



**Федеральное агентство морского и речного транспорта**  
Федеральное государственное бюджетное образовательное учреждение  
высшего образования

**«Государственный университет морского и речного флота  
имени адмирала С.О. Макарова»**

**Воронежский филиал  
Федерального государственного бюджетного образовательного  
учреждения высшего образования  
«Государственный университет морского и речного флота  
имени адмирала С.О. Макарова»**

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ  
ДЛЯ ПРОВЕДЕНИЯ ТЕКУЩЕЙ И ПРОМЕЖУТОЧНОЙ  
АТТЕСТАЦИИ ПО ДИСЦИПЛИНЕ  
Б1.В.ДВ.1.1. «Иностранный язык профессионального и делового  
общения» (английский)**  
(Приложение к рабочей программе дисциплины)

Уровень образования:	Высшее образование – бакалавриат	
Направление подготовки:	09.03.02 Информационные системы и технологии	
Язык обучения:	Русский	
Кафедра:	Гуманитарных и социальных наук	
Форма обучения:	Очная	Заочная
Курс:	3	4
Составитель:	Письменная В. В.	

ВОРОНЕЖ 2019 г.

## СОДЕРЖАНИЕ

1. ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ .....	2
1.1 Перечень компетенций и этапы их формирования в процессе освоения дисциплины....	2
1.2 Паспорт фонда оценочных средств для проведения текущей и промежуточной аттестации обучающихся.....	2
1.3 Критерии оценивания результата обучения по дисциплине и шкала оценивания .....	3
2. ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДЛЯ ПРОВЕДЕНИЯ ТЕКУЩЕГО КОНТРОЛЯ .....	4
2.1 Задания для самостоятельной работы и средства текущего контроля.....	4
2.2 Критерии оценки качества освоения дисциплины.....	22
3. ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО ДИСЦИПЛИНЕ .....	24
3.1 Теоретические вопросы для проведения зачета .....	24
3.2 Показатели, критерии и шкала оценивания ответов на зачете / экзамене .....	25

## 1. ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ

### 1.1 Перечень компетенций и этапы их формирования в процессе освоения дисциплины

В результате освоения ОПОП бакалавриата обучающийся должен овладеть следующими результатами обучения по дисциплине:

Код компетенции	Содержание компетенции	Планируемые результаты освоения дисциплины
ПК-22	способность проводить сбор, анализ научно-технической информации, отечественного и зарубежного опыта по тематике исследования	<p><b>Знать:</b> методы сбора и анализа информации на иностранном языке, деловой этикет</p> <p><b>Уметь:</b> читать и понимать аутентичные публицистические и научно-популярные тексты, тексты деловых писем, используя основные виды чтения (ознакомительное, изучающее, поисковое/просмотровое) в зависимости от коммуникативной задачи;</p> <p><b>Владеть:</b> навыками библиографического поиска с использованием современных информационных технологий;</p>
ПК-26	способность оформлять полученные результаты в виде презентаций, научно-технических отчетов, статей и докладов на научно-технических конференциях	<p><b>Знать:</b> основную терминологию своей специальности, правила и этапы составления презентации</p> <p><b>Уметь:</b></p> <ul style="list-style-type: none"> <li>- оформлять полученные результаты в виде презентаций, научно-технических отчетов, статей и докладов на научно-технических конференциях.</li> <li>- использовать иностранный язык в профессиональной деятельности</li> </ul> <p><b>Владеть:</b> навыками работы с оригинальной литературой по специальности.</p>

### 1.2 Паспорт фонда оценочных средств для проведения текущей и промежуточной аттестации обучающихся

№ п/п	Контролируемые темы дисциплины	Код контролируемой компетенции	Наименование оценочного средства
1	1. 1. Business presentations and public speaking in English. Introduction and Preparation	ПК-22, ПК-26	Чтение текста и выполнение лексико-грамматических заданий к нему, групповой проект, зачет.
	1. 2. Equipment for Presentations	ПК-22, ПК-26	Чтение текста и выполнение лексико-грамматических заданий к нему, чтение текста с заполнением пропусков, зачет.
	1.3. Delivery of a	ПК-22,	Чтение текста с заполнением

	Presentation	ПК-26	пропусков, чтение текста и выполнение лексико-грамматических заданий к нему, пересказ текста, зачет.
	1.4. Language for Presentations	ПК-22, ПК-26	Лексико-грамматические упражнения, зачет.
	1.5. The Presentation	ПК-22, ПК-26	Чтение текста и выполнение лексико-грамматических заданий к нему, проект с поиском информации, зачет.
	1.6. Negotiations. The Art of Negotiating	ПК-22, ПК-26	Пересказ текста, ответ на вопросы к тексту.
	1.7. The Negotiation Process	ПК-22, ПК-26	Чтение текста и выполнение лексико-грамматических заданий к нему, зачет.
	1.8. Meetings. Preparing for a Meeting	ПК-22, ПК-26	Чтение текста и выполнение лексико-грамматических заданий к нему, групповой проект, зачет.
2	2.1. Definition of a Business Letter	ПК-22, ПК-26	Пересказ текста, зачет.
	2.2. Business Letter Writing	ПК-22, ПК-26	Составление базового делового письма, чтение текста и выполнение лексико-грамматических заданий к нему, чтение диалогов, зачет.
	2.3. Business Letter Writing Basics	ПК-22, ПК-26	написание рекламного письма, написание e-mail, написание письма-запроса, написание письма-подтверждения, чтение текста и выполнение лексико-грамматических заданий к нему, зачет.
	2.4. Business Letter Formats	ПК-22, ПК-26	Написание письма-заявки, написание письма-претензии. Чтение текста и выполнение лексико-грамматических заданий к нему, зачет

### 1.3 Критерии оценивания результата обучения по дисциплине и шкала оценивания

<i>Уровни сформированности компетенции</i>	<b>Основные признаки уровня</b>
<b>Пороговый (базовый) уровень (Оценка «3», Зачтено)</b> (обязательный по отношению ко всем выпускникам к моменту завершения ими обучения по ОПОП)	<ul style="list-style-type: none"> <li>- Общее представление о грамматических формах и конструкциях английского языка; знание основной лексики в рамках обозначенной тематики и проблематики.</li> <li>- Базовое умение читать и понимать аутентичные тексты: рекламные тексты, тексты презентаций, деловые письма.</li> <li>- Базовое владение навыками презентации на иностранном языке и ведения деловой переписки</li> </ul>
<b>Повышенный (продвинутый) уровень (Оценка «4», Зачтено)</b>	- Сформированные, но содержащие отдельные пробелы знания грамматических форм и конструкций английского языка; лексики в рамках обозначенной

