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Приложение 4
к образовательной программе

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

**для текущего контроля успеваемости и
промежуточной аттестации обучающихся
ПО ДИСЦИПЛИНЕ**

Б1.О.04 Иностранный язык

(индекс, наименование дисциплины в соответствии с учебным планом)

38.03.02 Менеджмент

(код, наименование направления подготовки/специальности)

Менеджмент внешнеэкономической деятельности

_(наименование образовательной программы)

Бакалавр

(квалификация)

Очная форма обучения

(форма обучения)

Год набора – 2025

Донецк

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РАЗДЕЛ 1.
ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ
по дисциплине (модулю) «Иностранный язык»

1.1. Основные сведения о дисциплине (модуле)

Таблица 1

Характеристика дисциплины (модуля)
(сведения соответствуют разделу РПД)

Образовательная программа	бакалавриат
Направление подготовки	38.03.02 Менеджмент
Профиль	«Менеджмент внешнеэкономической деятельности»
Количество разделов дисциплины	4
Часть образовательной программы	Б1. О. 04
Формы текущего контроля	Собеседование, эссе, дискуссия, доклад, сообщение, тестовые задания, контроль знаний по разделу
<i>Показатели</i>	Очная форма обучения
Количество зачетных единиц (кредитов)	12
Семестр	1- 4
Контактная работа на аттестацию в период экзаменационных сессий	9/9
Общая трудоемкость (академ. часов)	432
Аудиторная контактная работа:	
Практические занятия	32/54/54/54
Самостоятельная работа	36/84/48/48
Контроль	
Форма промежуточной аттестации	За/заО/ заО/ заО

1.2. Перечень компетенций с указанием этапов формирования в процессе освоения образовательной программы.

Таблица 2

Перечень компетенций и их элементов

Компетенция	Индикатор компетенции и его формулировка	Элементы индикатора компетенции	Индекс элемента
<p>УК - 4: Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)</p>	<p>УК -4.3. Умеет выполнять перевод профессиональных текстов с иностранного(-ых) языка (-ов) на государственный язык РФ и с государственного языка РФ на иностранный (-ые)</p>	<i>Знать:</i>	
		<p>- структуру иностранного ; -</p>	УК - 4.3
		<p>-грамматический и лексический строй иностранного языка; - иностранную терминологию в сфере профессиональной деятельности.</p>	УК - 4.3
		<p>-иностранную терминологию в сфере профессиональной деятельности, - общеупотребительную и академическую лексику, речевые формулы для осуществления профессиональной деятельности и межкультурного общения; - основы деловой переписки.</p>	УК - 4.3
		<i>Уметь:</i>	

Комп етенция	Индикато р компетенции и его формулировка	*Элемент ы индикатора компетенции	Инд е кс элемент а
		- использовать знания иностранного языка в профессиональной деятельности, межкультурной коммуникации и межличностном общении, понимать основные идеи четких устных сообщений, сделанных на иностранном языке.	УК - 4.3
		- -понимать основные идеи четких устных сообщений, сделанных на иностранном языке.	УК - 4.3
		- описывать впечатления, события, надежды, стремления, изложить и обосновывать личное мнение и планы на будущее.	УК - 4.3

Компетенция	Индикатор компетенции и его формулировка	*Элементы индикатора компетенции	Индекс элемента
		<i>Владеть:</i>	
		- профессионально направленным иностранным языком на уровне не ниже В2	УК - 4.3
		- способностью к обобщению, анализу, восприятию и продуцированию информации на иностранном языке.	УК - 4.3
		- основами публичных выступлений;	УК - 4.3

Компетенция	Индикатор компетенции и его формулировка	Элементы индикатора компетенции	Индекс элемента
<p>УК - 4: Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)</p>	<p>УК -4.4. Ведет деловую переписку на иностранном(-ых) языке(-ах) с учетом особенностей стилистики официальных писем и социокультурных различий</p>	<i>Знать:</i>	
		--грамматический и лексический строй иностранного языка; -	УК - 4.4.
		-грамматический и лексический строй иностранного языка;	УК - 4.4.
		- основы деловой переписки.	УК - 4.4.
		<i>Уметь:</i>	

Комп етенция	Индикато р компетенции и его формулировка	*Элемент ы индикатора компетенции	Инд екс элемент а
		-понимать основные идеи четких устных сообщений, сделанных на иностранном языке ;	УК - 4.4.
		- - понимать основные идеи, содержание и детали письменных текстов различной тематики;	УК - 4.4.
		-описывать впечатления, события, надежды, стремления, изложить и обосновывать личное мнение и планы на будущее.	УК - 4.4.

Компетенция	Индикатор компетенции и его формулировка	*Элементы индикатора компетенции	Индекс элемента
		<i>Владеть:</i>	
		- профессионально направленным иностранным языком на уровне не ниже В2	УК - 4.4.
		- способностью к обобщению, анализу, восприятию и продуцированию информации на иностранном языке;.	УК - 4.4.
		- основами публичных выступлений.	УК - 4.4.

