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Приложение 4
к образовательной программе

РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

Б1.О.01.02.ДВ.04.01 Профессионально ориентированный иностранный язык
(индекс, наименование дисциплины в соответствии с учебным планом)

09.03.03 Прикладная информатика
(код, наименование направления подготовки/специальности)

Прикладная информатика в управлении корпоративными информационными системами
(наименование образовательной программы)

Очная форма обучения
(форма обучения)

Год набора 2026

Донецк

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Рабочая программа дисциплины Б1.О.01.02.ДВ.04.01 Профессионально ориентированный иностранный язык одобрена на заседании кафедры иностранных языков финансово-экономического факультета Донецкого филиала РАНХиГС.

протокол № 06 от «27» февраля 2026 г.

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8. Учебная литература и ресурсы информационно-телекоммуникационной сети «Интернет»

9. Материально-техническая база, информационные технологии, программное обеспечение и информационные справочные системы

1. Перечень планируемых результатов обучения по дисциплине, соотнесенных с планируемыми результатами освоения образовательной программы

Дисциплина Б1.О.01.02.ДВ.04.01 Профессионально ориентированный иностранный язык обеспечивает формирование у обучающихся следующих универсальных, общепрофессиональных и профессиональных компетенций*

ОТФ/ТФ и реквизиты ПС *(при наличии)***	**Код компетенции ****	**Наименование Компетенции ****	**Код индикатора достижения компетенций ****	**Наименование индикатора достижения компетенций ****	**Образовательный результат ****
ФГОС ВО	УК-4.	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	УК-4.4.	Осуществляет коммуникацию на иностранном языке в ситуациях повседневного общения в устной и письменной формах.	УК-4.4. З-1 **Знает** базовую лексику и грамматические конструкции иностранного языка для повседневного общения. УК-4.4. У-1 **Умеет** осуществлять устную и письменную коммуникацию на иностранном языке в типовых ситуациях.

** Дисциплина может формировать компетенцию полностью или частично. **Должно соответствовать Приложению 1 к образовательной программе*

2. Объем и место дисциплины в структуре образовательной программы

Общий объем дисциплины:

4,00 з.е., 144 ак.час

Контактная работа обучающихся с преподавателем по видам учебных занятий: 125 ак. час на контактную работу с преподавателем, из них 112 ак.час на практические занятия, на аттестацию в период экзаменационных сессий 13 часов, 19 ак. час на самостоятельную работу обучающихся.

Б1.О.01.02.ДВ.04.01 Профессионально ориентированный иностранный язык реализуется в 3 семестре 2 курса.

3. Содержание и структура дисциплины

3.1. Структура дисциплины

Очная форма обучения

№ п/п	Наименование тем и (или) разделов	Объем дисциплин, ак.час												Форма текущего контроля успеваемости, промежуточной аттестации
		ВСЕГО	Контактная работа обучающихся с преподавателем по видам учебных занятий									Самостоятельная работа			
			Период теоретического обучения						Период промежуточной аттестации (сессия)						
			Занятия лекционного типа		Занятия семинарского типа		ИК	КСР	КЭ	Каттэк	Контроль	СРкр	СРэк	СР	
			Л	ВЛ	ЛР	ПЗ									
Раздел 1 Основы ИТ: профессии, системы и хранение данных.															
Тема 1.1	Профессии и обязанности.	17	0	0	0	14	0	0	0	0		0	0	3	УО, Т, РЗ
Тема 1.2	Современные ИТ-специальности.	17	0	0	0	14	0	0	0	0		0	0	3	УО, Т, РЗ
Тема 1.3	ИТ-Системы.	17	0	0	0	14	0	0	0	0		0	0	3	УО, Т, РЗ
Тема 1.4	Облачное хранение данных.	17	0	0	0	14	0	0	0	0		0	0	3	ТЗ, УО, РЗ

Промежуточная аттестация		0	0	0	0	0	0	0	0	0	0	0	0	Зачет
Всего за I семестр:		72	0	0	0	56	0	0	0	4	0	0	12	КТ
Раздел 2 Работа цифровых технологий: данные, программирование и разработка.														
Тема 2.1	Принятие и передача цифровых данных	16	0	0	0	14	0	0	0	0	0	0	2	УО, Т, РЗ
Тема 2.2	Информационные технологии.	16	0	0	0	14	0	0	0	0	0	0	2	УО, Т, РЗ
Тема 2.3	Концепция программирования.	16	0	0	0	14	0	0	0	0	0	0	2	УО, Т, РЗ
Тема 2.4	Разработка программного обеспечения.	15	0	0	0	14	0	0	0	0	0	0	1	ТЗ, УО, РЗ
Промежуточная аттестация		0	0	0	0	0	0	0	0	0	0	0	0	Зачет
Всего за II семестр:		72	0	0	0	56	0	0	0	9	0	0	7	КТ
Итого		144	0	0	0	112	0	0	0	13	0	0	19	

Используемые сокращения:

Л – лекции - занятия, предусматривающие преимущественную передачу учебной информации обучающимся педагогическими работниками организации и (или) лицами, привлекаемыми организацией к реализации образовательных программ на иных условиях,).

ВЛ – видео лекции.

ЛР – лабораторные работы.

ПЗ – практические занятия (за исключением лабораторных работ).

ИК – индивидуальные консультации.

КСР – контроль самостоятельной работы

КЭ – консультации перед экзаменом

Каттэк – контактная работа на аттестацию в период экзаменационных сессий

Контроль - контактная работа на аттестацию в период экзаменационных сессий для заочной формы обучения

СРкр – самостоятельная работа на подготовку курсовой работы/ курсового проекта.

СРэк – самостоятельная работа на подготовку к экзамену.

СР – самостоятельная работа в семестре на подготовку к учебным занятиям.

Условные обозначения: ТЗ - тестовое задание, УО - устный опрос, РЗ – разноуровневые задания (дискуссия, эссе (доклад, сообщение), КТ - контрольная точка

3.2. Содержание дисциплины

Раздел 1 Основы ИТ: профессии, системы и хранение данных.

Тема 1.1 Профессии и обязанности. УК-4.4

Направления в IT. Пути входа в профессию. Гибкие навыки. Способы поиска работы. Составление резюме и портфолио.

Грамматика: простые времена английского глагола: Present Simple, Past Simple, Future Simple. Порядок слов в английском предложении, вопросе, виды вопросов. Притяжательные и указательные местоимения. Образование единственного и множественного числа существительных. Артикли.

Тема 1.2. Современные ИТ-специальности. УК-4.4

Повсеместная компьютеризация (от бытовых устройств до промышленности). Роль ПК и мобильных устройств в работе, учёбе, досуге. Интернет вещей (IoT) — компьютеры в бытовой технике, транспорте, умных домах. Компьютерные технологии в науке. Компьютеры как инструмент творчества и коммуникации.

Грамматика: Конструкция there is / there are. Квантификаторы. Исчисляемые и неисчисляемые имена существительные. Притяжательный падеж существительных. Правильные/неправильные глаголы. Предлоги: времени, места, движения.

Тема 1.3. ИТ-Системы. УК-4.4

Принципы работы веб-сайтов. Виды сайтов. Ключевые технологии: HTML, CSS, Jaa Script, фреймворки. Работа в интернете: удаленная занятость.

Грамматика: Конструкции предпочтения с глаголами like, love, prefer, etc. Количественные и порядковые числительные. Наречия частотности. Конструкция «Be going to». Present Continuous. Present Simple vs Present Continuous.

Тема 1.4 Облачное хранение данных. УК-4.4

Роль дизайна и восприятия сайта и пользовательском опыте. Основы композиций. Графические элементы. Инструменты дизайнера.

Грамматика: Наречия частотности. Повелительное наклонение. Модальные глаголы. Придаточные определительные предложения.

Раздел 2 Работа цифровых технологий: данные, программирование и разработка.

Тема 2.1. Принятие и передача цифровых данных. УК-4.4

Определение: купля-продажа товаров и услуг через интернет. Платформы. Платежные системы. Доставка и логистика.

Грамматика: Союзы because, so, but, although. Разделительные вопросы. Времена английского глагола: Present Perfect. Past Simple - Present Perfect.

Тема2.2. Информационные технологии. УК-4.4

Ключевые компоненты. Технологии сети. Основные протоколы. Сетевое оборудование. Типы сетей.

Грамматика: Повторение грамматических времен. Косвенная речь. Прилагательные – порядок слов, словообразование. Степени сравнения

прилагательных. Местоимения личные и притяжательные.

Тема 2.3 Концепция программирования. УК-4.4

Цели и задачи. Формы поддержки. Типовые сценарии. Проблемы с оборудованием. Настройка сети.

Грамматика: Пассивный залог. Герундий. Разница между герундием и инфинитивом.

Тема 2.4 Разработка программного обеспечения. УК-4.4

Причины обращения. Типы колл-центров. Каналы связи. Уровни поддержки.

Грамматика: Условные предложения первого и второго типов. Past Continuous. Past Perfect.

4. Типы оценочных материалов, показатели и критерии оценивания

4.1. Оценочные материалы по дисциплине Б1.О.01.02.ДВ.04.01 Профессионально ориентированный иностранный язык входят в состав оценочных материалов по образовательной программе. Совокупность оценочных материалов по всем дисциплинам (модулям) образовательной программы составляет фонд оценочных средств (далее – ФОС). ФОС используется при проведении текущего контроля успеваемости и промежуточной аттестации обучающихся с целью оценивания достижения обучающимися планируемых результатов обучения.

4.2. ФОС разработан как комплекс проверочных заданий различного типа и уровня сложности, включает критерии и шкалы оценивания, а также «ключи» правильных ответов. ФОС формируется как отдельный документ и хранится в электронном виде, доступ к ФОС предоставлен ограниченному кругу лиц.

4.3. Для самостоятельной работы обучающихся при подготовке к текущему контролю успеваемости и промежуточной аттестации в рабочих программах дисциплин размещены типовые проверочные задания, которые можно условно разделить на задания закрытого, комбинированного и открытого типов.

Задания закрытого типа — это тестовые задания, в которых каждый вопрос сопровождается готовыми вариантами ответов, из которых необходимо выбрать один или несколько правильных.

Задания комбинированного типа – это тестовые задания, в которых каждый вопрос сопровождается готовыми вариантами ответов, из которых необходимо выбрать один или несколько правильных и обосновать свой выбор.

Задания открытого типа — это задания, в которых на каждый вопрос должен быть предложен развернутый обоснованный ответ.

В зависимости от типа задания рекомендованы определенная последовательность выполнения и система оценивания выполнения заданий.

4.4. Типы заданий, сценарии выполнения, критерии оценивания

ТИП ЗАДАНИЯ	ИНСТРУКЦИЯ	СЦЕНАРИИ ВЫПОЛНЕНИЯ	КРИТЕРИИ ОЦЕНИВАНИЯ
Задание закрытого типа с выбором одного правильного ответа из нескольких вариантов предложенных	Прочитайте текст, выберите правильный ответ	1. Внимательно прочитать текст задания и понять, что в качестве ответа ожидается только один из предложенных вариантов. 2. Внимательно прочитать предложенные вариант-ты ответа. 3. Выбрать один верный ответ. 4. Записать только номер (или букву) выбранного варианта ответа (например, 3 или В).	Ответ считается верным, если правильно указана цифра или буква
Задание закрытого типа на установление соответствия	Прочитайте текст и установите соответствие	1. Внимательно прочитать текст задания и понять, что в качестве ответа ожидаются пары элементов. 2. Внимательно прочитать оба списка: список 1 – вопросы, утверждения, факты, понятия и т.д.; список 2 – утверждения, свойства объектов и т.д. 3. Сопоставить элементы списка 1 с элементами списка 2, сформировать пары элементов. 4. Записать попарно буквы и цифры (в зависимости от задания) вариантов ответа (например, А1 или Б4).	Ответ считается верным, если правильно указаны цифры или буквы
Задание закрытого типа с выбором нескольких правильных ответов из нескольких вариантов предложенных	Прочитайте текст, выберите правильные ответы	1. Внимательно прочитать текст задания и понять, что в качестве ответа ожидается несколько правильных ответов из предложенных вариантов. 2. Внимательно прочитать предложенные вариант-ты ответа. 3. Выбрать несколько правильных ответов. 4. Записать только номера (или буквы) выбранного варианта ответа (например, 1 4 или А Г).	Ответ считается верным, если правильно установлены все соответствия (позиции из одного столбца верно сопоставлены с позициями другого)

Задание закрытого типа на установление последовательности	Прочитайте текст и установите последовательность	1. Внимательно прочитать текст задания и понять, что в качестве ответа ожидается последовательность элементов. 2. Внимательно прочитать предложенные варианты ответа. 3. Построить верную последовательность из предложенных элементов. 4. Записать буквы/цифры (в зависимости от задания) вариантов ответа в нужной последовательности (например, БВА или 135).	Ответ считается верным, если правильно указана вся последовательность цифр
Задание комбинированного типа с выбором одного правильного ответа из предложенных и обоснованием выбора	Прочитайте текст, выберите правильный ответ и запишите аргументы, обосновывающие выбор ответа	1. Внимательно прочитать текст задания и понять, что в качестве ответа ожидается только один из предложенных вариантов. 2. Внимательно прочитать предложенные варианты ответа. 3. Выбрать один верный ответ. 4. Записать только номер (или букву) выбранного варианта ответа. 5. Записать аргументы, обосновывающие выбор ответа (например, 4 текст обоснования).	Ответ считается верным, если правильно указана цифра или буква и приведены корректные аргументы, используемые при выборе ответа
Задание открытого типа с развернутым ответом	Прочитайте текст и запишите развернутый обоснованный ответ	1. Внимательно прочитать текст задания и понять суть вопроса. 2. Продумать логику и полноту ответа. 3. Записать ответ, используя четкие компактные формулировки. 4. В случае расчетной задачи, записать решение и ответ	Ответ считается верным: 1. Отсутствие фактических ошибок. 2. Раскрытие объема используемых понятий (полнота ответа). 3. Обоснованность ответа (наличие аргументов). 4. Логическая последовательность излагаемого материала.

4.5. Общая шкала оценивания результатов текущего контроля успеваемости и промежуточной аттестации обучающихся с применением БРС Донецкого филиала РАНХиГС.

Итоговая балльная оценка	**Традиционная система**	**Бинарная система**	**ECTS**	
			Для традиционной системы	**Для бинарной системы**
90-100	Отлично	Зачтено	A	P/ Passed
80-89	Хорошо		B	P/ Passed
75-79			C	P/ Passed
70-74	Удовлетворительно		B	P/ Passed
60-69			E	P/ Passed
0-59	Неудовлетворительно	Не зачтено	F	F/Failed

Соотношение баллов за текущий контроль успеваемости и промежуточную аттестацию, а также повторную промежуточную аттестацию:

Максимальная сумма баллов за текущий контроль успеваемости	Максимальная сумма баллов за промежуточную аттестацию	Максимальная итоговая балльная оценка	Максимальная сумма баллов за повторную промежуточную аттестацию
100 баллов	100 баллов	100 баллов	100 баллов

5. Формы аттестации, типовые оценочные материалы для текущего контроля успеваемости обучающихся, критерии и шкалы оценивания по контрольным работам

5.1. В ходе реализации дисциплины Б1.О.01.02.ДВ.04.01. Профессионально ориентированный иностранный язык используются следующие формы текущего контроля успеваемости обучающихся (в том числе, задания к контрольным работам):

Тестовые задания, устный опрос, ситуационные задания, дискуссия / эссе (доклад, сообщение)

5.2. Типовые оценочные материалы для текущего контроля успеваемости обучающихся (вне контрольных работ):

Вопросы для устного опроса:

Раздел 1 Основы ИТ: профессии, системы и хранение данных

Тема 1.1 Профессии и обязанности. УК-4.4

1. What are the most in-demand IT career paths today, and why do you think they are so popular?
2. What soft skills are essential for a successful IT professional, and how do they complement technical knowledge?
3. How would you compare the traditional university route with self-study or coding bootcamps for starting a career in IT?
4. What advice would you give to a junior developer (Junior) to grow to a senior or team lead position?
5. What role does a portfolio or GitHub profile play when applying for an IT job, and what should it contain?
6. How can an IT specialist keep their skills relevant in a rapidly changing industry?
7. What challenges do newcomers face when entering the IT field, and how can they overcome them?