(превосходит пороговый (базовый) уровень по одному или нескольким существенным признакам)	<p>тематики и проблематики общения.</p> <ul style="list-style-type: none"> <li>- Сформированные, но имеющие отдельные недостатки умение читать и понимать аутентичные тексты: рекламные тексты, тексты презентаций, деловые письма.</li> <li>- Сформированное, но имеющее отдельные недостатки владение навыками презентации на иностранном языке и ведения деловой переписки</li> </ul>
<p><b>Высокий (превосходный) уровень (Оценка «5», Зачтено)</b></p> <p>(превосходит пороговый (базовый) уровень по всем существенным признакам, предполагает максимально возможную выраженность компетенции)</p>	<ul style="list-style-type: none"> <li>- Сформированные знания грамматических форм и конструкций немецкого языка; знание научной терминологии по своей специальности, овладение навыками перевода терминов и текстов по специальности.</li> <li>- Сформированное умение читать и понимать аутентичные тексты: рекламные тексты, тексты презентаций, деловые письма.</li> <li>- Сформированное владение навыками владения навыками презентации на иностранном языке и ведения деловой переписки.</li> </ul>

## 2. ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДЛЯ ПРОВЕДЕНИЯ ТЕКУЩЕГО КОНТРОЛЯ

### 2.1 Задания для самостоятельной работы и средства текущего контроля.

#### Раздел 1. Business Communication.

#### Тема 1. Business presentations and public speaking in English. Introduction and Preparation.

##### 1) Чтение текста и выполнение лексико-грамматических заданий к нему.

Lorella Braglia is a designer. She lives in the North of Italy, in Reggio Emilia, which is between Milan and Bologna. She has her own company - Dielle. In fact, she is the founder of Dielle. The company produces knitwear - clothes, which sell all over the world. Lorella designs two collections every year, and presents them at fashion shows in London, Paris, and New York. Dielle makes everything in Italy, and uses very modern equipment in its workshops. The company employs the services of 70 workshops in and around Reggio Emilia. It produces 100,000 units per year. Lorella's husband, Danilo, works for the company as Marketing Director. They live in a house in the centre of Reggio Emilia, not far from the office. They are not often there, because they both travel a lot. How do they relax? 'I do yoga and Danilo plays golf,' says Lorella. At the weekends they play golf together and eat out at local restaurants with their children. (Business Basics, SB)

1. Прочитайте текст.

2. Заполните пропуски в предложениях.

a Lorella ..... a designer.

b Lorella is the ..... of Dielle.

c Lorella ..... her collections at fashion shows.

d The company ..... knitwear.

e Dielle ..... modern equipment.

f Lorella's husband works ..... the same company.

g Lorella ..... yoga and her husband, Danilo, ..... golf in their free time.

3. *Ответьте на вопросы к тексту:*

- a Where is Lorella from?
- b What is her job?
- c What is her husband's job?
- d What does the company produce?
- e How many collections does Lorella present at fashion shows every year?
- f Where does Lorella's family live?
- g What does Lorella's family like doing in their free time?

4. *Работа в парах:* Tell a story about Italian designer Lorella Braglia to your partner.

## 2) Чтение текста и выполнение задания к нему.

### Introducing yourself

Introducing yourself to someone does not mean that you are just telling your name. The introduction can include other details such as: where you are from, where you work, the job you have, your hobbies and much more.

How you introduce yourself depends on the situation you are in, and the amount of information expected from you.

When you are introducing yourself to someone you've just met, you can say 'Hi', 'Hello', 'Hey'. 'Hello' is more of a formal way. These are universal phrases and you can use them with anyone, be it a senior, a friend, a relative or someone younger. These phrases are suitable for both formal and informal situations.

Saying 'Hello' or 'Hi' isn't enough. In order to introduce your-self, you have to tell the person your name. You can either start the sentence by saying 'Hello, my name is Marley.' or 'Hey, I am Marley'. In formal situations you might want to say your full name. Between friends you can use a colloquial phrase like 'They call me Marley.'

After greeting people and telling them your name, you can also tell them how old you are or what you do for a living. If you are an engineer, you can say: 'I'm 26 years old and I'm an engineer'. By telling them what you do, the person can know you better.

To tell people about your origin, you can say for example: 'I am from Michigan or 'I have come from Michigan'. You can also say where you live: 'I live in Chicago.'

By knowing where you live the other person may relate to you and start a conversation with you. You can also ask people their name, or tell them some more about yourself. Like what your hobbies are, what you like to do in your free time, where you hang out, and so on. It's all part of getting to know you better.

To ask someone's name, you can say. "My name is John. What's yours?" If you want to tell them about your hobbies you could say, "I really love playing chess" or "I like to run. I run every day."

1. Прочитайте текст.
2. Выделите рекомендации, которые даёт автор. Обсудите их.
3. Какие советы вы можете добавить?

## 3) Групповой проект:

Используя следующие слова и выражения, составьте 3 диалога:

- представьте себя
- представьте своего партнёра/ знакомого/ друга
- задайте несколько вопросов

***- Introducing yourself***

Let me introduce myself. My name's....

Hello. I'm .....

How do you do? Pleased to meet you.

Nice to meet you.

***-Introducing another person***

Let me introduce you to .....

This is my colleague.....

Nice to meet you. How do you do? or Nice / Pleased to meet you. Nice to meet you too.

***- Other questions***

Where are you from?

What do you do?

Who do you work for? I'm from... (I work in....)

I'm a .... What about you?

I work for..... and you?

## **Тема 2. Equipment for Presentations**

### **1) Чтение текста и выполнение лексико-грамматических заданий.**

#### **Business card**

Business cards are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid. A business card typically includes the giver's name, company or business affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website. Before the advent of electronic communication business cards might also include telex details. Now they may include social media addresses such as Facebook, LinkedIn and Twitter. Traditionally many cards were simple black text on white stock; today a professional business card will sometimes include one or more aspects of striking visual design.

Atomic structure of a business card Everything has a format, so does a business card! True, everyone desires to have a unique business card for themselves, but there are indeed few elements in the card that none can ignore. Business card is a professionally connecting link, hence it is essential to pre-sent it in a more proficient look. Before thinking about what is to be written in a business card, it is essential to decide on what the information is printed on. The substrate can be either paper or plastic depending on the requirement of the customer. Elements of business cards:

1. Name. The name of the card holder should preferably be written on upper left corner so it's the first convenient thing catching the reader's eye. The font should be nice bold to make the name stand out. The name of the company or the organization could easily stand in the middle. If the name of the company is indirect, a tagline could be added to make the purpose of business clear.