Компетенция	Индикатор компетенции и его формулировка	Элементы индикатора компетенции	Индекс элемента
<p>УК - 4: Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)</p>	<p>УК -4.5. Выстраивает коммуникации на иностранном языке в различных профессиональных ситуациях в зависимости от поставленных задач, владеет навыками аргументированного изложения собственной точки зрения и ведения дискуссии</p>	<i>Знать:</i>	
		<ul style="list-style-type: none"> - структуру иностранного ; - -грамматический и лексический строй иностранного языка; 	УК - 4.5
		<ul style="list-style-type: none"> - иностранную терминологию в сфере профессиональной деятельности. 	УК - 4.5
		<ul style="list-style-type: none"> -иностранную терминологию в сфере профессиональной деятельности, - общеупотребительную и академическую лексику, речевые формулы для осуществления профессиональной деятельности и межкультурного общения; - основы деловой переписки. 	УК - 4.5
		<i>Уметь:</i>	

Комп етенция	Индикато р компетенции и его формулировка	*Элемент ы индикатора компетенции	Инд екс элемент а
		- понимать основные идеи, содержание и детали письменных текстов различной тематики;	УК - 4.5
		- составлять связные сообщения на темы, касающиеся профессиональной, академической и социально- культурной сфер деятельности;	УК - 4.5
		- описывать впечатления, события, надежды, стремления, изложить и обосновывать личное мнение и планы на будущее.	УК - 4.5

Компетенция	Индикатор компетенции и его формулировка	*Элементы индикатора компетенции	Индекс элемента
		<i>Владеть:</i>	
		- профессионально направленным иностранным языком на уровне не ниже В2	УК - 4.5
		- способностью к обобщению, анализу, восприятию и продуцированию информации на иностранном языке;	УК - 4.5
		- основами публичных выступлений.	УК - 4.5

Таблица 3

Этапы формирования компетенций в процессе освоения основной образовательной программы

№ п/п	Контролируемые разделы (темы) дисциплины (модуля)	Номер семестра	Код индикатора компетенции	Наименование оценочного средства*
Раздел 1. Карьера. Компании				
1.	Тема 1.1. Карьера. Сфера будущей профессиональной деятельности. Факторы, влияющие на успех в карьере.	1	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
2.	Тема 1.2. Компании и структура компаний. Истории создания успешных компаний	1	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
3.	Тема 1.3. Успешные продажи. Условия создания каналов распределения и сбыта.	1	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
4	Тема 1.4. Приём зарубежных партнёров. Корпоративные мероприятия. Электронная переписка.	1	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
Раздел 2. Планирование.				
5	Тема 2.1. Создание новой компании. Новые бизнес идеи. Продукты компании	2	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания

6	Тема .2.2. Работа менеджера по управлению компанией. Маркетинг.	2	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
7	Тема 2.3. Управление персоналом компании. Деловая переписка. Приём новых кандидатов на должность	2	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
8	Тема 2.4. Правила ведения деловой переписки. Основные типы деловой документации	2	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
Раздел 3. Торговые марки и изменения в работе компаний. Работа за пределами офиса. Путешествия и деловые поездки.				
9	Тема 3.1. Торговые марки.	3	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
10	Тема 3.2. Путешествия и деловые поездки.	3	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
11	Тема 3.3. Успешные организации	3	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
12	Тема 3.4. Изменения в бизнесе.	3	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания

Раздел 4. Деньги и реклама. Качество товаров и услуг.				
13	Тема 4.1. Деньги. Виды валют. Финансовая деятельность компаний	4	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
14	Тема 4.2. Реклама. Создание рекламных текстов. Средства и методы рекламирования товаров и услуг.	4	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
15	Тема 4.3 Трудоустройство.	4	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания
16	Тема 4.4. Управление качеством товаров и услуг.	4	УК - 4.3 УК - 4.4 УК - 4.5	Устный опрос (собеседование, дискуссия), тестовые задания

**РАЗДЕЛ 2.
ТЕКУЩИЙ КОНТРОЛЬ ПО ДИСЦИПЛИНЕ (МОДУЛЮ)
«Иностранный язык»**

Текущий контроль знаний используется для оперативного и регулярного управления учебной деятельностью (в том числе самостоятельной работой) обучающихся.

В условиях балльно-рейтинговой системы контроля результаты текущего оценивания обучающегося используются как показатель его текущего рейтинга. Текущий контроль успеваемости осуществляется в течение семестра, в ходе повседневной учебной работы по индивидуальной инициативе преподавателя. Данный вид контроля стимулирует у обучающегося стремление к систематической самостоятельной работе по изучению дисциплины (модуля).

Таблица 2.1.

**Распределение баллов по видам учебной
деятельности (балльно-рейтинговая
система)**

Наименование Раздела/Темы	Вид задания						
	ПЗ			Всего за тему	КЗР	СР	ИЗ*
	УО*	ТЗ*	РЗ*				
Р.1.Т.1.1	9	4	3	16	5	3	3
Р.1.Т.1.2	9	4	4	17		3	3
Р.1.Т.1.3	9	4	3	16	5	3	3
Р.1.Т.1.4	9	4	4	17		3	3
Итого: 100б	36	16	14	66	10	12	12
Наименование Раздела/Темы	Вид задания						
	ПЗ			Всего за тему	КЗР	СР	ИЗ*
	УО*	ТЗ*	РЗ*				
Р.2.Т.2.1	9	4	3	16	5	3	3
Р.2.Т.2.2	9	4	4	17		3	3
Р.2.Т.2.3	9	4	3	16	5	3	3
Р.2.Т.2.4	9	4	4	17		3	3
Итого: 100б	36	16	14	66	10	12	12
Наименование Раздела/Темы	Вид задания						
	ПЗ			Всего за тему	КЗР	СР	ИЗ*
	УО*	ТЗ*	РЗ*				
Р.3.Т.3.1	9	4	3	16	5	3	3
Р.3.Т.3.2	9	4	4	17		3	3
Р.3.Т.3.3	9	4	3	16	5	3	3
Р.3.Т.3.4	9	4	4	17		3	3
Итого: 100б	36	16	14	66	10	12	12
Наименование Раздела/Темы	Вид задания						
	ПЗ			Всего за тему	КЗР	СР	ИЗ*
	УО*	ТЗ*	РЗ*				
Р.4.Т.4.1	9	4	3	16	5	3	3
Р.4.Т.4.2	9	4	4	17		3	3
Р.4.Т.4.3	9	4	3	16	5	3	3
Р.4.Т.4.4	9	4	4	17		3	3
Итого: 100б	36	16	14	66	10	12	12

ЛЗ – лекционное занятие; УО – устный опрос; ТЗ – тестовое задание; РЗ – разноуровневые задания; * другие с виды используемых заданий, предложенных в приложении 1 ПЗ – практическое занятие; СЗ – семинарское занятие; КЗР – контроль знаний по Разделу; Р – реферат. СР – самостоятельная работа обучающегося ИЗ – индивидуальное задание

2.1. Рекомендации по оцениванию устных ответов обучающихся

С целью контроля усвоения пройденного материала и определения уровня подготовленности обучающихся к изучению новой темы в начале каждого семинарского/практического занятия преподавателем проводится индивидуальный или фронтальный устный опрос по выполненным заданиям предыдущей темы.

