) подпись, заголовок, обращение
- в) заголовок, основная часть, заключение
- г) все вышеперечисленное

Ответ: г

Инструкция: Установите соответствие между понятиями и определениями: к каждой позиции первого столбца подберите соответствующую позицию из второго столбца.

Тест 5: Сопоставьте понятия и их определения

Понятия	Определения
1. Формальность	а) Стиль общения, требующий использования официальных выражений и соблюдения правил делового этикета
2. Ясность	б) Умение точно передавать информацию без лишних слов и неясностей
3. Вежливость	в) Правильное и уважительное обращение к собеседнику, соблюдение норм этикета
4. Лаконичность	г) Стремление передать информацию с минимальным

	количеством слов, сохраняя ее суть
5. Точность	д) Использование точных и правильных выражений для избегания недопонимания

Ответ: 1 – а; 2 – б; 3 – в; 4 – г; 5 - д

Тест 6: Сопоставьте понятия и их определения

Понятия	Определения
1. Деловой этикет	а) Умение адаптировать письмо в зависимости от культурных и социальных особенностей получателя
2. Структура письма	б) Строгая организация текста письма с выделением введения, основной части и заключения
3. Адаптация стиля письма	в) Соблюдение общепринятых норм и правил поведения в деловой переписке
4. Уважительное обращение	г) Использование формы обращения и выражений, демонстрирующих уважение к адресату
5. Грамматическая правильность	д) Отсутствие ошибок в грамматике и синтаксисе письма

Ответ: 1 – в; 2 – б; 3 – а; 4 – г; 5 - д

Инструкция: Установите правильную последовательность

Тест 7.

Установите правильную последовательность этапов написания делового письма

1. Приветствие
2. Основная часть
3. Подпись
4. Завершение
5. Введение

правильная последовательность: 5→1→2→4→3

Тест 8.

Установите правильную последовательность действий при подготовке делового письма на иностранном языке

1. Проверка грамматики и стиля
2. Определение цели письма
3. Написание текста письма
4. Выбор формата и структуры
5. Перевод письма (если необходимо)

правильная последовательность: 2→4→3→5→1

УК-4.4. Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)

Инструкция: Впишите ответ в пропуск в задании.

1. Задание: При деловых переговорах на иностранном языке необходимо быть ____ к акценту и особенностям произношения собеседника.

Ответ: терпимым

2. Задание: Во время международных встреч важно демонстрировать ____ к культуре и традициям другой стороны.

Ответ: уважение

3. Задание: Назовите два признака успешного делового общения на иностранном языке.

Ответ: ясность, вежливость

4. Задание: При написании делового письма на иностранном языке необходимо учитывать ____ и нормы, принятые в той культуре.

Ответ: традиции

5. Задание: Для того, чтобы письмо выглядело профессионально, необходимо соблюдать _____ в формулировках и языке.

Ответ: точность

6. Задание: В международной переписке важно избегать _____, чтобы письмо было воспринято корректно и без двусмысленности.

Ответ: амфиболий

7. Задание: Перечислите два признака делового письма на государственном языке РФ.

Ответ: формальность, точность

8. Задание: Назовите два признака эффективной деловой переписки на иностранном языке.

Ответ: ясность, вежливость

9. Задание: В социальной сфере диалог помогает _____ — установление и поддержание взаимоотношений между людьми.

Ответ: социализации

10. Задание: В рамках профессионального диалога для поддержания эффективных отношений важно применять _____ — взаимные обмены информацией и ресурсами.

Ответ: сотрудничество

11. Задание: Назовите два признака конструктивного диалога _____

Ответ: активное слушание, уважение к мнению собеседника

12. Задание: Перечислите два принципа эффективного диалога в профессиональной среде

Ответ: ясность изложения, корректность

Инструкция: Выберите один правильный ответ

Тест 1.

Следует ли использовать профессиональный жаргон в общении с иностранными партнерами?

- а) да, это показывает вашу компетентность
- б) нет, это может затруднить понимание
- в) только если партнер тоже его использует
- г) всегда, чтобы выглядеть экспертом

Ответ: б

Тест 2.

Что недопустимо использовать в деловой переписке?

- а) просторечия
- б) профессиональную терминологию
- в) формальные обращения
- г) ссылки на нормативные акты

Ответ: а

Тест 3.

Какой из следующих факторов является основой успешного делового общения?

- а) невозможность обсуждения спорных вопросов
- б) четкость, логичность и краткость
- в) постоянные личные вопросы
- г) пренебрежение мнением коллег

Ответ: б

Тест 4.

Какой из принципов ведения деловой переписки является ключевым?

- д) использование сложных терминов
- е) соблюдение формальности
- ж) упрощение текста до минимума
- з) личное обращение к адресату

Ответ: б

Инструкция: Установите соответствие между понятиями и определениями: к каждой позиции первого столбца подберите соответствующую позицию из второго столбца.

Тест 5. Сопоставьте понятия и их определения

Понятия	Определения
1. Грамматическая корректность	а) Использование только тех выражений и форм, которые соответствуют языковым нормам
2. Языковая точность	б) Умение подобрать такие слова, которые точно передают смысл и избегают двусмысленности
3. Культурная осведомленность	в) Знание особенностей восприятия языка и выражений в разных культурах
4. Переводчик	г) Человек, который помогает перевести информацию с одного языка на другой, сохраняя смысл и контекст
5. Строгая структура письма	д) Применение стандартных форматов и шаблонов для построения деловых писем

Ответ: 1 – а; 2 – б; 3 – в; 4 – г; 5 - д

Тест 6. Сопоставьте понятия и их определения

Понятия	Определения
1. Электронная переписка	а) Способ общения с использованием электронной почты, который требует соблюдения правил делового общения
2. Протокол общения	б) Система стандартов и норм, которые регулируют порядок общения в деловой сфере
3. Взаимное уважение	в) Признание ценности и мнений собеседника, что способствует конструктивному общению
4. Упрощение текста	г) Стремление использовать простые и понятные фразы без перегруженности текста
5. Международный этикет	д) Набор правил общения, который учитывает культурные особенности и нормы поведения разных стран

Ответы: 1 – а; 2 – б; 3 – в; 4 – г; 5 - д

Инструкция: Установите правильную последовательность

Тест 7. Установите правильную последовательность действий для эффективной переписки на иностранных языках

1. Изучение культурных особенностей и стилей общения
2. Перевод письма (если необходимо)
3. Формулировка цели письма
4. Проверка содержания на ошибки
5. Составление черновика

Правильная последовательность: 3→1→5→2→4

Тест 8. Установите правильную последовательность действий при написании официального письма на иностранном языке

1. Приветствие и обращение
2. Уточнение темы письма
3. Завершение письма и прощание
4. Подготовка основной части письма
5. Перевод письма (если необходимо)

Правильная последовательность: 2→4→1→5→3