2. Post. It is essential for the person to apprehend whom they are acknowledging to while they see a business card. You should mention your title or position in the company. It's your post in the company that gets you reputation and makes an impression on others. Your title on the business card helps the public judge better whom to directly contact to in the hour of need to get a better response.

Contact information. There isn't only one way to approach a person. Besides phone, one can always drop a mail, or a fax and even a message on social networking sites. With the

increase in communication strategies, it's always better to provide, as many as possible ways for public to contact, respecting their comfortable levels. Email is the most professional way to approach a company. Phone is the best medium to converse when the communication has to be one to one as it keeps it short, direct and simple. Recently, websites are also grooming as a mode to contact. One can easily find information on websites and judge things well. Fax is the old professional mode to contact. Interestingly, social networking sites like LinkedIn, Twitter etc. also helps to contact people at ease.

4. Company colours and logo. Definitely, business card is a marketing tool, which apparently stands out as representation of brand.

5. QR code. Quick response codes are the pixelated boxes that one can scan from their phones and get a direct link to a contact information, URL, RSS feed, google map, YouTube videos etc.

6. Graphic content. Graphics makes the business card look cool and attractive. Hence, all it requires for a good marketing is a cool nicely finished business card which not only speaks one's individuality but also creates an ever lasting impression.

1. Прочитайте текст.
2. Отметьте в тексте, какие рекомендации даёт автор при разработке визитной карточки.

**2) Чтение текста с заполнением пропусков.**

*Четыре собеседника ведут диалог. Какие реплики отсутствуют в их речи? Додумайте недостающую Вам информацию и факты.*

A	B	C	D
Sally Kent American editor Monthly Business	Siman Hastings British .....1 .....2	Alessandra Boni Italian.....3 .....4 .....SAP.....5	Akiko Takajima .....6 .....7 .....8

A: Alessandra, \_\_\_\_\_ 1 you to my colleague, Siman Hastings.

B: How \_\_\_\_\_ 2 ? Pleased to \_\_\_\_\_ 3 you.

C: How \_\_\_\_\_ 4 ?

B: Do you work here, Alessandra?

C: No, I work for SAP. I'm a consultant. \_\_\_\_\_ 5 my colleague Akiko Takajima.

D: Nice \_\_\_\_\_ 6

B: Nice \_\_\_\_\_ 7 , Akiko. Where are you from?

D: I'm from Osaka, in Japan.

B: Where do you work?

D: I work for SAP in Frankfurt. I'm a \_\_\_\_\_ 8 . And you? B: I'm \_\_\_\_\_ 9 here at Business Monthly. Sally's my boss.

**Тема 1.3. Delivery of a Presentation**

**1) Чтение текста с заполнением пропусков.**

*Point bush grapevine stick wavelength wires nutshell picture tail purposes*

a) to put it in a .....



- b) to get straight to the .....
- c) to hear it on the .....
- d) to put you in the .....
- e) to get the wrong end of the .....
- f) to be on the same .....
- g) can't make head or ..... of it
- h) to talk at cross .....
- i) to beat about the .....
- j) to get our ..... crossed

**2) Краткий пересказ текста «Delivery of a Presentation», ответ на вопросы к тексту.**

**3) Чтение текста и выполнение лексико-грамматических заданий к нему:**

### **Make Decisions with Data | Expository Presentation Presentation Delivery**

#### **Key Concept**

How can you make sure your presentation is a success? For many people, speaking in front of an audience can be challenging and intimidating. Delivering a multimedia presentation to an audience is a performance—and you are the star!

What is the secret to delivering an interesting, informative, and entertaining presentation? Of course, delivering a successful presentation has no secrets! Anyone can deliver a successful presentation by following some basic guidelines. Preparation is the most important part of any performance.

How can you prepare to deliver a multimedia presentation? First, you can review and revise the presentation, and that includes spell checking and proofreading your slides. Then, you can practice, practice, practice! Finally, you can make sure you know how to use all the equipment you will need to conduct your presentation.

If you are well-prepared when the big day comes, you just have to do what you practiced. You should not be uncomfortable because you are prepared for anything. Speak to your audience in a professional but conversational tone, as if you were just explaining the topic to your teacher.

### **Тема 1.4. Language for Presentations**

**1) Лексико-грамматические упражнения.**

*1. Дополните предложения, употребляя make, do or have. (форма может быть изменена)*  
 Например: 1. What are you doing at the weekend?

- 2. I'm..... serious doubts about the whole thing.
- 3. OK, shall we.....a start?
- 4. Could you.....me a favour?
- 5. Can I ..... a suggestion? Why don't we.....a meeting to discuss what to .....
- 6. I think we need to..... more tests before we..... a final decision.
- 7. The company..... a lot of money last year, but this year we're not..... so well. We might even have to .....some people redundant.
- 8. It..... me really mad when people can't..... their jobs properly. I'm .....difficulty in..... any plans when the situation is so confusing.
- 9. Go on! .....a go! It doesn't matter if you..... a mistake.

2) Дополните текст следующими словами:

*works*      *sleeps*      *has*      *spends*      *wakes*      *stops*      *walks*      *travels*  
*goes*

### ARMANI

Giorgio Armani ....*wakes*....1 up at 7 a.m. He ..... 2 to the gym and .....3 an hour there. He .....4 breakfast and then ..... 5 to the office with his bodyguard. He has pasta and a salad for lunch and then he .....6 for ten minutes. He .....7 until 8 p.m. on design and administration. He .....8 every two months – to the USA, Russia or other parts of Europe. On his way home from the office, he often .....9 for a drink at Nobu. At weekends, he goes to his villa.

3. Составьте вопросы к тексту.

When .....?  
Where .....?  
How long.....?  
What.....?  
How often.....?

## 1. 5. The Presentation.

1) Чтение текста и выполнение лексико-грамматических заданий к нему.

### 12 Tips for Delivering a Knockout Business Presentation

The first step is completed. Your wonderful presentation is created and ready for prime time. Now is your chance to shine when you deliver it to an audience. Here are tips to make this presentation a successful venture.

#### 1. Know Your material

Knowing your material thoroughly will help you decide what information is essential to your presentation and what can be left out. It will help your presentation to flow naturally, allowing you to adjust to unexpected questions or events, and it will help you feel more comfortable when speaking in front of an audience.

#### 2. Don't Memorize

This is, after all, a presentation, not a recital. Every presentation needs two major components -- life and energy. Recite from memory and your presentation will be sadly lacking both of these factors. Not only will you lose your audience, but you will be hard pressed to adapt to unexpected events that may throw you off your mental script.