Критерии оценки.

Оценка «отлично» ставится, если обучающийся:

- 1) полно и аргументировано отвечает по содержанию вопроса;

2) обнаруживает понимание материала, может обосновать свои суждения, применить знания на практике, привести необходимые примеры;

3) излагает материал последовательно и правильно, с соблюдением исторической и хронологической последовательности;

Оценка «хорошо» – ставится, если обучающийся дает ответ, удовлетворяющий тем же требованиям, что и для оценки «отлично», но допускает одна-две ошибки, которые сам же исправляет.

Оценка «удовлетворительно» – ставится, если обучающийся обнаруживает знание и понимание основных положений данного задания, но:

- 1) излагает материал неполно и допускает неточности в определении понятий или формулировке правил;
- 2) не умеет достаточно глубоко и доказательно обосновать свои суждения и привести свои примеры;
- 3) излагает материал непоследовательно и допускает ошибки.

ВОПРОСЫ ДЛЯ САМОПОДГОТОВКИ ОБУЧАЮЩИХСЯ

<i>Контролируемые разделы (темы) дисциплины (модуля)</i>	<i>Вопросы для подготовки к индивидуальному/ фронтальному устному/ письменному опросу по темам дисциплины (модуля)</i>
РАЗДЕЛ 1.	
<p>Тема 1.1. Карьера. Сфера будущей профессиональной деятельности. Факторы, влияющие на успех в карьере.</p>	<p>1. Do you have a career plan? Where do you want to be in 10 years' time? 2. Would you like to work for one or several companies? 3. What can damage your career prospects? 5. What do you hope to do in your future career? 6. Are you an organized person? How do you organize your time? 7. What techniques do you use in studying English? How do you remember new words, learn grammar etc.? 8. What do you trust more: TV, the Internet, newspapers? Why? 9. What personal qualities are crucial for running a business? 10. What are your strengths and weaknesses?</p>
<p>Тема 1.2. Компании. Структура компаний. Истории создания успешных компаний</p>	<p>1. What are the best ways of getting information on major issues of the day? 2. Can some good newspapers compete with the scientists in the way of educating people according to a well-known American writer?</p>

	<ol style="list-style-type: none"> 3. What do publications of most newspapers usually deal with? 4. What is the most dominating type of media? 5. How can big corporations' benefit from mass media? 6. Do you agree that mass media promotes quality and progress in our everyday life? Why/not? 7. What are the best ways of getting information on major issues of the day? 8. What do you use the internet for? How much time do you spend on the internet each week? 9. Do you use mobile phone for information or entertainment? 10. Is TV educational or is it complete rubbish? 11. Is there too much violence on the news?
<p>Тема 1.3. Успешные продажи. Условия создания каналов распределения и сбыта продукции. Зарубежные продажи.</p>	<ol style="list-style-type: none"> 1. What do you like /dislike about shopping? 2. Why are beauty products easy to sell on TV? 3. How to become a successful sales person? 4. Negotiating successfully. What can help? (effective salesperson). 5. Which type of products are difficult to sell and why? 6. What are the shopping habits of the people you know? 7. What do you think are the keys to success in online selling?
<p>Тема 1.4. Приём зарубежных партнёров. Корпоративные мероприятия. Электронная переписка.</p>	<ol style="list-style-type: none"> 1. How important is cultural entertainment in your country? 2. How important is cultural entertainment in your company/organisation? 3. What places would you like your business visitors to visit? 4. What events would you recommend to your business visitors? 5. What other types of entertainment could you offer? 6. What is important when organising a corporate entertainment event? 7. What makes a corporate entertainment event successful?

	<p>8. What are the advantages of corporate entertainment?</p> <p>9. What are the most common topics of small talk?</p> <p>10. How to entertain business clients in Donetsk?</p>
<p>Тема 2.1. Создание новой компании. Новые бизнес идеи. Продукты компании</p>	<p>1. Would you like to start your own business?</p> <p>2. What conditions are important for people starting new businesses?</p> <p>3. What are the advantages and disadvantages of starting your business?</p> <p>4. What ideas have been the best in the last 20 years?</p> <p>5. What economic terms do you know?</p> <p>6. What information will the manager require for a personal loan?</p> <p>7. What is important when setting up a new company?</p>
<p>Тема 2.2. Работа менеджера по управлению компанией. Маркетинг.</p>	<p>1. What do you think are the biggest economic problems in your country?</p> <p>2. What is “the four Ps “?</p> <p>3. What marketing campaigns impressed you most?</p> <p>4. What are the main keys to successful marketing?</p> <p>5. What product would you most like to sell?</p> <p>6. Describe some of your favourite products. Why do you like them?</p> <p>7. What is the best thing you’ve ever bought?</p> <p>8. Prepare a short presentation about a product.</p> <p>9. Describe a marketing campaign of some well-known companies.</p> <p>10. How can you increase sales figures of a brand?</p>
<p>Тема 2.3. Управление персоналом компании. Деловая переписка. Приём новых кандидатов на должность</p>	<p>1. Are you an organized person? How do you organize your time?</p> <p>2. What do you consider when planning family events?</p> <p>3. What are the most important things to do when planning in business?</p> <p>4. How often do you think businesses should revise their plans?</p>