Тема 1.2. Современные ИТ-специальности. УК-4.4

1. In what ways have computers transformed daily life, work, and education over the past decade?
2. What are the main challenges of the digital divide, and how does it affect different social groups?
3. How do technologies like the Internet of Things (IoT) and cloud computing change the way we interact with computers?
4. What are the positive and negative impacts of computers on human communication and social relationships?
5. How do modern computers contribute to scientific research (e.g., AI, big data, climate modeling)?
6. What ethical problems arise from widespread computerisation (privacy, surveillance, job automation)?
7. What future computer technologies (quantum computing, edge computing, neural interfaces) could have the greatest impact on society?

Тема 1.3. ИТ-Системы. УК-4.4

1. How does the client-server model work when you open a website in your browser?
2. What are the main differences between a static website and a dynamic website?
3. What skills and tools are essential for a person who wants to work remotely as a web developer or webmaster?
4. How do search engines (like Google) rank websites, and what is SEO in simple terms?
5. What are the most common security threats when browsing or working online, and how can users protect themselves?
6. How has the rise of social media and messaging apps changed the way people use traditional websites?
7. What are the advantages and disadvantages of using CMS platforms (e.g., WordPress) versus building a website from scratch?

Тема 1.4 Облачное хранение данных. УК-4.4

1.What are the key principles of visual hierarchy in web design, and why are they important for user experience?
2. How does color psychology influence user behavior on a website? Can you give an example?
3. What is responsive (adaptive) web design, and how does it affect graphic layout decisions?
4. Which modern web design trends (e.g., flat design, glassmorphism, neomorphism) improve usability, and which are purely aesthetic?
5. Why is typography crucial in web design? What factors should be considered when choosing fonts for a website?
6. What tools (Figma, Adobe XD, Photoshop, etc.) are commonly used for creating website mockups, and what are their main advantages?
7. How can a designer ensure that a website meets accessibility standards (WCAG) for people with visual impairments?

Раздел 2 Работа цифровых технологий: данные, программирование и разработка.

Тема 2.1. Принятие и передача цифровых данных. УК-4.4

1. What are the main differences between B2B, B2C, C2C, and D2C business models in e-commerce?
2. How do payment gateways and digital wallets (e.g., PayPal, Stripe, Apple Pay) work, and what security measures do they rely on?
3. What role do customer reviews, product ratings, and return policies play in building trust in an online store?
4. How can an e-commerce business use SEO and targeted advertising to attract more customers?
5. What are the typical logistical challenges of cross-border online sales (delivery times, customs, returns)?
6. Why is the checkout process critical for conversion rates? Give examples of good and bad checkout design.
7. What emerging technologies (live shopping, AR try-on, voice commerce, subscription models) are shaping the future of e-commerce?

Тема2.2. Информационные технологии. УК-4.4

1. What is the difference between a LAN, MAN, and WAN? Give an example of where each type is typically used.
2. Explain the role of the TCP/IP protocol stack. Why is it often described using the concept of layers?
3. What are the functions of a router, a switch, and a firewall in a corporate network? How do they work together?
4. How does IP addressing work? What is the difference between IPv4 and IPv6, and why is the transition to IPv6 important?
5. What basic commands (e.g., ping, tracert/traceroute, ipconfig/ifconfig, nslookup) can be used to diagnose network problems?

6. What security threats are common in network systems (e.g., DDoS attacks, man-in-the-middle, ARP spoofing) and how can they be mitigated?
7. What are software-defined networks (SDN) and network function virtualization (NFV), and how do they change traditional network management?

Тема 2.3 Концепция программирования. УК-4.4

1. What are the most common hardware problems users report (e.g., computer won't start, overheating, strange noises), and how would you diagnose them?
2. How do you remotely assist a user who cannot connect to the internet? What steps do you take?
3. What free built-in Windows tools (Task Manager, Event Viewer, Command Prompt, System Restore) can help solve software issues?
4. When should a support specialist reinstall an operating system instead of trying to repair it? What data precautions are necessary?
5. How do you explain complex technical steps (like checking a driver or flushing DNS) to a non-technical user over the phone?
6. What are the main differences between first-line, second-line, and third-line technical support? Give an example of a ticket for each level.
7. What soft skills and stress management techniques are essential for a helpdesk professional dealing with frustrated or angry users?

Тема 2.4 Разработка программного обеспечения. УК-4.4

1. What information should a user have ready before calling a technical support call center to ensure the fastest resolution?
2. How do Level 1 and Level 2 support differ in a call center? Give an example of an issue typically handled by each.
3. What are the most common communication problems between users and call center operators (e.g., unclear explanations, language barriers), and how can they be resolved?
4. Why do many call centers use ticketing systems or request numbers? How does this help both the user and the support team?
5. What are the typical steps an operator takes to remotely diagnose a computer problem when the user says "I have no internet connection"?
6. What security risks should a user be aware of when contacted by someone claiming to be from a technical support call center (scams, fake alerts)?
7. How can a company improve its call center experience to reduce user frustration (reducing wait times, avoiding repeated transfers, self-service options)?

Тестовые задания:

Раздел 1 Основы ИТ: профессии, системы и хранение данных.

Тема 1.1. Профессии и обязанности. УК-4.4

Тестовое задание:

Read the text and choose the one correct answer (А, Б, В or Г) to the question below. Translate your answer.

Starting a career in the IT industry offers many different paths. While a university degree in computer science is still common, many professionals now enter the field through coding bootcamps or self-study using online resources. Technical skills such as programming languages (Python, Java, JavaScript), knowledge of databases, and understanding of version control systems (Git) are essential. However, soft skills like communication, teamwork, and problem-solving are equally important for career growth.
Beginners usually start at a junior level, working under the supervision of more experienced colleagues. With 2–3 years of experience, they can move to a middle position, taking on more complex tasks. Senior developers, team leads, or architects often have more than five years of experience and also mentor others. Apart from development, IT careers include testing, system administration, data science, and product management. Regular learning is a must because technologies change quickly. Many IT specialists work remotely, and freelancing is another popular option.

Question:

According to the text, what is necessary for career growth in IT besides technical skills?

Options:

А) A university degree in computer science
Б) Working as a freelancer
В) Soft skills like communication and teamwork
Г) At least five years of experience

Correct answer: B) Soft skills like communication and teamwork

Read and translate the text:

The IT industry offers a wide range of career opportunities, from software development and cybersecurity to data analysis and system administration. One of the most attractive aspects of IT is the variety of entry paths: traditional university degrees, intensive coding bootcamps, online courses, and self-study. Many successful specialists start by building a portfolio of personal projects or contributing to open-source software. What matters most is practical knowledge and the ability to solve real-world problems.

Career progression in IT typically follows several levels: Junior, Middle, Senior, and sometimes Team Lead or Architect. Juniors work on simpler tasks under supervision, while Middle specialists handle complex features independently. Seniors not only write high-quality code but also mentor younger colleagues and make architectural decisions. Apart from the technical ladder, one can grow horizontally—moving into product management, quality assurance, DevOps, or user experience design.

Continuous learning is the cornerstone of an IT career. Technologies, frameworks, and best practices evolve rapidly, so professionals must regularly update their skills. Online platforms, tech conferences, and internal corporate courses help them stay relevant. In

addition, soft skills such as communication, critical thinking, and time management become increasingly important for career growth. With experience, many IT workers also enjoy flexible hours, remote work, and competitive salaries, making the field highly appealing worldwide.

Тема 1.2. Современные ИТ-специальности. УК-4.4

Тестовое задание:

Read the text and match the statements (1–6) with the appropriate category (A or Б). One category may be used more than once. Translate your answers.

Computers have transformed nearly every aspect of modern life, from work and education to healthcare and entertainment. On the one hand, they enable instant global communication, powerful data analysis, and automation of repetitive tasks. For example, artificial intelligence helps doctors diagnose diseases faster, and online platforms allow millions to work remotely. On the other hand, widespread computerisation brings serious challenges. Privacy breaches, cybercrime, and the spread of misinformation are growing problems.

Moreover, over-reliance on screens contributes to health issues like eye strain and sedentary lifestyles. The digital divide remains another concern: people without reliable internet access are left behind in education and job markets. While computers boost productivity, they also raise ethical questions about surveillance, data ownership, and job displacement due to automation. Balancing benefits and risks is one of the key tasks of our time.

Categories:

А — Positive Impact

Б — Challenge

Statements:

1. Computers help doctors diagnose diseases more accurately using artificial intelligence.
2. Many people suffer from eye strain and lack of physical activity because of long screen time.
3. People without good internet access struggle to get education and well-paid jobs.
4. Automation of repetitive tasks increases productivity in many industries.
5. Cybercrime and the spread of fake news have become serious problems.
6. Remote work became possible and widespread thanks to computer technology.

Answer key: 1 — А, 2 — Б , 3 — Б, 4 — А, 5 — Б, 6 — А

Read and translate the text:

Computers have become an integral part of daily life in the 21st century. From smartphones and laptops to smart home devices and wearable technology, computing power is almost everywhere. People use computers to work, study, communicate, shop, and entertain themselves. The internet, powered by millions of interconnected computers, allows instant access to information and connects people across the globe.

However, the widespread use of computers also brings new challenges. Many people spend too much time in front of screens, which can lead to eye strain, poor posture, and reduced physical activity. Another issue is digital security: hackers, viruses, and data breaches threaten personal privacy. Additionally, the digital divide means that not everyone has equal access to computers and the internet, creating social and economic inequality.

Despite these problems, computers continue to drive progress. They enable breakthroughs in medicine, science, and education. Artificial intelligence and big data help solve complex problems, from climate modeling to disease prediction. To make the most of computers while reducing their negative effects, society needs digital literacy, strong cybersecurity, and balanced use of technology.

Тема 1.3. ИТ-Системы. УК-4.4

Тестовое задание:

Read the text and choose all correct statements (multiple answers possible). Mark the letters of the options you consider true according to the text. Translate your answers.

A website is a collection of web pages accessed via the Internet using a browser. When you type a website address (URL) into your browser, the browser sends a request to a server where the site is hosted. The server responds by sending files (HTML, CSS, JavaScript) back to the browser, which then displays the page.

Most modern websites are dynamic, meaning content can change based on user interaction, database queries, or preferences. To work on the Internet, web developers need knowledge of front-end (user interface) and back-end (server and database) technologies. Popular programming languages for web development include JavaScript, Python, PHP, and Ruby.

Working on the Internet also includes professions like SEO specialists (search engine optimisation), web analysts, and remote project managers. Security is crucial: HTTPS encryption protects user data, and websites without it may be flagged as unsafe by browsers.

Statements (choose all that are true according to the text)

А) A browser sends a request to a server to load a website.
Б) All websites are static and never change content.
В) JavaScript is one of the languages used for web development.
Г) HTTPS helps protect user data on websites.
Д) SEO specialists work only with graphic design of websites.

Correct answers: А-true, В-true, Д-true, Б-false, Г-false

Read and translate the text:

A website is a set of interconnected web pages located under a single domain name. Websites are hosted on special computers called servers. When a user types a domain name into a browser, the browser sends a request to the server, and the server responds by sending the necessary files (HTML, CSS, JavaScript) back to the browser. The browser then interprets these files and displays a visual web page.

Working on the internet has become a common form of employment. Many people work as web developers, web designers, content managers, SEO specialists, or remote administrators. These jobs often allow flexible hours and the possibility to work from anywhere in the world. Common tools for internet work include code editors (like VS Code), version control systems (Git), and communication platforms (Slack, Zoom, Telegram).

Security is an important part of working with websites. Using strong passwords, enabling two-factor authentication, and keeping software updated helps protect data. Additionally, modern websites use HTTPS encryption to secure information exchange between the browser and the server. Without such protection, sensitive data like passwords or credit card numbers can be intercepted by attackers.

Тема 1.4 Облачное хранение данных. УК-4.4

Тестовое задание:

Read the text and choose the one correct answer (А, Б, В or Г) to the question below:

Graphic design for websites focuses on creating visually appealing and user-friendly interfaces. Good web design combines several key principles. Composition refers to the arrangement of elements on a page, often using grids to create balance and hierarchy. Colour theory helps designers choose palettes that evoke emotions and ensure sufficient contrast for readability. Typography involves selecting fonts that are legible on different devices and establishing a clear text hierarchy (headings, subheadings, body).

Modern web design must be responsive, meaning layouts automatically adjust to various screen sizes (desktop, tablet, mobile). Designers often use tools like Figma or Adobe XD to create interactive prototypes and share them with developers. Another important concept is accessibility (WCAG) — designing so that people with visual or motor impairments can use the site, for example by providing sufficient colour contrast and alternative text for images.

Matching Task

Column A (Terms)

1. Responsive design
2. Typography
3. Colour theory
4. WCAG (Web Content Accessibility Guidelines)
5. Figma / Adobe XD
6. Composition

Column B (Descriptions)

А. The use of fonts, their size, spacing, and hierarchy to ensure readability.
Б. A set of rules for making websites usable for people with disabilities (e.g., visual impairments).
В. The arrangement of visual elements on a page using balance, grids, and alignment.
Г. Design approach where layouts adapt to different screen sizes (mobile, tablet, desktop).

Д. Software tools for creating website mockups, prototypes, and sharing designs with developers.
E. The study of how colours affect user emotions and the practical use of contrast and harmony in web interfaces.

Answer Key

1 – Г (Responsive design)
2 – А (Typography)
3 – Е (Colour theory)
4 – Б (WCAG)
5 – Д (Figma / Adobe XD)
6 – В (Composition)

Read and translate the text:

The visual appearance of a website plays a crucial role in how users perceive a brand or service. Graphic design for the web includes choosing colour schemes, arranging elements on the page (composition), selecting appropriate fonts (typography), and creating graphics such as icons, buttons, and illustrations. A well-designed website guides visitors naturally toward important content and actions, like making a purchase or signing up for a newsletter.

Modern web design follows the principle of responsive design. This means that the layout automatically changes depending on the screen size — from large desktop monitors to tablets and smartphones. Without responsiveness, a website may look broken on mobile devices, leading to frustrated users and lost traffic. Designers often start by creating wireframes (simple sketches of the page structure) and then build high-fidelity mockups in tools like Figma or Adobe XD.

Another important aspect is accessibility. Designers must ensure sufficient colour contrast so that text is readable for people with low vision. They also add alternative text for images, which is read aloud by screen readers for visually impaired users. Following accessibility guidelines not only helps people with disabilities but also improves overall usability for everyone.

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Раздел 2 Работа цифровых технологий: данные, программирование и разработка.