#### 3. Rehearse Your Presentation

Rehearse your presentation out loud, accompanied by the slide show. If possible, get someone to listen while you rehearse. Have the person sit at the back of the room so you can practice speaking loudly and clearly. Ask your listener for honest feedback about your presentation skills.

Make changes where necessary and run through the whole show again. Keep repeating until you feel comfortable with the process.

#### 4. Pace Yourself

As part of your practice, learn to pace your presentation. Generally, you should spend about one minute per slide.

If there are time constraints, make sure that the presentation will finish on time. During your delivery, be ready to adjust your pace in case you need to clarify information for your audience or answer questions.

#### 5. Know the Room

Be familiar with the place in which you will speak. Arrive ahead of time, walk around the speaking area, and sit in the seats.

Seeing the setup from your audience's perspective will help you decide where to stand, what direction to face, and how loudly you will need to speak.

#### 6. Know the Equipment

If you are using a microphone, make sure it works. The same goes for the projector. If it's your projector, carry a spare bulb. Also, check to see if the projector is bright enough to overpower the room's lighting. If not, find out how to dim the lights.

#### 7. Copy Your Presentation to the Computer's Hard Drive

Whenever possible, run your presentation from the hard disk rather than a CD. Running the show from a CD may slow your presentation.

#### 8. Use a Remote Control

Don't hide at the back of the room with the projector. Get up front where your audience can see and hear you. Also, just because you have a remote, don't wander around the room -- it will only distract your audience. Remember you are the focal point of the presentation.

#### 9. Avoid Using a Laser Pointer

Often the projected light dot on a laser pointer is too small to be seen effectively. If you are at all nervous, the dot may be hard to hold still in your shaking hands. Besides, a slide should hold only key phrases. You are there to fill in the details for your audience.

If there is vital information in the form of a chart or graph that you feel your audience must have, put it in a handout and refer to it rather than having to point out specific details of a slide to your audience.

#### 10. Do Not Speak to Your Slides

Many presenters watch their presentation rather than their audience. You made the slides, so you already know what is on them. Turn to your audience and make eye contact with them. It will make it easier for them to hear what you are saying, and they will find your presentation much more interesting.

#### 11. Learn To Navigate Your Presentation

Audiences often ask to see the previous screen again. Practice moving forward and backward through your slides. With PowerPoint, you can also move through your presentation non-sequentially. Learn how to jump ahead or back to a certain slide, without having to go through the entire presentation.

#### 12. Have a Backup Plan

What if your projector dies? Or the computer crashes? Or the CD drive doesn't work? Or your CD gets stepped on? For the first two, you may have no choice but to go with an AV free presentation, so have a printed copy of your notes with you. For the last two, carry a backup of your presentation on a USB flash drive or email yourself a copy, or better yet, do both.

1. Прочитайте советы.
2. Какие из них вы считаете наиболее полезными?

## **2) Проект с поиском информации**

- Find the additional information about software companies SAP, Oracle, Microsoft, EPAM Systems, Miles Technologies, Apple, Intel Corporations, etc. Prepare a short presentation about a software company business activity.

### **1.6. Negotiations. The Art of Negotiating.**

- 1) Пересказ текста «The Art of Negotiating»**
- 2) Ответ на вопросы:**

1. What is “negotiating”?
2. How to prepare to negotiate?
3. What is called collaborative negotiating and what is competitive negotiating?
4. Speak about preparing to negotiate a job offer.

### **1.7. The Negotiation Process.**

- 1) Чтение текста и выполнение лексико-грамматических заданий к нему.**

#### **How to become good in all areas**

Few companies are clear about how to manage what can be an amorphous collection of internal initiatives and external relationships on social, environmental and ethical issues. Probity and responsibility must be embedded in a company's culture, strategy and operations from the top down. But how can this be done? A new guide from Business for Social Responsibility, a US non-profit research and advisory organization with 1,400 member companies and affiliates, attempts to answer this by taking the reader step by step through the process of designing a corporate social responsibility management system.

Only a handful of companies have a full CSR management system in place, says the organization, which advises its members on how to make responsible practices integral to their strategy and operations. Its combined annual revenues of nearly \$2,000 bn (£1,300bn) and employ 6m people. They include ABB, British Airways, Coca-Cola, Ikea, Unilever and Wal-Mart. The scandals in the US have underlined how “corporate responsibility taskforces” and codes of conduct are not enough on their own and can sometimes be a smokescreen.

Creating and building a successful CSR management system is a complex, long-term project for any company,” says the report. “It involves a shift in the way a company conducts business and can be likened to implementing other large- scale change initiatives such as total quality management.”

The guide runs through basics such as who currently has responsibility for CSR in the company, why a better management structure might improve things and what “hotbutton” issues (child labour, drug pricing) face different sectors. It encourages companies to think hard about their stakeholders, what their concerns are, how credible and influential they are and whether they are a potential long-term partner or liability.

1. *Прочитайте текст.*
2. *Верны ли следующие утверждения?*

1. Most companies have clear, coherent policies on social, environmental and ethical issues.
2. If a company behaves with probity, it has high ethical standards.
3. Business for Social Responsibility has a coherent approach to designing a corporate social responsibility management system.
4. It's simple for a company to add a CSR management system to its day-to-day business.
5. Codes of conduct are enough to ensure ethical behaviour.
6. The guide says that a company's stakeholders should all be kept happy so that they are all retained by the company over the long term.

3. *Дополните текст выражениями из текста.*

1. The company was accused of giving ..... to local officials in order to allow their products into the country more quickly.
2. The company has supported several projects in the local ..... where its factories are situated.
3. Voters demanded that there should be greater ..... in the election process so that they could understand it fully.
4. Following the scandals of Enron, Worldcom and others, there is greater emphasis in business schools on the teaching of .....

### **1.8. Meetings. Preparing for a Meeting.**

#### **1) Чтение текста и выполнение лексико-грамматических заданий к нему.**

In Alphaland, businesspeople dress quite formally. The business suit is common, but for men, wearing non-matching jacket and trousers is also a possibility.

In Betatania, the dark business suit is obligatory for men. Some companies allow women to wear trouser suits.

In Gammaria, the business suit is almost as necessary as in Betatania, but with more variation in colours. Some companies require employees to wear formal clothes from Monday to Thursday, and allow less formal ones on what they call casual Fridays or dress-down Fridays. In some places, many banks and shops require people dealing with customers to wear uniforms so that they all dress the same.

In Deltatonia, people dress more casually at work than in the other countries. For men, suits and ties are less common than elsewhere. This is smart casual.

Alexandra Adler continues her seminar on cross-cultural issues.

Entertaining and hospitality vary a lot in different cultures.

In Alphaland, entertaining is important. There are long business lunches in restaurants, where deals are discussed. Professional and private lives are separate, and clients are never invited home.