<p>Тема 2.4. Правила ведения деловой переписки. Основные типы деловой документации</p>	<ol style="list-style-type: none"> 1. What are the basic rules to follow when writing business letters? 2. What is the structure of a business letter? 3. What is business correspondence and when is it used? 4. What types of business documentation are most common in business? 5. How to correctly format requests and proposals in business letters? 6. What mistakes are common in business correspondence and how to avoid them? 7. What are the features of electronic business correspondence? 8. What is a memo and what is its main purpose? 9. How to write a report on the work done? 10. What is the difference between an invoice and a certificate of completion?
<p>Тема 3.1. Торговые марки.</p>	<ol style="list-style-type: none"> 1. What is a trademark and what role does it play in business? 2. What types of trademarks exist? 3. How does the trademark registration process work? 4. What are the consequences of using an unregistered trademark? 5. How to search for existing trademarks before registration? 6. What is the role of a trademark in building a brand? 7. What factors can affect the reputation of a trademark?
<p>Тема 3.2. Путешествия и деловые поездки.</p>	<ol style="list-style-type: none"> 1. Do you like travelling? Which places have you visited or would like to visit? Why? 2. What is the best time to visit your own city? 3. Describe the opportunities your favourite season creates for travel? 4. What is the best way of traveling around your country (rail/road/air)? 5. Why is it better than the others? 6. What are the biggest transport problems in your country?

<p>Тема 3.3. Успешные организации</p>	<ol style="list-style-type: none"> 1. What makes an organization successful in modern business? 2. What characteristics are inherent in successful organizations? 3. What role does corporate culture play in achieving success? 4. What management strategies help organizations achieve their goals? 5. How do successful organizations adapt to changes in the market? 6. What methods of evaluating the effectiveness of organizations exist? 7. What are the main factors that contribute to innovation in successful companies?
<p>Тема 3.4. Изменения в бизнесе.</p>	<ol style="list-style-type: none"> 1. What factors drive change in business? 2. How do changes in technology affect business processes? 3. How can companies effectively manage change? 4. What are the risks associated with implementing change in an organization? 5. What is the role of leadership in the change process? 6. How do employees react to changes in the company? 7. What are the best practices for implementing change in business? 8. How do changes in consumer preferences affect company strategies? 9. How do competitive strategies change during economic changes? 10. What are some examples of successful change management from practice?
<p>Тема 4.1. Виды валют. Финансовая деятельность компаний</p>	<ol style="list-style-type: none"> 1. What types of currencies exist and how are they classified? 2. How does the foreign exchange market function and what factors influence it? 3. What are the benefits and risks associated with using foreign currencies for business? 4. How do companies manage currency risks? 5. How does a company's financial activity depend on exchange rate fluctuations? 6. What are the methods for hedging currency risks? 7. How do changes in government

	currency policies affect international business?
Тема 4.2. Реклама. Создание рекламных текстов. Средства и методы рекламирования товаров и услуг.	<ol style="list-style-type: none"> 1. What are the main goals and objectives of advertising? 2. What components should an effective advertising text contain? 3. How to choose the target audience for an advertising campaign? 4. What methods of evaluating the effectiveness of advertising texts exist? 5. What is the meaning of the headline in an advertising message? 6. How to use emotional and rational Appeals in advertising? 7. What means of advertising goods and services are the most popular at present? 8. How do social networks influence the creation and distribution of advertising?
Тема 4.3 Трудоустройство.	<ol style="list-style-type: none"> 1. How to write a resume for a job search? 2. What mistakes should you avoid when preparing for an interview? 3. How to choose the right vacancies to send your resume? 4. What skills and qualities are most in demand in today's labor market? 5. How to effectively use social networks to find a job? 6. How to prepare for an interview in different industries? 7. How to cope with overtime and stress in a new workplace? 8. How important is it to have references from previous employers?
Тема 4.4. Управление качеством товаров и услуг.	<ol style="list-style-type: none"> 1. What are the main principles of quality management of goods and services? 2. What is the role of ISO standards in quality assurance? 3. What methods and tools are used for quality control? 4. How to conduct a quality audit in a company? 5. What is the relationship between customer satisfaction and product quality?

	<p>6. How does the implementation of a quality management system affect business processes?</p> <p>7. What is the difference between quality management and quality control?</p> <p>8. What is the role of employee training in quality management?</p>
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2.2 Рекомендации по оцениванию результатов тестовых заданий обучающихся. В завершении изучения каждого раздела дисциплины (модуля) может проводиться тестирование (контроль знаний по разделу, рубежный контроль). Критерии оценивания. Уровень выполнения текущих тестовых заданий оценивается в баллах. Максимальное количество баллов по тестовым заданиям определяется преподавателям и представлено в таблице 2.1. Тестовые задания представлены в виде оценочных средств и в полном объеме представлены в банке тестовых заданий в электронном виде. В фонде оценочных средств представлены типовые тестовые задания, разработанные для изучения дисциплины «Иностранный язык».

ТИПОВЫЕ ТЕСТОВЫЕ ЗАДАНИЯ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ

РАЗДЕЛ 1

Тема 1.1 «Карьера. Сфера будущей профессиональной деятельности. Факторы, влияющие на успех в карьере.».

1 Complete each of these sentences with the correct option.

- 1 Selim believed he deserved a _____, so he just asked his boss for one.
a) target b) progress c) promotion

- 2 It is useful to set your own goals and to think about the skills you need to them.
a) reach b) make c) master

- 3 In many countries, there are very few career _____ for people without formal qualifications.
a) plans b) breaks c) opportunities

- 4 It is very inconvenient to have to work _____ when you have young children.
a) flexitime b) overtime c) time off

- 5 Anika attends lots of professional development seminars because she wants

to ___ a career move.