Тема 2.1. Принятие и передача цифровых данных. УК-4.4

Тестовое задание:

Put the events from the story in the correct order (1–8). Write the number of each sentence in the box next to it. Translate your answers:

Anna decided to buy a new smartphone online. First, she opened her laptop and visited an electronics e-commerce website. She browsed several models, compared prices, and finally selected a smartphone. She clicked “Add to Cart”. Then she proceeded to checkout, where she entered her home address and chose to pay by credit card. The website redirected her to a secure payment page.

After she confirmed the payment, the money was deducted from her card, and the store's system automatically sent a confirmation email with an order number. The next day, the online store forwarded the order details to their warehouse. Warehouse staff packed the phone and handed it to a courier service. Two days later, the courier delivered the package to Anna's door. She unpacked the phone and, being satisfied, logged into the website to leave a five-star review.

А. The courier delivers the package to Anna's door.
Б. Anna receives a confirmation email with an order number.
В. Anna browses the website, compares models, and selects a smartphone.
Г. Warehouse staff pack the phone and give it to a courier.
Д. The online store forwards the order to the warehouse.
Е. Anna clicks "Add to Cart" and proceeds to checkout.
Ж. Anna unpacks the smartphone and leaves a five-star review.
З. Anna enters her address and credit card details on a secure payment page.

Correct answer key: В — 1; Е — 2; З— 3; Б — 4; Д — 5; Г— 6; А — 7; Ж — 8

Read and translate the text:

Electronic commerce, or e-commerce, refers to buying and selling goods or services over the internet. It includes online retail stores (like Amazon or Ozon), marketplaces where multiple sellers offer products, and digital services such as streaming platforms or software downloads. E-commerce has grown rapidly because it allows customers to shop from anywhere at any time, compare prices easily, and read reviews before making a purchase.

To run an e-commerce website, businesses need several components: a product catalogue, a shopping cart system, a secure payment gateway, and a logistics or delivery mechanism. Popular e-commerce platforms include Shopify, WooCommerce, and Magento. These platforms help merchants manage inventory, process orders, and handle customer data.

Despite its convenience, e-commerce faces challenges such as online fraud, data breaches, and the need for fast and reliable shipping. Successful online stores invest in cybersecurity, user-friendly design, and responsive customer support to build trust and encourage repeat purchases.

Тема2.2. Информационные технологии. УК-4.4

Тестовое задание:

Read the text and choose the one correct answer (А, Б, В or Г) to the question below:

A network system is a collection of computers, servers, and other devices connected to each other to share resources and information. Networks can be classified by their size and geographic range. A Local Area Network (LAN) connects devices within a small area like a home, office, or school. A Wide Area Network (WAN), on the other hand, covers a large geographic area and often connects multiple LANs; the Internet is the largest example of a

WAN.

Data transmission over networks follows protocols – sets of rules that define how data is formatted, sent, and received. The most common protocol suite is TCP/IP (Transmission Control Protocol/Internet Protocol). IP addresses identify devices on a network. There are two versions: IPv4 (e.g., 192.168.1.1) and the newer IPv6, which provides many more addresses. Another important device is the router, which forwards data packets between different networks. A switch, in contrast, connects devices within the same network.

Network security is a major concern. Firewalls monitor and control incoming and outgoing traffic based on security rules. Encryption (such as HTTPS or VPNs) protects data from being intercepted. Without proper security, networks are vulnerable to attacks like DDoS (distributed denial-of-service) or man-in-the-middle.

1. What is the main difference between a LAN and a WAN?
А) LAN uses wireless signals, WAN uses cables.
Б) LAN covers a small area, WAN covers a large geographic area.
В) LAN is faster than WAN in all cases.
Г) LAN does not use IP addresses, but WAN does.
2. Which protocol suite is described as the most common for data transmission on networks?
А) HTTP/HTTPS
Б) FTP
В) TCP/IP
Г) SMTP
3. What is the function of a router?
А) To connect devices within the same network.
Б) To encrypt data traveling over the network.
В) To forward data packets between different networks.
Г) To store web pages for faster access.
4. Which statement about IPv6 is true according to the text?
А) It is exactly the same as IPv4.
Б) It provides more addresses than IPv4.
В) It is only used for wireless networks.
Г) It does not work with TCP/IP.
5. What is a common threat mentioned in the text that networks face without proper security?
А) Email spam
Б) DDoS attack
В) Overheating of servers
Г) Slow internet speed

Correct answer key: 1 — Б, 2 — В, 3 — В, 4 — Б, 5 — Б.

Read and translate the text:

A network system consists of two or more devices connected to share data and resources. Networks can be wired (using Ethernet cables) or wireless (using Wi-Fi or Bluetooth). The most common types of networks are Local Area Networks (LANs), which connect devices in a small area such as an office or home, and Wide Area Networks (WANs), which connect devices across cities or countries. The Internet is the largest example of a WAN.

To function properly, network systems rely on protocols like TCP/IP. Each device on a network has a unique IP address that helps identify it. Routers and switches are key hardware components: switches connect devices within the same network, while routers forward data between different networks. Security measures such as firewalls, encryption, and strong passwords help protect networks from unauthorised access and cyber attacks.

Тема 2.3 Концепция программирования. УК-4.4

Тестовое задание:

Read the text and choose the one correct statement (А, Б, В or Г) that is fully supported by the information in the passage.

Technical support for PC users involves helping individuals solve problems with their computers, software, or network connections. Support is typically provided through several channels: phone calls, email, live chat, remote desktop tools (such as TeamViewer or AnyDesk), and on-site visits. First-level support handles common issues like forgotten passwords, printer setup, or slow performance. If a problem cannot be resolved at the first level, it is escalated to second- or third-level technicians who have deeper knowledge of operating systems, hardware repair, or network configuration.

Most support requests are documented in a ticketing system. Each ticket contains information about the user, the problem description, steps taken, and the final solution. Good technical support requires not only technical skills but also patience, clear communication, and empathy. A support specialist should avoid using too much jargon when explaining solutions to non-technical users. Regular training is necessary because software and hardware change rapidly. Many companies also maintain a knowledge base or FAQ section so that users can solve simple problems on their own without waiting for an agent.

1. According to the text, which of the following is mentioned as a channel for providing technical support?
А) Social media messages only
Б) Video calls exclusively
В) Remote desktop tools (e.g., TeamViewer)
Г) Postal mail

2. What kind of issues does first-level support typically handle?
А) Operating system reinstallation
Б) Hardware repair of motherboards
В) Forgotten passwords and printer setup
Г) Network configuration for large companies

3. What happens if a problem cannot be solved at the first level?
А) The user is told to buy a new computer.
Б) The request is escalated to second- or third-level technicians.
В) The ticket is automatically closed.
Г) The user must come to the office.

4. Why do many companies maintain a knowledge base or FAQ section?
А) To replace all human agents
Б) To allow users to solve simple problems themselves
В) To make the website look more professional
Г) To collect user data for marketing

5. Which of the following is NOT mentioned in the text as a requirement for good technical support?
А) Patience
Б) Clear communication
В) Knowledge of programming languages like Python
Г) Empathy
Correct answer key: 1 — В, 2 — В, 3 — Б, 4 — Б, 5 — В.

Read and translate the text:

Technical support helps computer users solve hardware, software, and network problems. Support can be provided remotely using tools like TeamViewer or AnyDesk, over the phone, via email or chat, or in person. The first line of support handles simple issues such as resetting passwords, installing printers, or fixing slow performance. More complex problems are passed to second-line or third-line technicians who have deeper knowledge of operating systems, hardware repair, and network configuration.

A good support specialist needs both technical skills and soft skills like patience, clear communication, and empathy. Many companies use ticketing systems to track each request. They also create knowledge bases or FAQ pages so that users can solve common problems by themselves without waiting for an agent. Regular training is important because technology keeps changing.

Тема 2.4 Разработка программного обеспечения. УК-4.4

Тестовое задание:

Read the email invitation below and write a detailed, structured response (40–50 words) that fulfills the following requirements:

Subject: Invitation to Participate in a Study on Call Center Technical Support

Dear [Name],
We are conducting a study on user experiences when contacting call centers for technical support of personal computers. Your feedback as a PC user would be very valuable.

We invite you to complete a 10-minute anonymous survey focusing on:

· reasons for contacting technical support;
· wait times and communication quality;
· effectiveness of solutions provided.

The link is below:
[Survey Link]
Your participation will help improve echnical support services and user satisfaction.

Thank you,
Dr. Emily Clark
Lead Researcher, Digital Service Quality Lab

Compose a reply email to Dr Emily Clark. *In your reply:*
Thank him for the agreement to participate in the survey. Request for confirmation of anonymity and data protection. Asking for an estimated time to complete the survey (if not stated). Clarification: whether the survey focuses only on PC issues or includes other devices (laptops, tablets). Suggestion to share the survey link with colleagues (if allowed).
· Question about receiving the final results or recommendations of the study.
· Request for accessibility options if the survey is not screen-reader friendly.

Read and translate the text:

When a computer or internet connection stops working properly, many users call a technical support call center. Before calling, it is helpful to have the device model, a description of the problem, and any error messages ready. The support operator will ask several questions to understand the issue. Common steps include restarting the device, checking cables, or running a diagnostic program. If the problem cannot be solved over the phone, the call may be escalated to a higher level of support or a technician may be sent on site.

Some call centers also offer remote access, where the operator takes control of the computer with the user’s permission. After the call, users often receive a ticket number for future reference.

Темы для дискуссии / эссе (доклад, сообщение):

Тема 1.1 Профессии и обязанности. УК-4.4

1.Are technical skills alone enough for a successful IT career, or are soft skills equally important?
2. University degree vs. coding bootcamps vs. self-study – which path provides better long-term career prospects?
3. Remote work in IT: does it help or hinder career growth, especially for junior specialists?
4. Gender diversity in IT: what barriers still exist, and how can companies attract more women and underrepresented groups?
5. Will AI and automation replace many IT jobs, or will they simply change the skills required?
6. Freelancing versus full-time employment in IT – which offers better stability, income, and professional development?
7. How important are certificates, side projects, and open-source contributions for career advancement compared to work experience?

Тема 1.2. Современные ИТ-специальности. УК-4.4

1.Has the widespread use of computers improved the quality of life, or has it created more problems than solutions?
2. Digital divide: how does unequal access to computers affect education, employment, and social equality?
3. Computer addiction and screen time – should governments regulate the use of digital devices among children and teenagers?
4. Artificial intelligence and automation: will computers replace human workers in most industries within the next 20 years?
5. Privacy vs. convenience: are modern computer technologies (smartphones, smart home devices, cloud services) a threat to personal data?
6. Computers and the environment: how do manufacturing, energy consumption, and e-waste impact the planet, and what can be done?
7. Can computers enhance human creativity, or do they encourage passive consumption and reduce original thinking?

Тема 1.3. ИТ-Системы. УК-4.4

1. Is the traditional website becoming obsolete due to social media and mobile apps, or will it remain the core of the internet?
2. Remote work and freelance opportunities in web development – what skills are essential for success in the online job market?
3. Search engine optimisation (SEO): does it improve user experience, or does it degrade the quality of web content?
4. Website accessibility and digital inclusion – why is it important to build websites for people with disabilities?
5. Should governments control or censor websites to protect citizens from

misinformation, or does it violate free speech?
6. The shift from static to dynamic websites: how has this changed the way people interact with online information?
7. Cybersecurity of websites: how can small business owners protect their sites from hacking and data breaches without spending too much?

Тема 1.4 Облачное хранение данных. УК-4.4

1.Does good graphic design directly improve user experience (UX), or is it merely a nice-to-have addition?
2. Flat design vs. skeuomorphism – which visual approach is more intuitive and effective for modern websites?
3. Typography in web design: how do font choices influence user trust, readability, and brand perception?
4. The role of colour psychology in web design – can colour alone increase conversion rates or user engagement?
5. Minimalism vs. rich visual design – which style better serves complex websites with large amounts of content (e.g., news portals)?
6. Accessibility in graphic design: how difficult is it to balance beautiful aesthetics with WCAG (web accessibility) guidelines?
7. Do design tools like Figma and Adobe XD make web design easier but also encourage copy-paste templates, reducing originality?

Раздел 2 Работа цифровых технологий: данные, программирование и разработка

Тема 2.1. Принятие и передача цифровых данных. УК-4.4

1) Платёжные системы и финансовые технологии (Fintech)
1. Какие преимущества и риски для покупателя связаны с использованием электронных кошельков (PayPal, Qiwi, ЮMoney) по сравнению с банковской картой?
2. Как BNPL-сервисы (купи сейчас, плати потом) влияют на покупательское поведение и финансовую дисциплину клиентов?

2) Логистика и управление поставками в e-commerce
1. Как интернет-магазины могут сократить время доставки, не увеличивая значительно её стоимость?
2. Что выгоднее для небольших онлайн-бизнесов: собственный склад и курьерская служба или дропшиппинг?

3) Маркетинг и привлечение клиентов
1. Как персональные рекомендации (на основе истории покупок) влияют на средний чек и лояльность покупателя?
2. В чём разница между SEO-оптимизацией карточек товаров и контекстной рекламой, и какой канал эффективнее для нового интернет-магазина?

4) Безопасность и доверие покупателей
1. Какие меры безопасности должны быть на сайте интернет-магазина, чтобы у

пользователя не возникло сомнений при вводе данных карты?
2. Как возврат товара и гарантийные обязательства влияют на репутацию e-commerce компании?

5) Пользовательский опыт (UX) в интернет-магазинах
1. Почему наличие фильтров, сортировки и поиска критически важно для крупных онлайн-каталогов?
2. Как процесс оформления заказа (количество шагов, обязательная регистрация, прозрачность стоимости) влияет на процент отказов корзины?

Тема2.2. Информационные технологии. УК-4.4

1) Типы сетей (LAN, WAN, MAN, PAN)
1. В каких ситуациях предпочтительнее использовать локальную сеть (LAN), а в каких – глобальную (WAN)? Приведите примеры.
2. Чем отличается городская сеть (MAN) от обычной локальной сети, и какие технологии чаще всего используются для её построения?

2) Сетевое оборудование (роутеры, коммутаторы, маршрутизаторы)
1. В чём ключевое различие между коммутатором (switch) и маршрутизатором (router), и как они взаимодействуют в одной сети?
2. Почему в крупных офисных сетях используются управляемые коммутаторы, а не просто неуправляемые?

3) Протоколы передачи данных (TCP/IP, HTTP, FTP, DNS)
1. Как работает протокол DNS и почему без него использование интернета было бы крайне неудобным для обычных пользователей?
2. В чём разница между протоколами TCP и UDP, и в каких приложениях каждый из них применяется?

4) IP-адресация и подсети (IPv4, IPv6, маски подсети)
1. Почему переход с IPv4 на IPv6 происходит медленно, несмотря на нехватку адресов в IPv4? Какие основные препятствия существуют?
2. Что такое маска подсети и как она помогает разделить большую сеть на более мелкие логические сегменты?

5) Беспроводные сети (Wi-Fi, Bluetooth, 5G)
1. Какие факторы больше всего влияют на скорость и стабильность Wi-Fi соединения в квартире или офисе?
2. Чем стандарт Wi-Fi 6 отличается от предыдущих поколений, и для каких задач эти различия критически важны?

6) Сетевая безопасность (файрволы, VPN, IDS/IPS)
1. Как работает виртуальная частная сеть (VPN) с точки зрения шифрования и маршрутизации трафика?
2. В чём разница между межсетевым экраном (firewall) и системой обнаружения вторжений (IDS), и нужны ли они обе в корпоративной сети?