In Betatania, evenings are spent drinking and singing in bars with colleagues and clients.

In Gammaria, lunch can be important, but less so than in Alphaland. Important contacts may be invited to dinner at home. Corporate hospitality is a big industry, with clients invited to big sports events.

In Deltatonia, restaurants are rare outside the capital. Some entertainment takes place when important clients are invited to people's houses for dinner, or go sailing or to country houses for the weekend, etc. Attitudes towards time can vary enormously.

In Busyville, people start work at eight, and officially finish at six, though many managers stay much longer. There is a culture of presenteeism: being at work when you don't

need to be. There is a two-hour lunch break, and a lot of business is done over restaurant lunches. (Lunch is the main meal. The working breakfast is rare.) There are no snacks between meals, just coffee, so eat properly at meal times.

As for punctuality, you can arrive up to 15 minutes 'late' for meetings. If invited to someone's house (unusual in business), arrive 15-30 minutes after the time given.

Don't phone people at home about work, and don't phone them at all after 9 pm. There are a lot of public holidays (about 15) during the year. Busyville is empty in August, as many companies close completely for four weeks. Employees have five weeks' holiday a year and they usually take four of them in August.

Here are some other areas of potential cultural misunderstanding:

- a. distance when talking to people: what is comfortable?
- b. eye contact: how much of the time do people look directly at each other?
- c. gesture: people make lots of facial gestures? How much do they move their arms and hands?
- d. greetings/goodbyes: do people shake hands every time? Are there fixed phrases to say?
- e. humour: is this a good way of relaxing people? Or is it out of place in some contexts?
- f. physical contact: how much do people touch each other?
- g. presents: when should you give them? When should you open them? What should you say when you receive one?
- h. rules of conversation and the role of silence: how long can people be silent before they feel uncomfortable? Is it acceptable to interrupt when others are speaking?

В какой стране можно услышать следующие реплики? Выскажите предположения.

1. How about a trip out tomorrow afternoon? We could see some horse racing and have a glass of champagne.
2. Do come out with us this evening! I know some great bars. How's your singing?
3. What are you doing this weekend? You could come to our summer cottage. You'll meet my family and we can take the boat out.
4. Let's get out of the office to discuss the deal. I know a nice restaurant near here, with some very good local dishes

## 2) Групповой проект:

1. Прочитайте текст.

In the English-speaking business world, people use first names, even with people they do not know very well. But if you aren't sure, use Mr. and the family name for men, and Mrs. or Miss and the family name for women, depending on whether they are married or not. Ms. often replaces Mrs. and Miss. You don't use Mr., Mrs., Miss or Ms. with only a first name (e.g. Mr. John) or by itself.

1. It's possible to introduce yourself by saying your family name then your first name.
2. It's possible to use Mr., Mrs. or Miss on its own, or with a first name.
3. British people use Sr. and Jr. to refer to a father and his son.
4. Americans often show their middle name with an initial.
5. You can always use someone's first name to talk to them, even if you don't know them very well.
6. Ms. is being used more and more as a title for women.
7. You can show your qualifications after your name on your business card.

## **Раздел 2. Business Correspondence.**

### **Тема 2.1. Definition of a Business Letter.**

**1) Пересказ текста «Definition of a Business Letter».**

### **2.2. Business Letter Writing**

**1) Составление базового делового письма.**

**2) Чтение текста и выполнение лексико-грамматического задания к нему.**

### **Format for a Curriculum Vitae (CV)**

A Curriculum Vitae, commonly referred to as CV, includes a summary of your educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honors, and affiliations.

International employers often expect to read the type of personal information on a curriculum vitae that would not be included on a resume. When writing a CV for graduate school or academia the personal information included in this curriculum vitae template would be omitted.

The following curriculum vitae template will give you an example of what to include in your CV and show the appropriate format for a curriculum vitae.

### **Sample Curriculum Vitae Template**

#### **CONTACT INFORMATION**

Name  
Address  
Telephone  
Cell Phone  
Email

#### **PERSONAL INFORMATION**

Date of Birth  
Place of Birth  
Citizenship  
Visa  
Status  
Sex

#### **Optional Personal information:**

Marital Status  
Spouse's Name  
Children

#### **EMPLOYMENT HISTORY**

Work History  
Academic Positions  
Research and Training

#### **EDUCATION**

High School  
University  
Graduate School  
Post-Doctoral Training

## PROFESSIONAL QUALIFICATIONS

Certifications and Accreditations  
Computer Skills

## AWARDS

## PUBLICATIONS

## PROFESSIONAL MEMBERSHIPS

## INTERESTS

Having a well written, effective resume at one's disposal is an excellent tool in today's ever changing job market. A strong resume may be the sole difference in getting a call for an interview or simply having your resume tossed into the proposed employer's sludge pile. Simply put, an effective resume may win you a job interview. In the world of academia, a strong resume, known as a curriculum vitae (CV) may open the door towards a tenured position.

1. Прочитайте текст.
2. Прочитайте следующее письмо. Соответствует ли оно необходимому формату?  
Опираясь на текст, перепешите письмо, чтобы оно соответствовало ситуации.

11 Oakwood Road  
Stanhope, Birmingham  
8 th October

Dear Mr. Scott,

I am writing because you said you wanted a Service technician in The Evening Mail of 7th October. I've put my life story in with this letter. If you look at it you'll see I know a lot about engineering because I've been a maintenance engineer for six years. So I've learnt a lot about servicing manual and electrical systems. I took a conversion course the other day, all about pneumatic, hydraulic and electrical systems. It was pretty easy. Now I'm going to evening classes in the same things, and I hope I'll pass the exams at the end!

I liked your comment in the ad about "good prospects" because I'm not just in it for the money. I want a job that'll mean something. I'm sure you'll understand. Get in touch if there's anything else you need to know. Give me a ring at work, it's 423419. In the evenings, you can always get me at my mother's in King Oak. I can come and see you at any time except Tuesdays, which are a bit awkward.

Best wishes,

Richard Walters.

### **3)Чтение диалогов.**



## **Sending faxes**

Jaime Vasconcelos in Los Angeles, USA is on the phone to Anna Friedman in Sydney, Australia.

Anna: Yes, I think you'll be interested in our latest designs.

Jaime: Can you send them by fax?

Anna: Sure. I'll fax you right now. What's your fax number?

Jaime: 1 for the US, then 213 976 3421.

Anna: OK. I've got that.

Jaime: Can you fax the information you think we need?

Anna: I'll fax you everything we have. There are about 30 pages.

Jaime: If you could fax it all over to us, that would be great!

## **Receiving faxes**

Anna: Did you get my fax?