- a) take b) make c) earn

6 If you want to get _____ in your career, you have to have clear short- and long-term goals.

- a) ahead b) progress c) the sack

7 'Bright Sparks' is an agency that helps school leavers _____ on a career plan.

- a) offer b) decide c) take

8 It is not enough just to _____ your best; you need to have ambitions as well.

- a) make b) work c) do

9 Sales representatives often earn a _____ in addition to their salary when they achieve their targets.

- a) money b) living c) bonus

10 Multinationals often _____ their employees excellent career opportunities if they are willing to travel.

- a) offer b) make c) take

2 Complete the sentences using the words in the box.

take / do / evaluate / master / make

Do not always wait for your boss to tell you how well you are doing. You also need to _____ your progress yourself.

11 Vladimir is hoping to _____ research in informatics.

12 Nandita's dream is to _____ a living as a public relations consultant.

13 Delegating tasks is an important skill to _____.

14 Max is only 52, but he would like to _____ early retirement.

3 Complete these sentences with the appropriate form (positive or negative) of can, could or would.

15 Alex _____ speak Chinese, but he is planning to start learning next year.

16 Last year, our employees _____ use the new software, so we hired a consultant to teach them.

17 _____ you like to take a career break?

18 Naruto _____ get a promotion at GFS, so he wants to move to another company.

19 Do you think you _____ recommend one or two employment agencies?

Тема 1.2. Компании. Структура компаний. Истории создания успешных компаний

I. Reading

One of the main crises facing companies today is that of loss of reputation. Damage to

reputation almost always has a snowball effect and entails damages to share _____ (1) as well as to public confidence. Some business people say that their company's reputation is their main _____ (2). Consequently, it is necessary not only preserve it, but also to _____ (3) in it, because once you have lost some of it, not only is it extremely difficult to regain it, but it also costs huge amounts of money. When _____ (4) a crisis, management must react as quickly as possible. Speed of _____ (5) is particularly crucial when human lives are in question. The next step is to enter in a dialogue with all your _____ (6), and to make sure that you maintain a steady _____ (7) of information. You have to explain to the public what went wrong, and accept responsibility for any mistake that you made. If you are indeed responsible for what happened, an admission of _____ (8) is your only viable course of action. Denying responsibility will inevitably damage your reputation in the long term, and increase the chances of _____ (9) action being taken against you.

1 a) cost b) fee c) bonus d) price

2 a) profit b) asset c) benefit d) value

3 a) pay b) stake c) secure d) invest

4 a) dealing b) foreseeing c) handling d) prioritizing

5 a) response b) responding c) reaction d) reacting

6 a) stakeholders b) suppliers c) buyers d) consumers

7 a) conference b) flow c) release d) press

8 a) credibility b) illegality c) liability d) criminality

9 a) legal b) lawful c) court d) tribunal

II. Complete the modal perfect forms in these sentences.

1 The team leader was great, but I think she could _____ spent more time on

simulations. 2 You might have _____ to my letter sooner. I thought you were no longer

interested in my proposal. 3 They needn't _____ into the

office – there was no work for them to do when they got there. 4 If your application had been successful, we _____ informed you in writing.

III. Conditionals

- 1 If we lose the password, we _____ (not\to be able) to access those files ever again.
- 2 If I were you, I _____ (to turn) to a professional website designer.
- 3 If the economic climate _____ (to be) more favourable, our e-commerce would have expanded massively.

Тема 1.3. Успешные продажи. Условия создания каналов распределения и сбыта продукции. Зарубежные продажи. Тема 1.4. Приём зарубежных партнёров. Корпоративные мероприятия. Электронная переписка.

Choose the six correct words from the box to complete the sentences. warehouse / bulk / delivery / despatch / discount / enquire / payment / refund / return / bargain / stock / sale

- 1 At that price, the car you bought was a real_____.
- 2 You cannot get a_____if you do not send back the goods in their original packaging.
- 3 As we are always having storage problems, I think we should build a new _____.
- 4 If there is a problem with any of the goods you receive, please _____ them within three days.
- 5 Our policy is to_____goods within 72 hours of receiving an order.
- 6 We offer a 5%_____on orders over \$500.

1 Supply the missing word in each definition.

- 7 After-_____service is the help people get from the shop where they have bought a product.
- 8 The_____street is the street of a town where many shops and businesses are.
- 9 A_____ -off period is the time when you can change your mind and cancel an order.
- 10 A money back_____is a promise by the seller to give you your money back if you are not satisfied with the goods you bought.
- 11 Your credit card _____are the name, number and expiry date on your credit card.
- 12 If you _____about, you go to different places to compare prices and quality before you buy something.
- 13 If the goods you want are out of_____, it means that they are not

available.

14 If a shop gives you interest-free _____, it means that you can pay for the goods after you have bought them, at no extra cost.

15 A _____ is a person or company that sells goods to people in shops.

LANGUAGE REVIEW: MODALS

2 Match the following sentence halves. Write your answers here: 16

17 _____ 18 _____ 19 _____ 20 _____ 21 _____ 22 _____

16 Internet shopping is changing the face of business,

17 To be successful in both the online and offline world,

18 If you want to stay ahead of your competitors,

19 You will need your password every time you want to access our website,

20 All our admin staff are trained by our own IT specialists,

21 If you do not want to risk losing important data,

22 Not all consumers are very good at surfing the Internet,
a businesses should try and integrate the two as much as possible.

b so a good website shouldn't be too complicated.

c so traditional stores need to adapt as quickly as they can.

d so we don't have to send them on expensive courses.

e so you mustn't forget it.

f you have to start selling online.

g you must shut down your computer properly every time.