Тема 2.3 Концепция программирования. УК-4.4

1) Уровни технической поддержки (1-я, 2-я, 3-я линии)

1. Какие задачи обычно решает первая линия поддержки, а какие требуют эскалации на вторую или третью линию?
2. Почему важно правильно классифицировать проблему при первом обращении, чтобы избежать лишних передач между операторами?

2) Каналы предоставления поддержки (телефон, чат, удалённый доступ)

1. В каких ситуациях удалённый доступ (TeamViewer, AnyDesk) эффективнее телефонного разговора, а в каких – менее удобен?
2. Какие преимущества и недостатки у чат-поддержки по сравнению с горячей линией для пользователя и для оператора?

3) Типичные проблемы пользователей и их решение

1. Что чаще всего вызывает снижение производительности компьютера (вирусы, перегрев, нехватка ОЗУ) и как это диагностировать на первой линии?
2. Как специалист поддержки должен действовать при сообщении «компьютер не включается» – перечислите основные шаги.

4) Инструменты и технологии техподдержки

1. Какие встроенные инструменты Windows (диспетчер задач, просмотр событий, командная строка) помогают быстро выявить причину сбоя?
2. Для чего используется система тикетов (Service Desk) и какие данные обязательно должны быть в каждом тикете?

5) Навыки и компетенции специалиста поддержки

1. Почему для техподдержки важны не только технические знания, но и терпение, эмпатия и умение объяснять простыми словами?
2. Как справляться с разгневанным или агрессивным пользователем, сохраняя профессионализм и решая проблему?

6) Самообслуживание и базы знаний (FAQ, статьи, видеоинструкции)

1. Как правильно организовать базу знаний, чтобы пользователи могли решать простые проблемы без вызова специалиста?
2. Какие проблемы нецелесообразно включать в раздел самообслуживания, и почему их лучше оставить для оператора?

Тема 2.4 Разработка программного обеспечения. УК-4.4

1) Подготовка пользователя к звонку в колл-центр

1. Какую информацию пользователь должен иметь под рукой перед звонком в техподдержку, чтобы ускорить решение проблемы?
2. Почему оператор часто просит перезагрузить компьютер или проверить кабели, даже если пользователь считает, что проблема серьёзнее?

2) Этапы обработки вызова (от приёма до закрытия)
1. Какие вопросы оператор задаёт на этапе первичной диагностики, и с какой целью?
2. Что такое «номер тикета» или «номер заявки», и зачем его записывать пользователю?

3) Типичные трудности при общении с колл-центром
1. Как действовать пользователю, если оператор говорит слишком быстро, использует непонятные технические термины или акцент мешает пониманию?
2. Что делать, если проблема не решена после первого звонка, а оператор предлагает позвонить снова или перевести на другой отдел?

4) Удалённое сопровождение через колл-центр
1. Какие риски существуют при предоставлении удалённого доступа к своему компьютеру оператору колл-центра, и как их минимизировать?
2. Почему оператор просит письменного согласия перед запуском программ удалённого управления (TeamViewer, AnyDesk)?

5) Оценка качества работы колл-центра
1. Какие параметры обычно оцениваются в опросах после звонка (вежливость, время решения, компетентность) и почему они важны?
2. Как пользователь может обжаловать некачественное обслуживание или попросить эскалации на вышестоящего специалиста?

6) Мошенничество и безопасность при обращении в колл-центры
1. Как распознать фальшивый звонок от «техподдержки», где просят назвать пароль или перевести деньги?
2. Почему настоящие колл-центры никогда не запрашивают полные пароли или CVV-код банковской карты по телефону?

5.3. Текущий контроль успеваемости по дисциплине предусматривает 2 контрольные точки (далее – КТ) в течение периода освоения дисциплины.

Максимальное количество баллов за любой тип работ в рамках КТ составляет 20 (десять) баллов.

Распределение весовых коэффициентов по КТ в рамках текущего контроля успеваемости по дисциплине и формулы расчета:

Наименование контрольного задания	Максимальное количество баллов за работу в рамках КЗ, которое может набрать студент	Коэффициент веса контрольного задания	Результат контрольного задания, участвующий в формировании итоговой балльной оценки по дисциплине (отражается в журнале БРС в СДО)
КТ 1	10	0,1	10
КТ 2	10	0,1	10
Итого:	x	0,2	20

Формула расчета результата контрольной точки:

Результат контрольной точки = Количество баллов за работу в рамках КТ х Коэффициент веса контрольной точки.

5.4. Формы текущего контроля успеваемости обучающихся в рамках КТ и типовые оценочные материалы:

Раздел 1 Основы ИТ: профессии, системы и хранение данных.

КТ – 1.

Темы дискуссий, эссе (доклад, сообщение)

Тема 1.1 Профессии и обязанности. УК-4.4

Think of one IT job that would be very difficult for you personally (e.g., cybersecurity analyst, data scientist) and another IT job that would be easy and enjoyable for you (e.g., web designer, technical support). Compare the professional skills and personal qualities required for both positions.

Is it easy for a young person to choose a future profession in the IT field today? Why do many people switch between different IT roles during their careers?

What specifically attracts you to working in the IT industry? (Consider salary, remote work, constant learning, creativity, job security, etc.)

How can you check whether your choice of an IT profession is right before you invest years of study? What practical steps can you take to test your suitability?

What should you do to achieve high ambitions in IT (e.g., becoming a team lead, senior architect, or starting your own tech company)? Describe a possible action plan.

Тема 1.2. Современные ИТ-специальности. УК-4.4

Think of one aspect of modern life that has changed completely because of computers (e.g., communication, shopping, education) and another aspect that remains almost unchanged. Compare how computers have affected both areas positively or negatively.

Is it easy for people today to adapt to constant computer and software updates? Why do some generations or social groups struggle more than others?

What specifically attracts you to using computers in your daily life? (Consider convenience, access to information, entertainment, work efficiency, etc.)

How can you check whether your use of computers is healthy and balanced, or whether it has become excessive or harmful? What signs should you look for?

What should you do to achieve a healthy and productive relationship with computer technology while avoiding risks like addiction, privacy loss, or digital burnout? Describe a possible personal action plan.

Тема 1.3. ИТ-Системы. УК-4.4

Think of one task related to websites that you find very difficult (e.g., creating a website from scratch, SEO optimisation) and another that you find easy and enjoyable (e.g.,

browsing, leaving comments). Compare the skills and personal qualities needed for both.

Is it easy for an ordinary person to start working on the internet (for example, creating their own blog or small online business)? What are the main barriers and advantages?

What specifically attracts you to working with websites and the internet? (Consider flexibility, global reach, creativity, technical challenge, earning potential, etc.)

How can you check whether a career or activity related to websites (web development, content management, online marketing) is right for you before investing a lot of time?

What should you do to achieve success in the online environment (for example, building a popular website, becoming a sought-awt web specialist, or earning a stable income from internet work)? Describe a possible action plan.

Тема 1.4 Облачное хранение данных. УК-4.4

Think of one task in web graphic design that would be very difficult for you personally (e.g., creating a custom icon set, choosing a perfect colour palette, designing a complex responsive layout) and another that would be easy and enjoyable (e.g., cropping images, arranging simple text blocks). Compare the professional skills and personal qualities required for both tasks.

Is it easy for a creative person to choose web design as a career today? What are the main challenges (e.g., keeping up with trends, client feedback, technical constraints) that make this choice not so simple?

What specifically attracts you to the graphic design of websites? (Consider visual creativity, user satisfaction, combining art and technology, problem-solving, freelance opportunities, etc.)

How can you check whether web design is the right field for you before committing to a degree or long-term training? What practical steps (e.g., creating a mood board, redesigning an existing page, taking a short online course) could help you decide?

What should you do to become a successful web designer (for example, build a strong portfolio, master tools like Figma, learn basic front-end coding, find first clients)? Describe a possible action plan.

Тестовые задания

Choose the correct answer:

1 A new office _____ now in the city centre.
a) has built b) building c) is building d) is being built
2 You _____ use mobile phone in here. It is not allowed.
a) mustn`t b) don`t have to c) don`t need d) couldn`t
3 _____ profit is always calculated without deducting taxes and other charges.
a) Full b) Net c) Whole d) Gross
4 _____ have to evaluate the risks involved in setting up a business.
a) suppliers b) entrepreneurs c) regulators d) customers
5 _____ our back-office work to an overseas supplier would definitely be cheaper.
a) Outsourcing b) Downsizing c) Appointing d) Locating
6 ComSoft has agreed to _____ us with the latest software .

a) offer b) deliver c) supply d) sell
7 Since 2003, bosses _____ slow to handle this problem.
a) have been b) were c) are being d) are
8 Can you fill in this _____ form?
a) apply b) applicant c) application d) applied
9 The person at the door, _____ greeted you, is the HR manager.
a) who b) what c) where d) which
10 Cost-cutting and outsourcing will be the main focus of our _____ in the coming year.
a) process b) objective c) strategy d) outlook
11 If we _____ him, we wouldn`t have got an answer.
a) haven`t asked b) hadn`t asked c) asked d) ask
12 Would you be interested _____ joining us for a drink.
a) for b) with c) in d) to
13 You _____ come if you don`t want to. It isn`t obligatory.
a) don`t have to b) mustn`t c) ought to d) might not
14 She _____ if he`d ever been to Spain.
a) said b) told c) told me d) asked
15 If we use low-paid overseas workers we`d cut our _____ dramatically.
a) profit b) costs c) margins d) income
16 Using cheaper components could result in considerable _____.
a) winnings b) savings c) reductions d) decreases
17 _____ like rent are still taking up too much of our budget.
a) Investments b) Overheads c) Earnings d) Taxes
18 Most member state of the EU have adopted the Euro as the single _____.
a) currency b) money c) cash d)exchange
19 He is leaving the company _____ they wouldn`t promote him.
a) because b) so that c) in order to d) that means that
20 The company was set _____ ten years ago.
a) on b) up c) in d) off

КТ – 2.

Темы дискуссий, эссе (доклад, сообщение)

Тема 2.1. Принятие и передача цифровых данных. УК-4.4

1. Why security matters in online shopping
Think about why customers need to feel safe when entering payment details on a website. Give 1–2 simple examples (e.g., SSL certificate, two-factor authentication).
Key words: security, payment, trust, SSL, encryption, fraud, data protection.

2. The role of customer reviews in e-commerce
Think about how product ratings and comments influence a buyer’s decision. Give 1–2 simple examples (e.g., five-star reviews, negative feedback about delivery).
Key words: review, rating, trust, purchase decision, feedback, reputation, honesty.

3. Easy returns and customer loyalty
Think about why a generous return policy makes people buy more online. Give 1–2 simple examples (e.g., free returns within 30 days, no-questions-asked refund).
Key words: return, refund, guarantee, loyalty, risk, confidence, customer service.

4. Payment methods: digital wallets vs. credit cards
Think about why some shoppers prefer PayPal or Apple Pay instead of typing card numbers. Give 1–2 simple examples (e.g., one-click payment, no need to share card details).
Key words: wallet, credit card, convenience, speed, security, transaction, mobile payment.

5. Logistics and delivery speed
Think about why fast shipping can make or break an online business. Give 1–2 simple examples (e.g., next-day delivery vs. two weeks, free shipping threshold).
Key words: delivery, courier, warehouse, speed, logistics, tracking, customer satisfaction.

6. Personalisation and product recommendations
Think about why online stores show “You may also like” or “Frequently bought together”. Give 1–2 simple examples (e.g., based on browsing history, previous purchases).
Key words: recommendation, algorithm, personalisation, cross-sell, up-sell, user data, behaviour.

7. The rise of social commerce (selling on Instagram, TikTok)
Think about why brands now sell directly inside social media apps instead of sending users to websites. Give 1–2 simple examples (e.g., Instagram Shop, live shopping streams).
Key words: social media, platform, engagement, influencer, click-to-buy, mobile, trend.

8. Abandoned carts and recovery strategies
Think about why customers add items to their cart but never complete the purchase. Give 1–2 simple examples (e.g., unexpected shipping cost, complicated checkout, reminder email).
Key words: cart, abandonment, checkout, reminder, discount, conversion, user experience.

9. Environmental impact of e-commerce
Think about how online shopping affects the planet (packaging, transport, returns). Give 1–2 simple examples (e.g., cardboard waste, carbon footprint of air delivery).
Key words: environment, packaging, carbon, waste, returns, sustainability, green logistics.

Тема2.2. Информационные технологии. УК-4.4

1. Why networks need protocols (TCP/IP)
Think about why devices must follow common rules to communicate. Give 1–2 simple examples (e.g., IP addressing, error checking with TCP).
Key words: protocol, communication, TCP/IP, data, packet, rule, device.

2. The difference between a router and a switch
Think about why you need both devices in a typical office network. Give 1–2 simple examples (e.g., switch connects computers inside the office, router connects the office to the

internet).
Key words: router, switch, network, traffic, local, internet, connection.

3. IPv4 vs. IPv6: why we need more addresses
Think about why the internet is running out of old-style addresses. Give 1–2 simple examples (e.g., every smartphone needs an address, IPv6 offers billions more).
Key words: IPv4, IPv6, address, shortage, internet, device, expansion.

4. Wireless networks (Wi-Fi) and their limitations
Think about why Wi-Fi is convenient but can be slow or insecure. Give 1–2 simple examples (e.g., interference from walls, need for a strong password).
Key words: Wi-Fi, wireless, signal, speed, security, interference, range.

5. Network security: firewalls and encryption
Think about why networks need protection from hackers. Give 1–2 simple examples (e.g., firewall blocks unauthorised access, encryption hides data from eavesdroppers).
Key words: firewall, encryption, security, hacker, access, VPN, protect.

6. The role of DNS (Domain Name System)
Think about why you type google.com instead of a long number. Give 1–2 simple examples (e.g., DNS translates names to IP addresses, like a phonebook for the internet).
Key words: DNS, domain, IP address, translation, name, server, browse.

7. LAN vs. WAN: small network vs. global network
Think about how your home network differs from the internet. Give 1–2 simple examples (e.g., LAN connects your laptop and printer, WAN connects offices across cities).
Key words: LAN, WAN, local, wide, area, scale, geography.

8. Network troubleshooting tools (ping, tracert)
Think about how to check if a connection problem is your computer or the internet. Give 1–2 simple examples (e.g., ping tests if a server answers, tracert shows the route).
Key words: ping, tracert, diagnostic, command, latency, packet loss, route.

Тема 2.3 Концепция программирования. УК-4.4

1. Why first-level support handles simple problems first
Think about why common issues like forgotten passwords or printer setup are solved at the first contact. Give 1–2 simple examples (e.g., resetting a password, restarting a frozen program).
Key words: first level, common issue, quick fix, password, printer, restart.

2. The importance of a ticketing system
Think about why every support request should be logged with a unique number. Give 1–2 simple examples (e.g., tracking progress, avoiding duplicate work, history for future issues).
Key words: ticket, system, log, tracking, history, responsibility, solution.

3. Remote desktop tools (TeamViewer, AnyDesk) – pros and cons
Think about why remote access saves time but requires user permission. Give 1–2 simple examples (e.g., fixing a setting directly vs. explaining over phone; risk of unauthorised access).
Key words: remote, permission, efficiency, security, control, session, trust.

4. Soft skills in technical support: patience and empathy
Think about why a friendly and calm attitude matters even when users are angry. Give 1–2 simple examples (e.g., explaining slowly, apologising for inconvenience, not using jargon).
Key words: patience, empathy, communication, anger, user, stress, clarity.