Jaime: You're not going to believe this, but the paper got stuck and the machine jammed.

Anna: No problem. I'll send it through again.

15 minutes later ...

Anna: Did the fax go through OK this time?

Jaime: Yes, but pages two and three weren't legible: I couldn't read them.

Anna: No problem. I'll resend them.

## **4) Чтение текста и выполнение лексико-грамматических заданий к тексту.**

*1. Прочитайте текст факса. Разберите структуру факса.*

FAX COVER SHEET

Box 1212, Sydney, Australia

Tel: 61 2 329 9220

Fax: 61 2 329 9221

Date: 22 November

To fax number: +1 213 976 3421

To: Jaime Vasconcelos

From: Anna Friedman

Number of pages including this cover sheet: 31

Dear Jaime,

It was good to hear from you again. The following pages give details of the latest additions to our range. If you require any further information, please do not hesitate to contact me.

Best regards,

Anna Friedman

This fax may contain confidential information. If you are not the intended recipient, advise the sender and destroy this document.

If you do not receive all pages, or if any pages are illegible, please phone + 61 2 329 9 2 2 0 immediately.

*2. Bertil Lagerkvist of Moda Fashions in Stockholm is talking to Kim Wang of Outrageous Designs in Hong Kong. Correct the mistakes.*

K: Yes, I think you'll be interested.  
B: Can you (1) telefax your most exciting designs?  
K: Sure, I'll (2) fax to you the drawings. What's your (3) number of fax?  
B: 46 for Sweden, then 8 753 4298.  
K: 46 8 753 4298. I've got that.  
B: You know the sort of thing we sell. Can you (4) telefax to me the designs our customers will be most interested in?  
K: I'll (5) fax to you straightaway. There are about ten pages.  
B: If you could fax everything (6) between, that would be great!

3. Составьте примерный текст факса, опираясь на данные из задания 2.

### **5) Чтение текста и выполнение лексико-грамматических заданий к нему.**

#### **JOB INTERVIEWING. GETTING DOWN TO BASICS.**

A job interview is your chance to show an employer what he or she will get if you're hired. That is why it is essential to be well prepared for the job interview. There exist five basic types of interviews:

##### **The Screening Interview**

This is usually an interview with someone in human resources. It may take place in person or on the telephone. He or she will have a copy of your resume in hand and will try to verify the information on it. The human resources representative will want to find out if you meet the minimum qualifications for the job and, if you do, you will be passed on to the next step.

##### **The Selection Interview**

The selection interview is the step in the process which makes people the most anxious. The employer knows you are qualified to do the job. While you may have the skills to perform the tasks that are required by the job in question, the employer needs to know if you have the personality necessary to "fit in." Someone who can't interact well with management and co-workers may disrupt the functioning of an entire department. This ultimately can affect the company's bottom line.

##### **The Group Interview**

In the group interview, several job candidates are interviewed at once. The interviewer or interviewers are trying to separate the leaders from the followers. The interviewer may also be trying to find out if you are a "team player." The type of personality the employer is looking for determines the outcome of this interview. There is nothing more to do than act naturally.

##### **The Panel Interview**

The candidate is interviewed by several people at once. It can be quite intimidating as questions are fired at you. You should try to remain calm and establish rapport with each member of the panel. Make eye contact with each member of the panel as you answer his or her question. The Stress Interview It is not a very nice way to be introduced to the company that may end up being your future employer. It is, however, a technique sometimes used to weed out those that cannot handle adversity. The interviewer may try to artificially introduce stress into the interview by asking questions so quickly that the candidate doesn't have time to answer each one. The interviewer may also ask weird questions, not to determine what the job candidate answers, but how he or she answers.

##### **Preparing for the Interview**

Before you begin to think about how you will dress for the interview, or answer questions, you should gather as much information about the employer as you can. Not only will you appear informed and intelligent, it will also help you make a decision if a job offer is

eventually made. You might also want to prepare for answering questions by listing some of your attributes. Talk to former co-workers with whom you worked closely. Ask them to list some traits about you that they most admired - work related, of course. You want to seem somewhat spontaneous, but you also want to appear self-confident. The way to do that is to rehearse, not exactly what you will say, but how you will say it. A great method is to rehearse in front of a video camera. Study your posture, the way you make eye contact, and your body language. Dressing for the Interview Appearance is very important and whether we like it or not, it is the first thing people notice about us. You should match your dress to employees in the workplace in which you are interviewing and probably take it up a notch. If dress is very casual, those being interviewed should wear dress pants and dress shirts or skirts and blouses. Don't choose a Friday, since many offices have "casual Fridays."

Your hair should be neat and stylish. Your nails should be well manicured and clean. Men's nails should be short. Women's nails should be of a reasonable length and polished in a neutral color. Also for women, makeup shouldn't be heavy. Perfume or cologne should be avoided as some people find certain scents offensive.

### **Establishing Rapport**

Since the interviewer's job is to make sure that not only your skill, but your personality as well, is a good match, you must establish rapport with the person or persons interviewing you. That begins the instant you walk in the door. Let the interviewer set the tone. Nothing is as awkward as offering your hand and having the gesture not returned by the other person. Therefore you should wait for the interviewer to offer his or her hand first, but be ready to offer your hand immediately.

### **Body Language**

They say that body language gives more away about us than speech. Eye contact is very important but make sure it looks natural. A smiling, relaxed face is very inviting. Hands resting casually in your lap rather than arms folded across your chest also is more inviting.

### **Answering Questions**

When it comes down to it, isn't this the main point of the interview? Speak slowly and clearly. Pause before you answer a question. Your answers will seem less rehearsed and it will give you a chance to collect your thoughts.

### **Asking Questions**

Usually toward the end of the interview, the person conducting it will ask you if you have any questions. You should have some. You should ask about what a typical day would entail. You could also ask what special projects you would be working on. As in every other aspect of the job search, you are trying to show the employer how you can fill their needs.

### **Illegal Questions**

We have all heard horror stories of interviewers asking job candidates inappropriate questions, such as those about marital status, age, and family status. These questions should not be asked, but it is up to you whether to answer them.

### **Money Questions**

Money is a very sensitive topic. The candidate shouldn't bring it up. However, the interviewer may bring it up first. He or she may ask what salary you hope to earn. You must prepare for this question before the interview. Find out what others in the same position are earning. Always give a range, not an exact number. This will help keep you from pricing yourself out of a job. You don't want the employer to think they can't afford you, but you also don't want them to think you are a cheap commodity.

**After the Interview** This is something that is too often neglected. It's the thank you note or follow-up letter. It is your chance to reiterate something you mentioned on the interview or bring up something you forgot to mention. It is also a nice gesture and a simple matter of politeness.