РАЗДЕЛ 2. Планирование

Тема 2.1. - 2.2 Создание новой компании. Новые бизнес идеи. Продукты компании. Работа менеджера по управлению компанией. Маркетинг.

VOCABULARY: WORD PARTNERSHIPS

1 Match a word from A and B and complete sentences 1—10. Use each word from A twice.

A

advertising / consumer / market / product / sales B

behaviour / budget / campaign / forecast / launch / lifecycle / profile / research / segment / targets

1 The _____ is the length of time people continue to buy a particular product.

2 _____ showed very good potential for marketing the magazine to executives in the age range 25—35.

3 A _____ is simply a description of a typical customer.

4 Our company has established its brand name through a multi-million multi-media

5 The introduction of a product to the market is called the _

.

6 Family and friends are a major factor in _____. They really influence what people buy, where and how.

7 A _____ is a group of customers of similar age and income level.

8 I don't think cutting our _____ by half is a good idea. Our campaigns are highly successful and always generate huge profits in the long

term.

9 Our representatives are under a lot of pressure to meet their

10 I'm afraid I can only make a pessimistic _____ for
February and March.

LANGUAGE REVIEW: QUESTIONS

2 Re-order the words to make questions.

11 much advertising do how on spend you ?

12 does endorsement mean what ?

13 strengths and are company's weaknesses what your ?

14 range did extend product their they when ?

15 is team leading sales who your ?

LANGUAGE REVIEW: FUTURE PLANS

3 Re-order the words to make sentences.

13 Brazil expand hoping in they're to

14 not a bonus expecting get good is she to

15 attract foreign we investment like more to would

16 a Bangalore in open planning subsidiary to we're

17 are going launch when model this to you ?

4 In each sentence, one word is missing. Re-write each sentence with the correct word in the right place.

18 We going to visit our suppliers next week.

19 I help you write the report if you like.

20 We look forward seeing you soon.

21 Analysts say the economy will better next year.

22 They want relaunch their video camera.

Тема 2.3- 2.4. Планирование. Управление персоналом. Правила ведения деловой переписки. Основные типы деловой документации

VOCABULARY: VERBS AND PREPOSITIONS

1 Complete each sentence with a verb from the box.

believe / deal / delegate / invest / respond

- 1 We _____ a lot in training courses for our employees. We know it's money well spent.
- 2 Our new manager can _____ with problems very effectively.
- 3 Don't try to do everything on your own. You should _____ tasks to your assistant more often.
- 4 Our previous manager didn't even try to _____ to our concerns.
- 5 When your employees feel that you _____ in their abilities, they often start to perform better.

2 Complete each sentence with a preposition from the box.

for / on / to / with / to

- 6 We need to agree _____ the date of the relaunch of our new series.
- 7 Tom apologised _____ making so many mistakes in his report.
- 8 A good manager should listen _____ suggestions from staff.
- 9 It was my mistake, I know. I have already apologised _____ the director.
- 10 I couldn't agree _____ the others that our suppliers were responsible.

LANGUAGE REVIEW: REPORTED SPEECH

3 Re-order the words to make reported statements and questions.

- 11 do him I it to told
- 12 were said they she wrong

13 asked he members team the were who

14 invoice manager me not pay the the to told

15 asked finish meeting she the time what would

4 Complete these sentences using the words in brackets.

For example:

to the conference even if you invited him. (he / not / come)

He wouldn't come to the conference even if you invited him.

-
- 16 Would you move to our Taiwan office if _____?
(you / can)
- 17 If you were in my position, how _____ with this
crisis? (you / deal)
- 18 They wouldn't do business with us if they _____
our terms favourable. (not / find)
- 19 If you look at our catalogue, you _____ how much
we have expanded our product range. (see)
- 20 You'd be more popular if _____ so nervous all the
time. (you / not / be)

РАЗДЕЛ 3.

Тема 3.1 Торговые марки. Тема 3.2. Путешествия и деловые поездки.

VOCABULARY: BRAND MANAGEMENT

1 Complete these sentences about brands and products with the missing word.

- 1 The I _____ our consumers have of the brand is one of youth,
life and excitement!
- 2 I've invited all the journalists to the product l _____ next month.
- 3 What we need is a well-known tennis player to e _____ our new
range of leisure wear.
- 4 You simply can't change the n _____ of the brand after fifty
years!
- 5 James Bond films are great for product p _____ – especially
luxury goods.
- 6 We can expect a product l _____ of about five years on this
model.
- 7 The danger with putting our name on other products and brand
s _____ is that the brand loses value.
- 8 The brand l _____ of our customers is incredible. Some of them
wear nothing but a product with our name on it.
- 9 Here's our brochure with the new r _____ of products for next
year.
- 10 Coca-cola is an example of global brand a _____. There isn't a
country that doesn't know what a coke is.

LANGUAGE REVIEW: PRESENT SIMPLE AND PRESENT CONTINUOUS

2 Complete these sentences with the present simple or the present continuous forms of the verbs in brackets.

- 11 Currently, we _____ (plan) some major changes in the
department.
- 12 We usually _____ (respond) to any competition with a newer
model.

- 13 At present I _____ (manage) the division while my boss is away.
 14 It's a temporary problem and these delays _____ (end) very soon.
 15 I _____ (not/eat out) much – except when people visit the company.
 16 I'm afraid he _____ (not/work) here this week. Can I help?
 17 How often _____ you _____ (have) meetings?
 18 They _____ (not/do) much business with us at the moment.
 19 I _____ (not/buy) one brand because I like different types of clothes.
 20 you _____ (outsource) projects or are they always in-company?