5. Creating a knowledge base for self-service
Think about why companies write FAQs and video guides instead of answering every call. Give 1–2 simple examples (e.g., "How to change your password", "My computer is slow – what to do").
Key words: knowledge base, FAQ, self-service, guide, user, reduce calls, efficiency.

6. Escalation from first to second/third line
Think about why some problems cannot be solved by first-level support. Give 1–2 simple examples (e.g., hardware repair, network configuration, operating system reinstallation).
Key words: escalation, level, complexity, expert, handover, skill, repair.

7. Common hardware problems and how support handles them
Think about why a computer not turning on or making strange noises needs diagnostic steps. Give 1–2 simple examples (e.g., check power cable, listen for beep codes, test with another power supply).
Key words: hardware, power, noise, beep, diagnostic, component, replacement.

8. Software troubleshooting: updates, drivers, and conflicts
Think about why outdated drivers or bad updates can break a computer. Give 1–2 simple examples (e.g., roll back a driver, run Windows Update, uninstall conflicting software).
Key words: software, driver, update, conflict, rollback, compatibility, fix.

9. Measuring support quality: response time, resolution rate, user satisfaction
Think about how a company knows if its support team is doing a good job. Give 1–2 simple examples (e.g., average answer time in seconds, percentage of resolved tickets, post-call survey).
Key words: quality, metric, response, resolution, satisfaction, survey, improvement.

Тема 2.4 Разработка программного обеспечения. УК-4.4

1. Information to prepare before calling

Think about why having your device model, error message, and account details ready saves time. Give 1–2 simple examples (e.g., "My laptop is Dell XPS 13", "The error says 'Access Denied'").
Key words: preparation, information, model, error, account, quick, efficient.

2. First contact: describing the problem clearly
Think about why telling the operator exactly what happened before the issue matters (e.g., “I installed a new antivirus and then lost internet”). Give 1–2 simple examples.
Key words: description, timeline, symptom, action, clarity, diagnosis, accuracy.

3. Following operator instructions (even if they seem silly)
Think about why restarting the computer or checking cables is the first step in many calls. Give 1–2 simple examples (e.g., “Please reboot”, “Is the Ethernet cable plugged in?”).
Key words: instruction, reboot, cable, check, trust, step-by-step, simple.

4. Dealing with long wait times and automated menus
Think about why call centres use IVR (press 1 for …, press 2 for …). Give 1–2 simple examples (e.g., waiting 10 minutes, being disconnected, choosing the wrong option).
Key words: wait, queue, IVR, menu, patience, automation, frustration.

5. Escalation to a higher-level specialist
Think about why sometimes the first operator cannot solve the problem and transfers you. Give 1–2 simple examples (e.g., “I need to transfer you to Level 2”, “Your case requires a network engineer”).
Key words: escalation, transfer, expert, supervisor, handover, repeat, case number.

6. Remote access sessions: giving control of your PC
Think about why the operator may ask for permission to control your computer. Give 1–2 simple examples (e.g., fixing a setting you cannot find, running a diagnostic tool).
Key words: remote, permission, control, session, trust, safety, observation.

7. Recording the ticket number for future reference
Think about why the operator gives you a reference number before ending the call. Give 1–2 simple examples (e.g., if the problem returns, if you need to call again).
Key words: ticket, number, reference, tracking, follow-up, history, repeat.

8. Post-call surveys and quality feedback
Think about why the call centre asks “How would you rate the service?”. Give 1–2 simple examples (e.g., pressing 1 for excellent, answering questions about politeness).
Key words: survey, rating, feedback, quality, improvement, evaluation, score.

9. Scams and fake technical support calls
Think about why you should never give remote access to an unsolicited caller. Give 1–2 simple examples (e.g., “Your computer has a virus – pay us $300”, pop-up messages with a fake phone number).
Key words: scam, fake, fraud, unsolicited, money, remote, warning, hang up.

Тестовые задания

Choose the correct answer:

1. In ... of a newspaper a person can find various information presented in articles and comments.
a. an issue b. a soap opera
c. a quiz d. the weather forecast
2. ... is a newspaper that is published every day of the week except Sunday.
a. An edition b. A feature
c. An obituary d. A daily
3. A ... is a television station and all the programmes that it broadcasts.
a. current event b. remote control
c. channel d. canal
4. A magazine that appears once a week is a ... .
a. weekly b. daily
c. monthly d. tabloid
5. A ... is a popular serial about daily lives and relationships of the same drop of people.
a. documentary film b. soap opera
c. historical film d. cartoon
6. Television ... us informed about the ... events at home and abroad.
a. keeping, recent b. keeps, recent
c. keeps, recently d. keeping, recently
7. ... is that sitting over there in the corner?
a. Who b. Whom c. Which
8. I don't understand a word ... you are talking about.
a. what b. that c. who
9. They have a very large house round ... there are some lovely gardens.
a. That b. which c. whose
10. I'm looking at the photograph ... you sent me with your letter.
a. Which b. who c. whom
11. What time … work on Monday?
a. do you finish b. will you finish c. are you going to finish
12. … this weekend?
a. Do you go out b. Will you go out c. Are you going out
13. I'm sorry I made you so angry. I … it again
a. won't do b. 'm not going to do c. 'm not doing
14. It's really hot. … the window, please?
a. Are you going to open b. Will you open c. Do you open
15. I don't think I … come tomorrow.
a. 'm being able to b. am able to c. will be able to

5.5. При выполнении заданий обучающимся разрешается использовать следующие дополнительные материалы и оборудование — в зависимости от типа задания:

1. Письменные работы (сочинения, эссе, переводы, заполнение пропусков):

двуязычный словарь (бумажный или электронный) — для уточнения значений незнакомых слов и подбора эквивалентов; тезаурус/словарь синонимов (по необходимости) — для обогащения лексики и избегания повторов.

2. Задания на чтение и анализ текста: электронный словарь или приложение-переводчик (при работе с цифровым текстом) — для мгновенного поиска значений. Использование онлайн-переводчиков полностью или построчно при выполнении письменных творческих работ (эссе, сочинения) не разрешается — допускается только поиск отдельных слов и выражений.

6. Формы промежуточной аттестации, критерии и шкала оценивания, типовые оценочные материалы по дисциплине

6.1. Промежуточная аттестация проводится в форме зачета/зачета с оценкой. Промежуточная аттестация (зачет, зачет с оценкой) может проводиться в двух основных формах – письменной и устной. Обучающийся получает зачётный билет с вариантами заданий, чистые маркированные листы бумаги для записей решения заданий, затем приступает к решению.

Промежуточная аттестация в письменной форме предполагает её проведение в виде выполнения в виде тестовых заданий, перевода. Необходимо дать ответ в письменном виде, подробно изложив ход решения, при необходимости завершить решение выводами.

Промежуточная аттестация в устной форме предполагает её проведение в виде: индивидуального или перекрестного устного опроса по вопросам из перечня, определяемого рабочей программой дисциплины (дискуссия / эссе, доклад, сообщение).

6.2. Типовые оценочные материалы промежуточной аттестации.

Типовые проверочные задания для самоподготовки обучающегося к промежуточной аттестации:

Раздел 1 Основы ИТ: профессии, системы и хранение данных.

Тема 1.1 Профессии и обязанности. УК-4.4

Задание открытого типа:

Прочитайте текст задания и запишите развернутый обоснованный ответ:

Generally, it’s not easy for a school-leaver to decide on their future career. There are some frivolous people who enter an institute thinking whether they like the profession they had chosen or not. But the occupation you want to devote your life to has to bring you satisfaction. So it should be something you can do and you really want to.

I decided to enter the IT industry and qualify as a software developer. This is an important

profession in our country. I think it is a meaningful career path. IT specialists are supposed to work with computers, data, and people, to create digital tools, and to help solve real-world problems through technology.

Our country is going through a difficult period now. Economic and technological changes don't lead everyone to success. A lot of people face challenges in their daily lives – from finding a job to accessing quality services. There are winners and losers. IT specialists have to find effective technical solutions, make smart decisions about software design, and help improve people's lives through better digital products and services. I understand the difficulties of this profession: constant learning, long hours, and rapidly changing tools. But I believe this specialty is really needed, and I hope that I can contribute to positive changes in society. Isn't that enough to be satisfied with your job?

Answer the questions:

What main reasons does the author give for choosing a career in the IT industry (software developer)? List and briefly explain 3–4 reasons, quoting short phrases from the text (1–2 sentences per reason).

Do you agree with the author's view that helping others and contributing to society is a key factor in job satisfaction? Give two arguments for or against this idea. You may refer to the text, real-life examples, or personal experience.

Задание комбинированного типа:

Прочитайте и переведите текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор:

Generally, it's not easy for a school-leaver to decide on their future career. There are some frivolous people who enter an institute thinking whether they like the profession they had chosen or not. But the occupation you want to devote your life to has to bring you satisfaction. So it should be something you can do and you really want to.

I decided to enter the IT industry and qualify as a software developer. This is an important profession in our country. I think it is a meaningful career path. IT specialists are supposed to work with computers, data, and people, to create digital tools, and to help solve real-world problems through technology.

Our country is going through a difficult period now. Economic and technological changes don't lead everyone to success. A lot of people face challenges in their daily lives – from finding a job to accessing quality services. There are winners and losers. IT specialists have to find effective technical solutions, make smart decisions about software design, and help improve people's lives through better digital products and services. I understand the difficulties of this profession: constant learning, long hours, and rapidly changing tools. But I believe this specialty is really needed, and I hope that I can contribute to positive changes in society. Isn't that enough to be satisfied with your job?

Answer the questions:

1. According to the text, which of the following is mentioned as a difficulty of working in IT?

A) Low salary

Б) Lack of job opportunities
В) Constant learning and rapidly changing tools
Г) Working alone without any communication

2. What does the author hope to achieve by becoming a software developer?
А) To avoid economic changes in the country
Б) To contribute to positive changes in society
В) To work fewer hours than other professionals
Г) To become famous through technology

2. Justify your choice.

Write 2–3 sentences (20–40 words) to explain why you chose this answer. Use the words because and and. Find and copy one phrase from the text to support your answer.

Keys: 1. В – Constant learning and rapidly changing tools
2. Б – To contribute to positive changes in society

Задания закрытого типа:

Прочитайте текст и установите соответствие:

In our modern fast paced world there are plenty of new interesting and socially important professions. Today there are thousands of different kinds of jobs, and new ones are constantly appearing. Match the occupation in left column with the job description in right column. There is two statement you don't have to use.

К каждой позиции данной в левом столбце, подберите соответсвующую позицию из правого столбца:

description	*professions*
1. Someone who reports the news for a newspaper, a magazine, a TV show or a radio show.	А. a lawyer
2. Someone who gives people legal advice.	Б. a student
3. Someone whose job is to build or repare houses.	В. a cleaner
4. Someone who works in films or in a theatre.	Г. a builder
5. Someone whose job is to clean the rooms in a building.	Д. a cook
	Е. a journalist
.	Ж. an actor

Запишите выбранные буквы под соответствующими цифрами:

1	2	3	4	5

Keys: 1Е.2А.3Г.4Ж.5В

Тема 1.2. Современные ИТ-специальности. УК-4.4

Задание открытого типа:

Generally, it's not easy for a school-leaver to understand how deeply computers have changed our world. Some people use them only for entertainment, without realising their full potential. But computers affect almost every aspect of modern life – from education and healthcare to work and personal communication.

In my opinion, computers have become a necessity, not a luxury. They allow us to access information instantly, communicate with people across the globe, and automate tedious tasks. Modern medicine depends on computerised equipment, students learn through online platforms, and businesses cannot function without digital systems. However, there are also negative sides: screen addiction, loss of privacy, and the digital divide between those who have access to technology and those who do not.

Our society faces a choice. We can use computers wisely – to learn, create, and solve problems – or we can let them distract us and isolate us from real life. I believe that computers are a powerful tool, but like any tool, their impact depends on how we use them. Digital literacy, self-discipline, and critical thinking are essential skills for anyone living in the 21st century.

Answer the questions:

According to the author, what are both the positive and negative impacts of computers on modern society? Provide at least two positive examples and two negative examples from the text, and then add one more positive or negative example of your own (not mentioned in the text). Explain your choice.

Задание комбинированного типа:

Прочитайте текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор:

Generally, it's not easy for a school-leaver to understand how deeply computers have changed our world. Some people use them only for entertainment, without realising their full potential. But computers affect almost every aspect of modern life – from education and healthcare to work and personal communication.

In my opinion, computers have become a necessity, not a luxury. They allow us to access information instantly, communicate with people across the globe, and automate tedious tasks. Modern medicine depends on computerised equipment, students learn through online platforms, and businesses cannot function without digital systems. However, there are also negative sides: screen addiction, loss of privacy, and the digital divide between those who have access to technology and those who do not.

Our society faces a choice. We can use computers wisely – to learn, create, and solve problems – or we can let them distract us and isolate us from real life. I believe that computers are a powerful tool, but like any tool, their impact depends on how we use them. Digital literacy, self-discipline, and critical thinking are essential skills for anyone living in the 21st century..

Answer the questions:

1. According to the text, which of the following is mentioned as a negative consequence of computers?
А) Instant access to information
Б) Automation of tedious tasks
В) Loss of privacy
Г) Online learning platforms

2. What does the author say is necessary for people living in the 21st century?
А) Avoiding all digital devices
Б) A university degree in technology
В) Digital literacy, self-discipline, and critical thinking
Г) Expensive computer equipment

Keys: 1- В, 2 – В.

<u>Задания закрытого типа:</u>

Прочитайте и переведите текст и установите соответствие:

Generally, it's not easy for a school-leaver to understand how deeply computers have changed our world. Some people use them only for entertainment, without realising their full potential. But computers affect almost every aspect of modern life – from education and healthcare to work and personal communication.

In my opinion, computers have become a necessity, not a luxury. They allow us to access information instantly, communicate with people across the globe, and automate tedious tasks. Modern medicine depends on computerised equipment, students learn through online platforms, and businesses cannot function without digital systems. However, there are also negative sides: screen addiction, loss of privacy, and the digital divide between those who have access to technology and those who do not.

Our society faces a choice. We can use computers wisely – to learn, create, and solve problems – or we can let them distract us and isolate us from real life. I believe that computers are a powerful tool, but like any tool, their impact depends on how we use them. Digital literacy, self-discipline, and critical thinking are essential skills for anyone living in the 21st century.

Answer the question:

1. What does the author say computers allow us to do instantly?
2. Which negative consequence of computers is mentioned in the text?
3. What does the author believe is essential for people in the 21st century?
4. How does the author describe the impact of computers?

Answers (А–Г):

А) Digital literacy, self-discipline, and critical thinking.
Б) Loss of privacy.
В) Access information, communicate globally, and automate tedious tasks.
Г) As a powerful tool whose impact depends on how we use them.

Answer Key (Ключи)

1 – В
2 – Б
3 – А
4 – Г

Тема 1.3. ИТ-Системы. УК-4.4

Задание открытого типа:

Прочитайте текст задания и запишите развернутый обоснованный ответ:

Modern world is full of information of various kinds which sometimes is even more valuable than money. Mass media (the press, radio, television and Internet) have a very big impact on modern society. They serve to inform people of different events, educate, entertain and give us any kinds of information. Complete and accurate information is very important to get nowadays. The press still remains one of the most powerful kinds of mass media. One can find daily, weekly and monthly newspapers and magazines on different topics such as fashion, sport, children, politics, economy and others.