1. Прочитайте текст.

2. Опираясь на информацию текста, выберите верный вариант ответа.

1. Make sure your clothes are clean, but \_\_\_\_\_ wear obvious logos or designer names.

a. do b. don't c. must

2. Don't use \_\_\_\_\_ much deodorant or perfume!

a. to b. Too c. Two

3. Don't wear too much jewellery. Interviewers don't \_\_\_\_\_ like rings!

a. never b. Sometimes c. Usually

4. Wear \_\_\_\_\_ that are smart, but comfortable.

a. cloths b. Clothes c. Covers

5. Arrive well \_\_\_\_\_ the interview time.

a. before b. After c. Later than

6. Make eye \_\_\_\_\_ with the interviewer when you are introduced.

a. contactation b. Contiction c. Contact

7. Give a firm handshake, and make sure you \_\_\_\_\_!

a. snarl b. Smile c. Snigger

8. Don't \_\_\_\_\_. This will distract the interviewer from what you're saying.

a. fidget b. Figgit c. Fijit

9. Don't appear over-confident, for example by leaning too far back in your chair, but do try to \_\_\_\_\_.

a. relax b. Relapse c. Collapse

### 2.3. Business Letter Writing Basics

1) **написание рекламного письма.**

2) **написание e-mail.**

3) **написание письма-запроса.**

4) **написание письма-подтверждения.**

5) **Чтение текста и выполнение лексико-грамматических заданий к нему.**

#### From dishwasher to CEO Chocolate Pizza Company Inc.

In his teens Ryan Novak started working part time at his hometown chocolate shop in Marcellus, N.Y., washing dishes, mopping floors and taking out the trash. Four years ago, at age 21, he bought Chocolate Pizza Company from Bonnie Hanyak, who taught him the business and served as his mentor.

A graduate of Syracuse University's entrepreneurship program, Novak saw potential in the company's signature product: gourmet chocolate blended with homemade toffee, poured into pizza pans and topped with nuts or candy and white chocolate drizzle. His idea: Expand it into a national brand.

Since 2010, Chocolate Pizza has grown 365 percent, adding a website, opening three more brick-and-mortar stores and landing major wholesale accounts like Hallmark stores. Novak's partnership with UPS goes back to the beginning. "When I took over the business, they were using another shipper. There was no reliability, a lot of damage, and customers were upset. With UPS we got reliable shipping, awesome customer service and personalized help," he says.

Novak shares this example: "During the middle of Christmas rush we ran out of printer labels, and our UPS account rep ran to another customer and got a roll of labels to tide us over. You can't pay for that kind of service."

His No. 1 piece of advice: "I had a ton of people tell me to think about doing something else. But I believed in myself and I believed in this product. When you put everything you have into it, that can really pay off."

1. *Прочитайте текст.*

2. *Ответьте на вопросы к тексту:*

1. How old was Ryan Novak when he bought Chocolate Pizza Company?

2. What was Ryan's initial entrepreneurial idea?

3. Why did Ryan's company's partnership with UPS become successful?

4. What is his number 1 piece of advice for young entrepreneurs?

5. Say, what these numbers refer to: 21, 2010, 365; three more brick-and-mortar stores, a ton of people.

3. *Объясните значение следующих слов и словосочетаний по-английски:*

A mentor; to see potential, gourmet chocolate, to take over the business, personalized help.

## 2.4. Business Letter Formats

**1) написание заявки**

**2) написание письма-претензии**

**3) Чтение текста и выполнение лексико-грамматических заданий к нему.**

1. *Прочтите следующие письма. Определите вид письма. Переведите их письменно.*

A) SuperFurniture Ltd.

19 Bee Rd

Manchester

UK

Dear Sirs,

We have seen your advertisement in the July edition of "Furniture & Office Equipment" and it interested us greatly.

Our bank is opening new branches in Manchester and Leeds and we will require office furniture and equipment urgently.

We are inclined to place a considerable order with your company and therefore would expect a quantity discount off list prices, and our terms of payment are normally payment for collection or as a special concession on our part by Letter of Credit.

We shall appreciate it if you will send us your brochures, prospectuses and catalogues in duplicate.

We hope to hear from you soon.

Yours faithfully

E Lacombe.

**B)**

United Textiles Inc.  
55 Broad Street  
New York 15, NY  
USA

Dear Sirs,

We thank you for your enquiry dated November 25th for Textiles of our manufacture. We offer you printed cotton cloth equal to any sample you might select. Besides, should you so desire, you can buy different kinds of woolen textiles, produced at our factory in Manchester. As for prices as well as terms and conditions you will find them stated herein.

QUANTITY: up to 20,000 m of any fabric.

QUALITY: equal to sample, in full accordance with government safety standards.

PRICES: as per Price-List No. 3a enclosed herewith.

DISCOUNTS: if the quantity is over 20,000 m, the price is subject to 5 per cent discount. Further discounts are granted subject to special agreement.

TERMS OF PAYMENT: 5 per cent in advance; 60 per cent by a Letter of Credit; the balance of 35 per cent by drafts.

TERMS OF DELIVERY: within 4 weeks of the acceptance.

All other terms and conditions are stated in the enclosed copy of the General Conditions which form an integral part of our sales contracts. This offer is subject to the goods being unsold upon receipt of your reply.

We hope to hear from you soon. Please, acknowledge receipt.

Yours faithfully,

John Wright  
Sales Manager

C)

K.Monk & Co., Ltd.  
Birmingham B12 0BY  
England

Dear Sirs,

Your Order No.78969-6

We thank you for your order dated October 28 for Gardening Tools enumerated in Enclosure 1. We confirm that we have the listed items available in stock and we guarantee delivery to London before November 30.

The goods will be dispatched as soon as we receive instructions. We will immediately inform you of the date of shipment.

We are looking forward to an early reply.

Faithfully yours,  
K.Monk  
Encl.

D)

May 15, 20...

Kitchen-Ware Supplies, Ltd.

Cotton Road

Exeter

England EX4 9DT

Dear Sirs,

Order No 153

We refer to our order (No 153) for China-Ware. Our agent took delivery of the consignment in accordance with the instructions contained in your advice of despatch.

Unfortunately, only 1800 cups were despatched. The 2000 saucers, packed separately according to our instructions, arrived in good order and condition. However, they are not much use to us without the missing 200 cups.

There is a clear discrepancy between the packing lists which arrived and your invoice. Whether there has been pilferage or not is a matter for the Lloyd's agent, who is investigating the matter at the moment.

We must ask you to arrange for the despatch of replacements for the missing cups at once, as we must meet the delivery time agreed upon with our own customers.