SKILLS: TAKING PART IN MEETINGS 1

3 Each phrase contains a mistake. Write the phrase correctly.

- 21 How do you feel to this idea? _____ ?
 22 How do you think of the proposal? _____ ?
 23 What's you opinion? _____ ?
 24 I'm not thinking it's a good idea. _____ .
 25 I'm agree with you. _____ .

Тема 3.3. Успешные организации Тема 3.4. Изменения в бизнесе

VOCABULARY: DESCRIBING CHANGE

1 Complete sentences 1-10 with the word in brackets. Add a prefix and change the form if necessary.

- 1 Since they took over the company, they've _____ all parts of the workforce. (size)
 2 Some of the people at head office won't like this new initiative to decision-making down to branch level. (centralise)
 3 The _____ from the city centre out to our new site in the midlands is taking longer than planned. (locate)
 4 Oh no! We're having another office _____. It's the third time this year! (organise)
 5 If they _____ the company, he thinks we'll lose our jobs. (structure)
 6 They want a product _____ to try and improve sales. (launch)
 7 I'm going on a course to _____ and work in customer care. (train)

8 Can we _____ these computers with that new software you bought. (grade)

9 _____ of the industry has made it easier for use to compete with cheap exports. (regulate)

10 It would be quicker to build a brand new factory than to _____ this plant. (develop)

LANGUAGE REVIEW: PAST SIMPLE AND PRESENT PERFECT

2 Complete sentences 11-20 with these irregular verbs in the past simple or present perfect.

Be / meet / not have / go / rise / not do / buy / take / come / make

11 At last! Finally, he _____ a decision.

12 Turnover _____ by 3% every year since 1998.

13 A: Did you finish that report? B: No sorry, I still _____ it yet.

14 Didn't you hear? They _____ bankrupt last year.

15 you ever _____ to Hong Kong?

16 We visited the factory and then I _____ them out for dinner.

17 I _____ shares in their company six years ago.

18 I'm afraid I _____ time to look at it yesterday.

19 The majority of our new business _____ from the teenage market in recent months.

20 you _____ Maggie while you were there?

РАЗДЕЛ 4.

Тема 4.1. Тема 4.2. Деньги и реклама. Виды валют. Финансовая деятельность компаний

VOCABULARY: ADVERTISING MEDIA AND METHODS

1 Complete the missing words in these sentences. The first letter is given.

1 Because tobacco companies can't advertise on TV, they use s _____ at sporting events such as Formula 1 to publicise their products.

2 W _____ o _____ m _____ tends to be the most effective form of advertising because you trust the opinion of the person who tells you.

3 I receive so many f _____ s _____, I never need to buy the product!

4 I'm always getting l _____ through my door for pizza delivery or personal loans.

5 Sports men and woman are often used for celebrity e _____.

6 I usually can't read what's on a b _____ unless the traffic isn't moving.

7 They have a really short and memorable s _____ on their adverts.

8 Television c _____ seem to get louder and longer!

9 I think the e _____ in Milan would be a good event to launch our new spring range.

10 The new p _____ campaign on the buses and underground is really imaginative.

2 Complete these 'attention-grabbing' word partnerships with one part of the body.

11 catching

12 watering

13 teasing LANGUAGE

REVIEW: ARTICLES

3 Read about an advertising agency. One article is missing in each line. Write it in as shown in the first example.:

0) Our advertising agency was set up in nineteen eighties

*Our advertising agency was set up in **the** nineteen eighties*

14) when companies were spending fortune on publicity

15) campaigns and when advertising budget might equal

16) twenty per cent of even smallest company's annual turnover.

17) We began by targeting some of larger companies but discovered

18) that this market was saturated. Instead there were lot of

19) smallbusinesses which had never considered benefits

20) of using the Internet, for example, as advertising tool.

Тема 4.3. Трудоустройство. Тема 4.4. Управление качеством товаров и услуг

VOCABULARY: THE RECRUITMENT PROCESS

1 Match the words in A and B and complete sentences 1-9.

A

pep / head / financial / curriculum / interview / application / fast / probationary /
psychometric B

track / package / hunter / talk / test / form / panel / vitae / period

1 I always find that a quick _____ with my staff
raises morale.

2 The _____ includes a pension and an
annual bonus.

3 Six months is the standard

.

4 I'm on a _____ scheme so I should be
promoted soon.

5 Please could you fill in this _____ before the
interview.

6 We'd also like you to take this

.

7 It was scary! I had to sit in front of an _____ of six
people.

8 I work as a _____. I have to find the best person for
the job.

9 My _____ is out of date. It doesn't include details of my most recent job.

LANGUAGE REVIEW: INDIRECT QUESTIONS AND STATEMENTS

2 Each question or statement includes one extra and incorrect word. Delete it.

For example: What are do you do?

10 Could you tell me what is your salary is?

11 I'm not sure when does the interview finishes.

12 Could you tell to me why she left?

13 I am wonder whether they'll apply?

14 I'd like to know how would your current boss would describe you?

15 Do you mind if can I ask what your weaknesses are?

3 Re-write these as direct or indirect questions and statements.

16 What's your job?

I was wondering _____.

17 What time does the first one arrive?

I'd like to know _____.

18 Why has he gone so early?

Could you tell me _____?

19 Do you know where the interview room is?

Where _____?

20 Do you happen to know if they've finished?

Have _____?

21 I have no idea who she is.

?