I prefer getting news from the Internet. Television plays a big role in our society too and a lot of people prefer watching television to reading a newspaper. Television provides a great opportunity for people to learn latest news, watch educational programmes, children's programmes, old and new films and soap operas on TV. I think that it is impossible to live without television, even though the Internet, I am sure, will replace it one day in future.

Answer the questions:

What role do mass media play in modern society according to the text? Describe their main types, functions, and the author’s view on the future of television and the Internet.

Задание комбинированного типа:

Прочитайте текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор, переведите ваш ответ:

Modern world is full of information of various kinds which sometimes is even more valuable than money. Mass media (the press, radio, television and Internet) have a very big impact on modern society. They serve to inform people of different events, educate, entertain and give us any kinds of information. Complete and accurate information is very important to get nowadays. The press still remains one of the most powerful kinds of mass

media. One can find daily, weekly and monthly newspapers and magazines on different topics such as fashion, sport, children, politics, economy and others.

I prefer getting news from the Internet. Television plays a big role in our society too and a lot of people prefer watching television to reading a newspaper. Television provides a great opportunity for people to learn latest news, watch educational programmes, children's programmes, old and new films and soap operas on TV. I think that it is impossible to live without television, even though the Internet, I am sure, will replace it one day in future.

Read the text and choose the correct answer (A, B, C or D). Briefly justify your choice by citing a quote from the text (1–2 sentences).

Answer the questions:

Where does the author personally prefer to get news from?

А) Television.

Б) Newspapers.

В) The Internet.

Г) Radio.

Keys: B. I prefer getting news from the Internet.

<u>Задание закрытого типа:</u>

Прочитайте текст, выберите правильный ответ:

Modern world is full of information of various kinds which sometimes is even more valuable than money. Mass media (the press, radio, television and Internet) have a very big impact on modern society. They serve to inform people of different events, educate, entertain and give us any kinds of information. Complete and accurate information is very important to get nowadays. The press still remains one of the most powerful kinds of mass media. One can find daily, weekly and monthly newspapers and magazines on different topics such as fashion, sport, children, politics, economy and others.

I prefer getting news from the Internet. Television plays a big role in our society too and a lot of people prefer watching television to reading a newspaper. Television provides a great opportunity for people to learn latest news, watch educational programmes, children's programmes, old and new films and soap operas on TV. I think that it is impossible to live without television, even though the Internet, I am sure, will replace it one day in future.

Answer the questions:

What kind of TV content is not mentioned in the text?

А) Educational programmes.

Б) Children’s programmes.

В) News.

Г) Video games.

Keys: Г

Тема 1.4 Облачное хранение данных. УК-4.4

Задание открытого типа:

Прочитайте текст задания и запишите развернутый обоснованный ответ:

Graphic design for websites is not just about making a page look beautiful. It directly affects how users perceive a brand, how easily they find information, and whether they trust the site. A well-designed website uses visual hierarchy – arranging elements so that the most important things (like a "Buy" button or a contact form) catch the eye first. Colour schemes, typography, spacing, and icons all work together to create a smooth user experience.

However, good web design also has practical constraints. A page that looks stunning on a desktop computer may become unreadable on a smartphone without responsive design. Beautiful high-resolution images can slow down loading times, frustrating users and hurting search engine rankings. Moreover, designers must follow accessibility guidelines (WCAG) – for example, ensuring enough colour contrast for visually impaired users and providing text alternatives for images.

In my opinion, the best web design balances aesthetics, usability, and technical performance. A creative layout is useless if visitors cannot navigate it. A fast website is useless if it looks untrustworthy. Therefore, graphic designers should work closely with developers and test their designs on real users. The goal is not to impress other designers, but to help visitors achieve their goals quickly and comfortably.

Answer the questions:

1. According to the author, what three elements (aesthetics, usability, technical performance) must be balanced in web design? Explain why ignoring any one of them can lead to failure. Use examples from the text.
2. The text mentions that "a page that looks stunning on a desktop computer may become unreadable on a smartphone without responsive design." Why is responsive design critical for modern websites? Provide at least two reasons based on the text and your own understanding.
3. What are accessibility guidelines (WCAG) according to the text, and why should web designers follow them? Give two specific examples from the text (colour contrast, text alternatives) and explain why each matters.
4. The author states: "The goal is not to impress other designers, but to help visitors achieve their goals quickly and comfortably." Do you agree or disagree? Provide two arguments supporting your position, referring to the text or real-life website examples.

Задание комбинированного типа:

Прочитайте текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор, переведите ваш ответ:

Graphic design for websites is not just about making a page look beautiful. It directly affects how users perceive a brand, how easily they find information, and whether they trust the site. A well-designed website uses visual hierarchy – arranging elements so that the most important things (like a "Buy" button or a contact form) catch the eye first. Colour schemes, typography, spacing, and icons all work together to create a smooth user experience.

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Answer the questions:

Read the text and choose the correct answers (А, Б or В) for questions 1–4.

For each answer you chose, write 1 sentence (10–20 words) explaining why it is correct. Use the phrase because and copy one short phrase from the text as proof.

According to the text, what is the main purpose of visual hierarchy in web design?

А) To make the website load faster on mobile devices

Б) To ensure all elements have the same size and colour

В) To make important elements (e.g., a “Buy” button) attract attention first

Г) To help designers impress other designers

2. Which of the following is NOT listed in the text as a practical constraint of good web design?

А) A beautiful desktop layout may become unreadable on a smartphone without responsive design

Б) High-resolution images can slow down loading times

В) Designers must follow accessibility guidelines such as colour contrast and alt text

Г) Graphic designers should use only black-and-white colour schemes for better performance

3. What does the author mean by saying “a fast website is useless if it looks untrustworthy”?

А) Speed has no effect on user experience

Б) Visual aesthetics influence how users perceive a brand and whether they trust the site

В) Technical performance is more important than usability

Г) A fast website always looks modern and trustworthy

4. Why does the author recommend that graphic designers work closely with developers and test designs on real users?

А) Because designers are not creative enough on their own

Б) To avoid technical constraints (responsiveness, loading speed) and ensure the design actually meets user needs

В) Because developers know more about colour schemes and typography

Г) So that the website can impress other designers rather than visitors

Keys: 1 — В,
2 — А,
3 — Б,
4 — Б

Задания закрытого типа:

Прочитайте текст и установите соответствие:

Graphic design for websites is not just about making a page look beautiful. It directly affects how users perceive a brand, how easily they find information, and whether they trust the site. A well-designed website uses visual hierarchy – arranging elements so that the most important things (like a “Buy” button or a contact form) catch the eye first. Colour schemes, typography, spacing, and icons all work together to create a smooth user experience.

However, good web design also has practical constraints. A page that looks stunning on a desktop computer may become unreadable on a smartphone without responsive design. Beautiful high-resolution images can slow down loading times, frustrating users and hurting search engine rankings. Moreover, designers must follow accessibility guidelines (WCAG) – for example, ensuring enough colour contrast for visually impaired users and providing text alternatives for images.

In my opinion, the best web design balances aesthetics, usability, and technical performance. A creative layout is useless if visitors cannot navigate it. A fast website is useless if it looks untrustworthy. Therefore, graphic designers should work closely with developers and test their designs on real users. The goal is not to impress other designers, but to help visitors achieve their goals quickly and comfortably.

Answer the questions:

Match each item in the left column with the corresponding item in the right column:

1. Visual hierarchy 2. Lack of responsive design 3. High-resolution unoptimised images 4. WCAG guidelines 5. A creative but hard-to-navigate layout 6. The main goal of web design (according to the author)	А) Causes slow loading times and frustrates users Б) Makes a desktop page unreadable on a smartphone В) Arrange elements so important things (e.g., “Buy” button) catch the eye first Г) Useless because visitors cannot find their way Д) Include colour contrast and text alternatives for visually impaired users

	E) To help visitors achieve their goals quickly and comfortably (not to impress other designers)

Keys:1 — В, 2 — Б, 3 — А, 4 — Д, 5 — Г, 6 — Е

Раздел 2 Работа цифровых технологий: данные, программирование и разработка.

Тема 2.1. Принятие и передача цифровых данных. УК-4.4

Задание открытого типа:

Прочитайте текст задания и запишите развернутый обоснованный ответ:

E-commerce has transformed the way people buy and sell goods. Beyond convenience, it allows businesses to reach customers globally, operate 24/7, and personalise shopping experiences using browsing history and purchase data. Small businesses can now compete with large retailers by using platforms like Shopify or Etsy. However, e-commerce also brings challenges: intense price competition, cybersecurity risks, and the lack of physical interaction with products.

Customers often struggle with returns, shipping delays, or misleading product photos. Successful e-commerce companies invest in user-friendly design, fast checkout processes, trustworthy payment systems, and customer reviews to build confidence. In the future, trends like AI-powered recommendations, voice commerce, and augmented reality (trying on clothes or placing furniture virtually) will further change how we shop online.

Answer the question:

What do you think is the biggest advantage of e-commerce for customers, and what is the biggest disadvantage? Support your opinion with examples from your own experience.

The text mentions that small businesses can compete with large retailers using online platforms. Do you agree? What strategies can help a small online store stand out?

Задание комбинированного типа:

Прочитайте текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор, переведите ваш ответ:

E-commerce has transformed the way people buy and sell goods. Beyond convenience, it allows businesses to reach customers globally, operate 24/7, and personalise shopping experiences using browsing history and purchase data. Small businesses can now compete with large retailers by using platforms like Shopify or Etsy. However, e-commerce also brings challenges: intense price competition, cybersecurity risks, and the lack of physical interaction with products.

Customers often struggle with returns, shipping delays, or misleading product photos. Successful e-commerce companies invest in user-friendly design, fast checkout processes, trustworthy payment systems, and customer reviews to build confidence. In the future, trends like AI-powered recommendations, voice commerce, and augmented reality (trying on clothes or placing furniture virtually) will further change how we shop online.

Answer the question:

According to the text, which of the following is mentioned as a future trend that will further change online shopping?

А) Lower shipping costs for all customers

Б) Augmented reality for trying on clothes or placing furniture virtually

В) Removing customer reviews to avoid fake feedback

Г) Reducing business hours to lower operational costs

Keys: Б. The text lists future trends in the last sentence: "AI-powered recommendations, voice commerce, and augmented reality (trying on clothes or placing furniture virtually)." Augmented reality is explicitly mentioned. The other options (А, В, Г) are not discussed as future trends in the text.

Задания закрытого типа:

Прочитайте текст и установите соответствие:

A. One of the best things about travelling is the opportunity to make memories that will stay with you forever. From scenic hikes and beautiful landscapes to trying new foods and experiencing local festivals, every destination has something unique to offer. Moreover, travelling allows us to step out of our comfort zones and try things we may not have considered before.

Б. Another benefit of travelling is the chance to meet different people from around the world. You can make new friends, hear about their experiences and learn about their cultures. It also broadens our understanding of different languages and customs, which can lead to increased tolerance and empathy for others.

B. Travelling can be a way to take a break from the daily grind and to recharge your batteries. It's a chance to disconnect from social media and take a break from the constant stimulation of modern life. Whether it's a relaxation trip to the beach or a rural retreat to the countryside, travelling gives us the opportunity to take a break and clear our minds.

Read the text and match the statements (1–5) with the paragraphs (A–B). One paragraph may correspond to more than one statement.

1. Travelling helps broaden cultural understanding and develop empathy.
2. Trips allow you to create unforgettable memories and try new experiences.
3. A journey can be a chance to relax and disconnect from everyday stress.
4. Visiting new places lets you meet people and learn from their stories.
5. Exploring destinations includes enjoying nature, food, and local events.

Keys: 1.Б, 2.А, 3.В, 4.Б, 5. А

Тема2.2. Информационные технологии. УК-4.4

Задание открытого типа:

Прочитайте текст задания и запишите развернутый обоснованный ответ:

A network system is a collection of interconnected devices (computers, servers, routers, switches) that communicate with each other to share resources and data. Networks range from small local area networks (LANs) within a single office to wide area networks (WANs) that span continents, with the internet being the largest example.

Key components of any network include hardware – such as routers that direct traffic, switches that connect devices within a network, and cables or wireless access points – as well as protocols like TCP/IP, which standardise how data is packaged, addressed, transmitted, and received. Network topologies (e.g., star, mesh, bus) define the physical or logical arrangement of devices. A mesh topology, where every device connects to every other, offers high redundancy but is expensive, while a star topology, using a central switch, is cheaper but has a single point of failure.

Security is a critical concern. Threats include unauthorised access, malware, and denial-of-service attacks. Common protective measures are firewalls, encryption, virtual private networks (VPNs), and strong authentication protocols. With the rise of cloud computing and the Internet of Things (IoT), network systems must handle exponentially more devices and data. Concepts like software-defined networking (SDN) and network function virtualisation (NFV) allow administrators to manage networks more flexibly and efficiently by decoupling control from physical hardware.

Understanding network systems is essential not only for IT professionals but also for anyone who relies on digital services, because network performance directly affects productivity, security, and user experience.

Answer the question:

Write a short text (100–120 words) describing it. Use the questions below to help you structure your writing:

Compare and contrast star topology and mesh topology. What are the advantages and disadvantages of each according to the text?

List three security threats mentioned in the text and describe one protective measure for each threat. Why is security particularly important in modern network systems?

Explain what TCP/IP and SDN/NFV are. How do these concepts contribute to the flexibility and standardisation of network systems?

Задание комбинированного типа:

Прочитайте текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор, переведите ваш ответ:

Some people are able to organize their time, others never have time for anything and put everything off.

Unfortunately, I personally belong to the second type. Most often, I do all my

business at the last moment and get distracted by the information I don't need.

The main thing in the ability to organize your time is to make an action plan and clearly formulate goals. The effectiveness of your activities depends on it.

You also need to be able to set priorities. Make a list of goals for life, the next year, month, and today. Sort the tasks, starting with the primary ones and ending with the secondary ones.

It is very important not to do several things at the same time. If we don't succeed, we slow down, get nervous and stressed.

You can also set yourself a deadline and complete the task within the allotted time.

But it is important not to overdo it and not to forget about the rest.

Of course, time management makes sense. Over time, people get used to time planning and make progress in achieving their goals.

I hope that will too organize my time.

Read the text and choose the one correct answer (А, Б, В or Г) for each question. Then write 1–2 sentences to justify your choice. Use information from the text to support your answer:

1. What is the main function of a router in a network system, according to the text?

А) To connect devices within a single network

Б) To direct traffic between different networks

В) To store data for backup purposes

Г) To provide power to network devices

2. Which network topology is described as having high redundancy but being expensive?

А) Star topology

Б) Bus topology

В) Ring topology

Г) Mesh topology

3. According to the passage, which of the following is NOT listed as a common protective measure for network security?

А) Firewalls

Б) Encryption

В) Biometric authentication only

Г) Virtual private networks (VPNs)

4. What do SDN (software-defined networking) and NFV (network function virtualisation) allow administrators to do?

А) Replace all wireless networks with wired ones

Б) Manage networks more flexibly by decoupling control from physical hardware

В) Eliminate the need for any security measures

Г) Increase the physical distance between devices

5. Why does the author say understanding network systems is important for “anyone who relies on digital services”?

А) Because everyone should learn to repair network hardware
Б) Because network performance directly affects productivity, security, and user experience
В) Because network systems are only useful for large corporations
Г) Because the internet will soon be replaced by LANs

Keys: 1. Б. The text states that routers are hardware components that “direct traffic.” While switches connect devices within a network, routers direct traffic between networks, which is the key function mentioned.