Yours sincerely,

Robert Leclerc.

I)

AO Machinoimport  
Kaluzskaya St., 8  
Moscow, Russia

Dear Sirs,

We thank you for your enquiry for High Precision Machinery of the 10th July. To our regret this equipment is not available for sale at present as it is undergoing final service tests. We hope that the results of the tests will have been summarized by the end of the year. We shall not fail to revert to your enquiry as soon as the Test Certificate is issued.

Yours faithfully,

M Doubtfire  
Sales Manager

Качество освоения дисциплины оценивается по степени успешности ответов на практических занятиях, качества выполнения самостоятельной работы и результатов прохождения тестирования.

#### Критерии перевода текста

Оценка «Отлично» ставится, если перевод текста полностью соответствует содержанию оригинального текста, т.е. текста на иностранном языке. Переведен и сам текст, и заголовок. Понятна направленность текста и общее его содержание. В переводе текста нет (или допущены 1-2) лексических ошибок. Правильно переведены все общеупотребительные простые слова, фразеологические обороты, устойчивые словосочетания. Верно передан смысл сложных слов. Все профессиональные термины переведены верно. В переводе отсутствуют грамматические ошибки (орфографические, пунктуационные и др.) Все грамматические конструкции, обороты, придаточные предложения, переведены правильно. Перевод полностью соответствует профессиональной стилистике и направленности текста. Перевод высказывания логичный, последовательный, сохранена структура оригинального текста, текст разделен на абзацы.

Оценка «Хорошо» ставится, если Переведен и сам текст, и заголовок. Понятна направленность текста и общее его содержание. В переводе текста нет (или допущены 1-2) лексических ошибок. Отдельные слова соответствуют общей тематике текста. Смысл текста передан. Неточно переведены некоторые общеупотребительные слова, устойчивые словосочетания, сложные слова, фразеологические обороты. Профессиональные термины в основном переведены верно. В переводе отсутствуют грамматические ошибки (орфографические, пунктуационные и др.) Некоторые грамматические конструкции, обороты, придаточные предложения, переведены правильно. Перевод в основном соответствует профессиональной стилистике и направленности текста. Перевод высказывания не везде логичный, последовательный, но сохранена структура оригинального текста, текст разделен на абзацы.

Оценка «Удовлетворительно» ставится, если перевод текста на 60 % от общего объема соответствует содержанию оригинального текста, т.е. текста на иностранном языке. Переведен и сам текст, и заголовок. Понятна направленность текста и общее его содержание. В переводе текста 1-2 лексические ошибки, но общая тематика текста понятна. Смысл текста передан. Неправильно переведены некоторые общеупотребительные слова, устойчивые словосочетания, сложные слова, фразеологические обороты. Профессиональные термины в основном переведены верно, но 3-4 термина могут иметь неточный перевод. В переводе 3-4 грамматические ошибки (орфографические, пунктуационные и др.) Большая часть грамматических конструкций, обороты, придаточные предложения, переведены неправильно. Перевод в основном, соответствует профессиональной стилистике и направленности текста. Перевод высказывания не везде логичный, последовательный, не сохранена структура оригинального текста, текст не разделен на абзацы.

Оценка «Неудовлетворительно» ставится, если учащийся не понял смысла задания. Заголовок текста и текст переведен, но перевод текста не соответствует его основному содержанию. Смысл текста не понятен. Содержание перевода лишь на 10 % от общего объема текста ( и менее) отражает текст.



Критерии оценивания монологического высказывания устного и письменного (презентация проекта (исследования), проект с поиском информации, групповой проект, ответа на вопрос по теме, письма)

Оценка **«Отлично»** ставится, если в выступлении соблюден объем высказывания. Высказывание соответствует теме; отражены все аспекты, указанные в задании, стиль речи соответствует типу задания, приведена достаточная аргументация. Проявляется речевая инициатива для решения поставленных коммуникативных задач. Лексика адекватна поставленной задаче и требованиям данного года обучения языку. Используются разные грамматические конструкции в соответствии с задачей и требованиям данного года обучения языку. Редкие грамматические или лексические ошибки не мешают коммуникации.

Оценка **«Хорошо»** ставится, если объем высказывания неполный. Высказывание соответствует теме, но не отражены некоторые аспекты, указанные в задании, стиль речи соответствует типу задания, неполная аргументация. Лексика адекватна поставленной задаче и требованиям данного года обучения языку. Используются разные грамматические конструкции в соответствии с задачей и требованиям данного года обучения языку. Лексические и грамматические ошибки не мешают коммуникации.

Оценка **«Удовлетворительно»** ставится, если объем высказывания недостаточен или не в полной мере соответствует теме. В выступлении не отражены некоторые аспекты, указанные в задании, стиль речи не соответствует типу задания, приведена недостаточная аргументация. Учащийся допускает большое количество грубых лексических и грамматических ошибок.

Оценка **«Неудовлетворительно»** ставится, если учащийся не понял смысла задания. Нарушена логика выступления. Допущено большое количество грубых лексических и грамматических ошибок. Коммуникативная задача не решена.

Критерии оценки тестовых заданий, лексико-грамматических упражнений, лексико-грамматических заданий к тексту, лексического диктанта, заданий по переводу, выполняемых студентами:

«Отлично»	Выполнение более 90% задания
«Хорошо»	Выполнение от 65% до 90% заданий
«Удовлетворительно»	Выполнение более 50% заданий
«Неудовлетворительно»	Выполнение менее 50% заданий

### 3. ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО ДИСЦИПЛИНЕ

#### 3.1 Теоретические вопросы для проведения зачета

1. Business presentations and public speaking in English. Introduction and Preparation.
2. Equipment for Presentations.
3. Delivery of a Presentation.
4. Language for Presentations.
5. The Presentation.
6. Negotiations. The Art of Negotiating.
7. The Negotiation Process.
8. Meetings. Preparing for a Meeting.
9. Definition of a Business Letter.
10. Business Letter Writing.

### 3.2 Показатели, критерии и шкала оценивания ответов на зачете / экзамене

<b>Зачет</b>	
<b>Оценка «зачтено»</b>	<b>Оценка «не зачтено»</b>
Студент показывает знание основного учебного материала в объеме, необходимом для продолжения обучения. Справляется с выполнением практических заданий, предусмотренных программой, существующие погрешности не существенны и не препятствуют решению коммуникативной задачи	Ответ студента обнаруживает существенные пробелы в знании основного учебного материала, ответ носит отрывочный, поверхностный характер, студент не справляется с выполнением практических заданий, предусмотренных программой обучения, допускает существенные грамматические и лексические ошибки; коммуникативная задача не решена