2. Г. The text explicitly says: “A mesh topology, where every device connects to every other, offers high redundancy but is expensive.” The star topology is cheaper but has a single point of failure.

3. В. The text mentions firewalls, encryption, VPNs, and “strong authentication protocols” (which could include biometrics, but not “biometric authentication only” – the text does not specify biometrics exclusively or list it as the sole method). Option C is incorrect because it adds “only,” which is false. The other options are directly mentioned.

4. Б. The text says SDN and NFV allow administrators “to manage networks more flexibly and efficiently by decoupling control from physical hardware.” Option B is a near-verbatim match

5. Б. The final paragraph states: “network performance directly affects productivity, security, and user experience.” The author argues that this is why non-specialists also benefit from understanding networks. The other options are not supported by the text.

Задания закрытого типа:

Прочитайте текст, выберите правильный ответ:

Some people are able to organize their time, others never have time for anything and put everything off.

Unfortunately, I personally belong to the second type. Most often, I do all my business at the last moment and get distracted by the information I don't need.

The main thing in the ability to organize your time is to make an action plan and clearly formulate goals. The effectiveness of your activities depends on it.

You also need to be able to set priorities. Make a list of goals for life, the next year, month, and today. Sort the tasks, starting with the primary ones and ending with the secondary ones.

It is very important not to do several things at the same time. If we don't succeed, we slow down, get nervous and stressed.

You can also set yourself a deadline and complete the task within the allotted time.

But it is important not to overdo it and not to forget about the rest.

Of course, time management makes sense. Over time, people get used to time planning and make progress in achieving their goals.

I hope that will too organize my time.

Read the text and match the statements (1–6) with the correct explanations (А–Г). Write the letter of the explanation next to the corresponding number.

Statements:	Explanations:
1. The author belongs to people who… 2. The main thing for organizing time 3. is… 4. To set priorities means… 5. Doing many things at once can make you… 6. A deadline helps you… 7. Time management helps people…	А) …to finish a task in a certain time. Б) …slow down and feel stressed. В) …do things at the last moment. Г) …to make progress in achieving goals. Д) …to make an action plan and set goals. Е) …to sort tasks from primary to secondary.

Answer key: 1 — В, 2 — Д, 3 — Е, 4 — Б, 5 — А, 6 — Г

Тема 2.3 Концепция программирования. УК-4.4

Задание открытого типа:

Прочитайте текст задания и запишите развернутый обоснованный ответ:

Technical support for PC users involves assisting individuals or organisations with hardware, software, and network problems. Support can be provided remotely (via phone, chat, or remote desktop tools) or on-site. The goal is not only to fix immediate issues but also to prevent future problems through user education and proactive maintenance.

Effective technical support requires a combination of technical knowledge, communication skills, and problem-solving methodology. A support specialist must understand common PC components (CPU, RAM, storage, motherboard), operating systems (Windows, macOS, Linux), and software applications. They need to diagnose issues systematically: asking the right questions, reproducing errors, checking logs, isolating variables, and testing solutions in a safe order. Documentation is equally important – keeping records of known issues, solutions, and customer configurations helps build a knowledge base.

Challenges in PC support include dealing with vague user descriptions (“my computer is slow”), managing frustrated or impatient users, balancing speed versus thoroughness, and staying updated as technology changes. Security is also a concern: support technicians often have privileged access to systems, so they must follow data protection policies and never misuse customer information.

Best practices include active listening, explaining solutions in plain language, verifying that the problem is fully resolved, and following up with the user. Empathy is crucial – users remember how they were treated as much as whether the problem was fixed. Remote support tools (e.g., TeamViewer, AnyDesk) allow technicians to see the user’s screen and control the mouse/keyboard after obtaining permission, which speeds up resolution. However, technicians must always respect privacy and avoid unnecessary access to personal files.

In professional environments, ticketing systems (like Jira, Zendesk, or ServiceNow) prioritise and track requests. Service-level agreements (SLAs) define response and resolution times. A good support team not only resolves incidents but also analyses common issues to recommend system improvements or user training.

Answer the question:

Write a short text (100–120 words) describing it. Use the questions below to help you structure your writing:

Why is communication described as equally important as technical knowledge in PC support? Provide two specific situations from the text or your experience where good communication would prevent a mistake or reduce user frustration.

The text mentions that support technicians often have privileged access to user systems. What ethical and security risks does this create, and how should a professional technician handle these risks?

Compare the advantages and disadvantages of remote support tools (e.g., TeamViewer) versus on-site visits. In which situation would each be preferable, and why?

Why is documentation (knowledge base, ticketing systems, SLAs) important for a technical support team, not just for individual technicians? Give at least two benefits mentioned or implied in the text.

Задание комбинированного типа:

Прочитайте текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор, переведите ваш ответ:

Technical support for PC users involves assisting individuals or organisations with hardware, software, and network problems. Support can be provided remotely (via phone, chat, or remote desktop tools) or on-site. The goal is not only to fix immediate issues but also to prevent future problems through user education and proactive maintenance.

Effective technical support requires a combination of technical knowledge, communication skills, and problem-solving methodology. A support specialist must understand common PC components (CPU, RAM, storage, motherboard), operating systems (Windows, macOS, Linux), and software applications. They need to diagnose issues systematically: asking the right questions, reproducing errors, checking logs, isolating variables, and testing solutions in a safe order. Documentation is equally important – keeping records of known issues, solutions, and customer configurations helps build a knowledge base.

Challenges in PC support include dealing with vague user descriptions (“my computer is slow”), managing frustrated or impatient users, balancing speed versus thoroughness, and staying updated as technology changes. Security is also a concern: support technicians often have privileged access to systems, so they must follow data protection policies and never misuse customer information.

Best practices include active listening, explaining solutions in plain language, verifying that the problem is fully resolved, and following up with the user. Empathy is crucial – users remember how they were treated as much as whether the problem was fixed. Remote support tools (e.g., TeamViewer, AnyDesk) allow technicians to see the user’s screen and control the mouse/keyboard after obtaining permission, which speeds up resolution. However, technicians must always respect privacy and avoid unnecessary access to personal files.

In professional environments, ticketing systems (like Jira, Zendesk, or ServiceNow) prioritise and track requests. Service-level agreements (SLAs) define response and resolution

times. A good support team not only resolves incidents but also analyses common issues to recommend system improvements or user training.

Read the text and choose the one correct answer (А, Б, В or Г) for each question. Then write 1–2 sentences to justify your choice. Use information from the text to support your answer:

1)What does the text suggest about how a technician should verify that a problem is truly solved?

А) Assume it is solved if the user stops complaining

Б) Reboot the computer three times and check nothing

В) Verify that the problem is fully resolved and follow up with the user

Г) Immediately close the support ticket without checking

2)Which of the following is mentioned in the text as a reason why technical support technicians must be careful with security?

А) Because users delete their own files by accident

Б) Because technicians often have privileged access to systems and must follow data protection policies

В) Because passwords are always stored in plain text

Г) Because all support calls are recorded on video

3)According to the text, what is the role of systematic problem-solving methodology in technical support?

А) To guess the problem randomly and try all possible fixes at once

Б) To immediately reinstall the operating system for every issue

В) To ask the right questions, reproduce errors, check logs, isolate variables, and test solutions in a safe order

Г) To ignore documentation and rely only on memory

4)What benefit of analysing common issues for a support team is mentioned or implied in the text?

А) It allows the team to recommend system improvements or user training

Б) It helps technicians avoid talking to users directly

В) It eliminates the need for any ticketing system

Г) It makes all hardware failures impossible

Answer key: 1. В. Under “Best practices,” the text states: “verifying that the problem is fully resolved, and following up with the user.” Option C directly reflects this. The other options are incorrect or unsafe practices.

2. Б. The text explicitly says: “Security is also a concern: support technicians often have privileged access to systems, so they must follow data protection policies and never misuse customer information.” Option Б matches this. The other options are not mentioned.

3. B. The text lists systematic diagnosis steps: “asking the right questions, reproducing errors, checking logs, isolating variables, and testing solutions in a safe order.” Option B is a near-verbatim summary. Options А, Б, and Г contradict the text.
4. A. The final sentence of the text: “A good support team not only resolves incidents but also analyses common issues to recommend system improvements or user training.” Option A directly reflects this. Options Б, В, and Г are not supported.

Задания закрытого типа:

Прочитайте текст, выберите правильные ответы:

Technical support for PC users involves assisting individuals or organisations with hardware, software, and network problems. Support can be provided remotely (via phone, chat, or remote desktop tools) or on-site. The goal is not only to fix immediate issues but also to prevent future problems through user education and proactive maintenance.

Effective technical support requires a combination of technical knowledge, communication skills, and problem-solving methodology. A support specialist must understand common PC components (CPU, RAM, storage, motherboard), operating systems (Windows, macOS, Linux), and software applications. They need to diagnose issues systematically: asking the right questions, reproducing errors, checking logs, isolating variables, and testing solutions in a safe order. Documentation is equally important – keeping records of known issues, solutions, and customer configurations helps build a knowledge base.

Challenges in PC support include dealing with vague user descriptions (“my computer is slow”), managing frustrated or impatient users, balancing speed versus thoroughness, and staying updated as technology changes. Security is also a concern: support technicians often have privileged access to systems, so they must follow data protection policies and never misuse customer information.

Best practices include active listening, explaining solutions in plain language, verifying that the problem is fully resolved, and following up with the user. Empathy is crucial – users remember how they were treated as much as whether the problem was fixed. Remote support tools (e.g., TeamViewer, AnyDesk) allow technicians to see the user’s screen and control the mouse/keyboard after obtaining permission, which speeds up resolution. However, technicians must always respect privacy and avoid unnecessary access to personal files.

In professional environments, ticketing systems (like Jira, Zendesk, or ServiceNow) prioritise and track requests. Service-level agreements (SLAs) define response and resolution times. A good support team not only resolves incidents but also analyses common issues to recommend system improvements or user training.

Read the text carefully. Choose all the correct answers (more than one may be correct) for each question. Write down only the letters of the chosen options (А-Д):

1) (Выберите 3 варианта)

According to the text, which two of the following are considered essential technical knowledge areas for a support specialist?

A) Understanding common PC components (CPU, RAM, storage, motherboard)

Б) Knowledge of operating systems such as Windows, macOS, Linux
В) Advanced video editing software skills
Г) Experience in building computer desks
Д) Programming in assembly language

Correct answers: А and Б

2) (Выберите 3 варианта)
Which three of the following are listed in the text as challenges faced by PC support technicians?
А) Dealing with vague user descriptions (“my computer is slow”)
Б) Managing frustrated or impatient users
В) Balancing speed versus thoroughness
Г) Installing new printers every day
Д) Staying updated as technology changes

Correct answers: А, Б, В, Д

3) (Выберите 2 варианта)
According to the text, what are two best practices that a technician should follow when using remote support tools like TeamViewer or AnyDesk?
А) Obtain the user’s permission before taking control of the screen
Б) Respect privacy and avoid unnecessary access to personal files
В) Copy all user files to a backup server without asking
Г) Install any software the technician likes without telling the user
Д) Disconnect immediately without fixing anything

Correct answers: А and Б

Answer key: 1. А Б; 2. А Б В Д; 3. А Б

Тема 2.4 Разработка программного обеспечения. УК-4.4

Задание открытого типа:
Прочитайте текст задания и запишите развернутый обоснованный ответ:

Subject: Invitation to Participate in Sociology Research Study
Dear Nick,
I am writing on behalf of the research group «Exploring» to invite you to participate in our current sociological research project titled «Public Service and Work-Life Balance: Perceptions and Realities among Civil Servants».
The study aims to explore how employees in public administration and government agencies perceive and manage the balance between their professional duties and personal lives. Your insights as a civil servant would be highly valuable to our analysis.
Participation involves:
completing a short online survey (approx. 10–15 minutes);

optionally, a brief follow-up interview (20 minutes) to discuss your experiences in more detail.
All data will be kept strictly confidential and used only for academic purposes. Your identity and any sensitive information will remain anonymous in all reports and publications.
Please confirm your interest by 15/02/26 or contact me at for further details.
Thank you for considering this invitation. We believe your contribution will help improve work conditions and support systems for civil servants in urban areas.

Best regards, Elena V. Petrova
Research Coordinator
«Exploring» Research Group

Answer the question:

Analyze the document and determine the type of business letter. Write 2–3 sentences to explain why you chose this answer.

<u>Задание комбинированного типа:</u>

Прочитайте и переведите текст, выберите правильные ответы и запишите аргументы, обосновывающие выбор:

Subject: Invitation to Participate in Sociology Research Study
Dear Nick,
I am writing on behalf of the research group «Exploring» to invite you to participate in our current sociological research project titled «Public Service and Work-Life Balance: Perceptions and Realities among Civil Servants».
The study aims to explore how employees in public administration and government agencies perceive and manage the balance between their professional duties and personal lives. Your insights as a civil servant would be highly valuable to our analysis.
Participation involves:
completing a short online survey (approx. 10–15 minutes);
optionally, a brief follow-up interview (20 minutes) to discuss your experiences in more detail.
All data will be kept strictly confidential and used only for academic purposes. Your identity and any sensitive information will remain anonymous in all reports and publications.
Please confirm your interest by 15/02/26 or contact me at for further details.
Thank you for considering this invitation. We believe your contribution will help improve work conditions and support systems for civil servants in urban areas.

Best regards, Elena V. Petrova
Research Coordinator
«Exploring» Research Group

Read the text below, choose the correct answer from the options provided, and write a justification (2–3 sentences) explaining your choice.

Answer the question:

1. What is the main purpose of this email?

А) To offer a new job position
Б) To promote an online survey tool
В) To request information about remote work trends
Г) To complain about data collection methods

Д) To invite the recipient to take part in a sociological study
2. How long is the online survey expected to take?
А) 5–7 minutes
Б) 10–15 minutes
В) 20–25 minutes
Г) 30–40 minutes
Д) More than 45 minutes

Keys: 1.Д., 2.Б

Задания закрытого типа:

Прочитайте текст и установите соответствие:

Subject: Invitation to Participate in Sociology Research Study
Dear Nick,
I am writing on behalf of the research group «Exploring» to invite you to participate in our current sociological research project titled «Public Service and Work-Life Balance: Perceptions and Realities among Civil Servants».
The study aims to explore how employees in public administration and government agencies perceive and manage the balance between their professional duties and personal lives. Your insights as a civil servant would be highly valuable to our analysis.
Participation involves:
completing a short online survey (approx. 10–15 minutes);
optionally, a brief follow-up interview (20 minutes) to discuss your experiences in more detail.
All data will be kept strictly confidential and used only for academic purposes. Your identity and any sensitive information will remain anonymous in all reports and publications.
Please confirm your interest by 15/02/26 or contact me at for further details.
Thank you for considering this invitation. We believe your contribution will help improve work conditions and support systems for civil servants in urban areas.

Best regards, Elena V. Petrova
Research Coordinator
«Exploring» Research Group

Match each item in the left column with the corresponding item in the right column:

Characteristics of the letter	*Examples from the text*
1. Чёткое указание цели письма.	А. Please confirm your interest by 15/02/26 or contact me at…
2. Описание требований к участию.	Б. All data will be kept strictly confidential and used only for academic purposes.
3. Гарантия конфиденциальности.	В. I am writing … to invite you to participate in our current sociological research project.
4. Призыв к действию с дедлайном.	Г. Dr. Elena V. Petrova
5. Официальный тон отправителя.	Д. completing a short online survey (approx. 10–15 minutes); optionally, a brief follow-up interview (20 minutes).

Keys: 1–Б, 2–Д, 3–В, 4–А, 5–Е

Вопросы для устного опроса:

Тема 1.1 Профессии и обязанности. УК-4.4

1. What are the most in-demand IT career paths today, and why do you think they are so popular?
2. What soft skills are essential for a successful IT professional, and how do they complement technical knowledge?
3. How would you compare the traditional university route with self-study or coding bootcamps for starting a career in IT?
4. What advice would you give to a junior developer (Junior) to grow to a senior or team lead position?
5. What role does a portfolio or GitHub profile play when applying for an IT job, and what should it contain?
6. How can an IT specialist keep their skills relevant in a rapidly changing industry?
7. What challenges do newcomers face when entering the IT field, and how can they overcome them?

Тема 1.2. Современные ИТ-специальности. УК-4.4

1. In what ways have computers transformed daily life, work, and education over the past decade?
2. What are the main challenges of the digital divide, and how does it affect different social groups?
3. How do technologies like the Internet of Things (IoT) and cloud computing change the way we interact with computers?
4. What are the positive and negative impacts of computers on human communication and social relationships?
5. How do modern computers contribute to scientific research (e.g., AI, big data, climate modeling)?
6. What ethical problems arise from widespread computerisation (privacy, surveillance, job automation)?
7. What future computer technologies (quantum computing, edge computing, neural interfaces) could have the greatest impact on society?

Тема 1.3. ИТ-Системы. УК-4.4

1. How does the client-server model work when you open a website in your browser?
2. What are the main differences between a static website and a dynamic website?
3. What skills and tools are essential for a person who wants to work remotely as a web developer or webmaster?
4. How do search engines (like Google) rank websites, and what is SEO in simple terms?
5. What are the most common security threats when browsing or working online, and how can users protect themselves?
6. How has the rise of social media and messaging apps changed the way people use traditional websites?
7. What are the advantages and disadvantages of using CMS platforms (e.g., WordPress)

versus building a website from scratch?

Тема 1.4 Облачное хранение данных. УК-4.4

1.What are the key principles of visual hierarchy in web design, and why are they important for user experience?
2. How does color psychology influence user behavior on a website? Can you give an example?
3. What is responsive (adaptive) web design, and how does it affect graphic layout decisions?
4. Which modern web design trends (e.g., flat design, glassmorphism, neomorphism) improve usability, and which are purely aesthetic?
5. Why is typography crucial in web design? What factors should be considered when choosing fonts for a website?
6. What tools (Figma, Adobe XD, Photoshop, etc.) are commonly used for creating website mockups, and what are their main advantages?
7. How can a designer ensure that a website meets accessibility standards (WCAG) for people with visual impairments?

Раздел 2 Работа цифровых технологий: данные, программирование и разработка.

Тема 2.1. Принятие и передача цифровых данных. УК-4.4

1. What are the main differences between B2B, B2C, C2C, and D2C business models in e-commerce?
2. How do payment gateways and digital wallets (e.g., PayPal, Stripe, Apple Pay) work, and what security measures do they rely on?
3. What role do customer reviews, product ratings, and return policies play in building trust in an online store?
4. How can an e-commerce business use SEO and targeted advertising to attract more customers?
5. What are the typical logistical challenges of cross-border online sales (delivery times, customs, returns)?
6. Why is the checkout process critical for conversion rates? Give examples of good and bad checkout design.
7. What emerging technologies (live shopping, AR try-on, voice commerce, subscription models) are shaping the future of e-commerce?

Тема2.2. Информационные технологии. УК-4.4

1. What is the difference between a LAN, MAN, and WAN? Give an example of where each type is typically used.
2. Explain the role of the TCP/IP protocol stack. Why is it often described using the concept of layers?
3. What are the functions of a router, a switch, and a firewall in a corporate network? How do they work together?
4. How does IP addressing work? What is the difference between IPv4 and IPv6, and why is the transition to IPv6 important?

5. What basic commands (e.g., ping, tracert/traceroute, ipconfig/ifconfig, nslookup) can be used to diagnose network problems?
6. What security threats are common in network systems (e.g., DDoS attacks, man-in-the-middle, ARP spoofing) and how can they be mitigated?
7. What are software-defined networks (SDN) and network function virtualization (NFV), and how do they change traditional network management?

Тема 2.3 Концепция программирования. УК-4.4

1. What are the most common hardware problems users report (e.g., computer won't start, overheating, strange noises), and how would you diagnose them?
2. How do you remotely assist a user who cannot connect to the internet? What steps do you take?
3. What free built-in Windows tools (Task Manager, Event Viewer, Command Prompt, System Restore) can help solve software issues?
4. When should a support specialist reinstall an operating system instead of trying to repair it? What data precautions are necessary?
5. How do you explain complex technical steps (like checking a driver or flushing DNS) to a non-technical user over the phone?
6. What are the main differences between first-line, second-line, and third-line technical support? Give an example of a ticket for each level.
7. What soft skills and stress management techniques are essential for a helpdesk professional dealing with frustrated or angry users?

Тема 2.4 Разработка программного обеспечения. УК-4.4

1. What information should a user have ready before calling a technical support call center to ensure the fastest resolution?
2. How do Level 1 and Level 2 support differ in a call center? Give an example of an issue typically handled by each.
3. What are the most common communication problems between users and call center operators (e.g., unclear explanations, language barriers), and how can they be resolved?
4. Why do many call centers use ticketing systems or request numbers? How does this help both the user and the support team?
5. What are the typical steps an operator takes to remotely diagnose a computer problem when the user says "I have no internet connection"?
6. What security risks should a user be aware of when contacted by someone claiming to be from a technical support call center (scams, fake alerts)?
7. How can a company improve its call center experience to reduce user frustration (reducing wait times, avoiding repeated transfers, self-service options)?

6.3. Критерии и шкала оценивания на основе БРС.

КРИТЕРИИ ОЦЕНИВАНИЯ	РЕЗУЛЬТАТ В БАЛЛАХ
Дан полный, в логической последовательности развернутый ответ на поставленный вопрос, где он продемонстрировал	90-100

знания предмета в полном объеме учебной программы, достаточно глубоко осмысливает дисциплину, самостоятельно, и исчерпывающе отвечает на дополнительные вопросы, приводит собственные примеры по проблематике поставленного вопроса, решил предложенные практические задания без ошибок	
Дан развернутый ответ на поставленный вопрос, где обучающийся демонстрирует знания, приобретенные на лекционных и семинарских занятиях, а также полученные посредством изучения обязательных учебных материалов по курсу, дает аргументированные ответы, приводит примеры, в ответе присутствует свободное владение монологической речью, логичность и последовательность ответа. Однако допускается неточность в ответе. Решил предложенные практические задания с небольшими неточностями.	75-89
Дан ответ, свидетельствующий в основном о знании процессов изучаемой дисциплины, отличающийся недостаточной глубиной и полнотой раскрытия темы, знанием основных вопросов теории, слабо сформированными навыками анализа явлений, процессов, недостаточным умением давать аргументированные ответы и приводить примеры, недостаточно свободным владением монологической речью, логичностью и последовательностью ответа. Допускается несколько ошибок в содержании ответа и решении практических заданий.	60-74
Дан ответ, который содержит ряд серьезных неточностей, обнаруживающий незнание процессов изучаемой предметной области, отличающийся неглубоким раскрытием темы, незнанием основных вопросов теории, несформированными навыками анализа явлений, процессов, неумением давать аргументированные ответы, слабым владением монологической речью, отсутствием логичности и последовательности. Выводы поверхностны. Решение практических заданий не выполнено, т.е. обучающийся не способен ответить на вопросы даже при дополнительных наводящих вопросах преподавателя.	1-59

6.4. При выполнении заданий обучающимся разрешается использовать следующие дополнительные материалы и оборудование — в зависимости от типа задания:

1. Письменные работы (сочинения, эссе, переводы, заполнение пропусков): двуязычный словарь (бумажный или электронный) — для уточнения значений незнакомых слов и подбора эквивалентов; тезаурус/словарь синонимов (по необходимости) — для обогащения лексики и избегания повторов.

2. Задания на чтение и анализ текста: электронный словарь или приложение-переводчик (при работе с цифровым текстом) — для мгновенного поиска значений. Использование онлайн-переводчиков полностью или построчно при выполнении письменных творческих работ (эссе, сочинения) не разрешается — допускается только поиск отдельных слов и выражений.

7. Методические материалы по освоению дисциплины

Заниматься иностранным языком регулярно, так как систематические занятия способствуют успешному усвоению материала, а также выполнять все задания и придерживаться рекомендаций преподавателя.

Вести личные записи (словарь, заметки различного вида), которые позволяют использовать их в качестве справочного материала и неоднократно к ним возвращаться.

При подготовке заданий по чтению, следует пользоваться словарями, выписывая все незнакомые слова. Они помогут над дальнейшей работой над текстом. После прочтения текста необходимо выполнить задания, прилагающийся к нему для проверки понимания его содержания и проверить себя по ключам.

Приступая к работе над прослушиванием текста, необходимо, прежде всего, ознакомиться с заданием и просмотреть его содержание. После первого прослушивания выполняются задания на общее понимание прослушанного, после второго – на понимание деталей. Однако, при самостоятельной работе над аудированием текст рекомендуется прослушать несколько раз, пока его содержание не будет понятно. При необходимости можно воспользоваться распечаткой текста. При этом рекомендуется выписать все новые слова, усвоить их значение. После этого, текст рекомендуется прослушать еще раз.

Все устные сообщения должны иметь вступление, основную часть и заключение. При подготовке устных сообщений следует тщательно отрепетировать свое выступление: выучить новые слова и их произношение, продумать интонацию, паузы, жесты и т.д. При использовании наглядных средств (картинки, надписи) придерживаться общих правил их составления и использования.

Как и устные сообщения, творческие письменные задания (сочинения, эссе, письма, аннотации), имеют следующую схему: вступление, основная часть, заключение, которой следует строго придерживаться. Все письменные задания, включая упражнения, всегда следует предоставлять на проверку преподавателю с целью исправления ошибок и их анализа.

В процессе подготовки к практическим занятиям, обучающимся необходимо обратить особое внимание на самостоятельное изучение рекомендованной учебно-методической (а также научной и популярной) литературы. Самостоятельная работа с учебниками, учебными пособиями, материалами сети Интернет, позволяет значительно активизировать процесс овладения информацией, способствует более глубокому усвоению изучаемого материала, формирует у обучающихся свое отношение к конкретной проблеме. Более глубокому раскрытию вопросов способствует знакомство с дополнительной литературой, рекомендованной преподавателем, что позволяет обучающимся проявить свою индивидуальность в рамках выступления на занятиях, выявить широкий спектр мнений по изучаемой проблеме.

Подготовка к промежуточной аттестации осуществляется студентом самостоятельно с использованием перечня вопросов к промежуточной аттестации и рекомендованных источников литературы.

В период подготовки к промежуточной аттестации студенты вновь обращаются к пройденному учебному материалу. При этом они не только укрепляют полученные знания, но и получают новые. Подготовка студента к промежуточной аттестации включает в себя следующие этапы: самостоятельная работа в течение семестра; непосредственная подготовка в дни, предшествующие промежуточной аттестации по темам курса; посещение специальных часов консультаций с преподавателем.

8. Учебная литература и ресурсы информационно- телекоммуникационной сети Интернет

8.1. Основная литература

1. Путиловская Т. С., Зайцева В.Н., Павлюк Е.С. Access to the World of Business and Professional Communication. Study Guide for Blended Learning. Step I (Modules I and II): учебное пособие — Москва : Ай Пи Ар Медиа, 2020. — 166 с. — (Высшее образование). - ISBN 978-5-4497-0267-8. - Текст : электронный. - URL: https://www.iprbookshop/94721.html

2. Винникова, Т. А., Терентьева Г. П., Булгакова И. Ю. Деловые и научные коммуникации на английском языке : учебное пособие — Омск : Омский государственный технический университет . — 89 с. — (Высшее образование). — DOI 10.12737/2074256. - ISBN 978-5-8149-2971-6. - Текст : электронный. - URL: https://www.iprbookshop.ru/115418.html

3. Муртазова, З. А. Английский язык : учебное пособие / З. А. Муртазова, Э. Ю. Улимбашева. — Нальчик : КБГУ, 2024. — 64 с. — Текст : электронный // Лань : электронно-библиотечная система. — URL: https://e.lanbook.com/book/434423

4. Архипов, А. В. Business English / Деловой английский : учебно-методическое пособие / А. В. Архипов, М. А. Дриженко, Е. Ю. Костюкович. — Москва : МИСИ – МГСУ, 2023. — 44 с. — ISBN 978-5-7264-3321-9. — Текст : электронный // Лань : электронно-библиотечная система. — URL: https://e.lanbook.com/book/426833

5. Андреева, Е. Ю. A Comprehensive Grammar of Contemporary English in Higher Education Studies : учебник / Е.Ю. Андреева. — Москва : ИНФРА-М, 2025. — 359 с. : ил. + Доп. материалы [Электронный ресурс]. — (Высшее образование). - ISBN 978-5-16-020949-4. - Текст : электронный. - URL: https://znanium.ru/catalog/product/2206802

6. Грамматика английского языка. Теория и практика : учебное пособие для студентов вузов / Р. В. Буробин, О. А. Буробина, Е. В. Вульфович [и др.]. – Владимир : Владимирский филиал РАНХиГС, 2025. - 193 с. – ISBN 978-5-907789-42-5. - Текст : электронный. - URL: https://znanium.ru/catalog/product/2238841

7. Караванов, А. А. Времена английского глагола. Система, правила, упражнения, тесты : учебное пособие / А.А. Караванов. — Москва : ИНФРА-М,

2025. — 212 с. — (Среднее профессиональное образование). - ISBN 978-5-16-020404-8. - Текст : электронный. - URL: https://znanium.ru/catalog/product/2172160

8.2. Дополнительная литература

1. Иностранный язык : методические рекомендации по самостоятельной работы для обучающихся 1 курса программы бакалавриата всех направлений подготовки, всех форм обучения / Донецкий филиал РАНХиГС, Кафедра иностранных языков ; сост. Т. В. Черкашина. – Донецк : Донецкий филиал РАНХиГС, 2026. – 72 с.

8.3. Нормативные правовые документы и иная правовая информация

Не используются

8.4. Интернет-ресурсы

Научная библиотека РАНХиГС https://lib.ranepa.ru

Научная электронная библиотека «КИБЕРЛЕНИНКА» https://cyberleninka.ru

ЭБС «ЛАНЬ» https://e.lanbook.com

ЭБС «ЗНАНИУМ» https://znanium.ru

ЭБС «SOCHUM» https://sochum.ru

9. Материально-техническая база, информационные технологии, программное обеспечение и информационные справочные системы

Дисциплина поддержана соответствующими лицензионными программными продуктами,–в том числе отечественного производства: Libre Office (лицензия Mozilla Public License v2.0.) 7-Zip (лицензия GNU Lesser General Public License) AIMP (лицензия LGPL v.2.1) STDU Viewer (freeware for private non-commercial or educational use) GIMP (лицензия GNU General Public License) Inkscape (лицензия GNU General Public License), ОС Linux.

Для проведения учебных занятий, предусмотренных образовательной программой, закреплены аудитории согласно расписанию учебных занятий: рабочее место преподавателя, посадочные места по количеству обучающихся, доска меловая, персональный компьютер с лицензированным программным обеспечением общего назначения, мультимедийный проектор, мультимедийный экран.