VOCABULARY: TRAVEL

1 Complete the words with the missing vowels (a, e, i, o, u)

1 There isn't enough l_____gr_____m in _____c_____n my class.

2 The q_____s at ch_____ck-_____n these days are always long.

3 It takes me about two days to recover from j_____t-l_____g when I arrive in the USA.

4 There's never a tr_____ll_____y around at an airport when you need one.

5 Americans call a l_____ft an_____l_____v_____t_____r.

6 I'm afraid you're only allowed one piece of c_____rry-_____n b_____gg
g

7 If they improved air q_____l_____ty on planes, passengers wouldn't suffer from d_____s_____r_____nt_____t_____n.

8 Do you want a _____n_____w_____y or _____r_____nd tr
p ticket?

9 Flight d_____l_____ys and c_____nc_____ll_____t_____ns add to the air traveller's frustrations.

10 We drove off the fr_____w_____y towards New York and went d_____wnt_____wn.

2.2 Рекомендации по оцениванию результатов ситуационных заданий

Максимальное количество баллов*	Правильность (ошибочность) решения
Отлично	<p>Обучающийся</p> <ol style="list-style-type: none"> 1) полно и аргументировано раскрывает содержание темы высказывания; 2) излагает материал связно и слитно, с использованием соответствующих лексико-грамматических и фонетических средств; 3) демонстрирует беглость речи близкую к естественной, без длительных пауз и повторов; 4) демонстрирует умения поддерживать контакт с аудиторией и собеседниками, быстро и правильно реагирует на поставленные вопросы, умеет поддерживать беседу, высказать свое мнение; 5) допускает 1-2 лексические, грамматические или фонетические ошибки,
Хорошо	<p>Обучающийся</p> <ol style="list-style-type: none"> 1) достаточно полно и аргументировано раскрывает содержание темы высказывания; 2) излагает материал связно и слитно, с использованием соответствующих лексико-грамматических и фонетических средств, допуская небольшие неточности, которые не влияют на содержание высказывания, не мешают его правильному восприятию; 3) демонстрирует беглость речи близкую к естественной, в речи может наблюдаться некоторое количество пауз, связанных с поиском правильных средств выражения; 4) демонстрирует умения поддерживать контакт с аудиторией и собеседниками, достаточно быстро и правильно реагирует на поставленные вопросы, умеет поддерживать беседу, высказать свое мнение; 5) допускает 3-5 лексических, грамматических или фонетических ошибок;
Удовлетворительно	<p>Обучающийся</p> <ol style="list-style-type: none"> 1) неполно раскрывает содержание темы высказывания; 2) излагает материал недостаточно связно и последовательно, знания терминологии не достаточны для раскрытия темы, а также обучаемому не хватает лексических,

	<p>грамматических и фонетических средств для осуществления полноценного высказывания;</p> <p>3) речь замедленная, обучаемый делает досточное количество пауз для поиска необходимых слов и выражений;</p> <p>4) демонстрирует недостаточные умения поддерживать контакт с аудиторией и собеседниками, достаточно медленно реагирует на поставленные вопросы, испытывает затруднения в ответах на некоторые из них, с трудом поддерживает беседу, высказывает свое мнение;</p> <p>5) допускает более 6-9 лексических, грамматических или фонетических ошибок;</p>
<p>Неудовлетворительно</p>	<p>Обучающийся</p> <p>1) не раскрывает содержание темы высказывания;</p> <p>2) излагает материал несвязно и непоследовательно, не владеет соответствующей терминологией, а также достаточными лексическими, грамматическими и фонетическими средствами для осуществления высказывания;</p> <p>3) речь замедленная, невнятная, изобилует длительными паузами и повторами;</p> <p>4) не умеет поддерживать контакт с аудиторией и собеседниками, медленно или совсем не реагирует на поставленные вопросы, не умеет поддерживать беседу и высказать высказывает свое мнение;</p> <p>5) допускает более 10 лексических, грамматических или фонетических ошибок.</p>

* Представлено в таблице 2.1.

**ТИПОВЫЕ СИТУАЦИОННЫЕ ЗАДАНИЯ
ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ**

Ситуация 1 к теме «Тема 1.1. Карьера. Сфера будущей профессиональной деятельности. Факторы, влияющие на успех в карьере.

Описание ситуации There are different tips in order to get ahead in your career. 1. Change companies often.

2. Be energetic and enthusiastic at all times.
3. Use charm with your superiors.
4. Be the last to leave work every day.
5. Attend all meetings.
6. Find an experienced person to give you help
7. Go to your company's social functions.
8. Study for extra qualifications in your free time.

Контрольный вопрос What should you do to get ahead in your career?

Ситуация к теме «Тема 1.2. Компании. Структура компаний. Истории создания успешных компаний»

Draw a simple organisation chart for the management structure of the place you will work at. Give the names, titles in English.

Is organisation structure in business important? What makes organisation structure of a company? What parts are modern typical firms divided into? How can you describe a senior manager?

There is a difference between an executive director and nonexecutive director, is not there? What is it?

Ситуация к теме «Тема 1.3 Успешные продажи. Условия создания каналов распределения и сбыта продукции. Зарубежные продажи.

Описание ситуации There are different places for shopping: a (street) market

- a convenience store
- a supermarket
- a department store
- a specialist retailer
- a shopping centre/mall
- an online retailer

Контрольный вопрос What do you like about shopping? What don't you like? When did you last visit these retail outlets? What did you buy?

Ситуация к теме Тема 1.4. Приём зарубежных партнёров. Корпоративные мероприятия. Электронная переписка.

Описание ситуации Imagine you have to entertain a group of foreign businesspeople.

Which of the activities would you choose?

Ситуация к тема 2.1. Создание новой компании. Новые бизнес идеи. Продукты компании. Тема 2.2. Работа менеджера по управлению компанией. Маркетинг.

Описание ситуации You want to start your own business. Think about conditions are important for people starting new businesses.

- low taxes • good transport links • skilled staff • training courses
- low interest rates • high unemployment • cheap rents
- a strong currency • a healthy economy • government grants
- a stable political situation • easy access to credit

Контрольный вопрос What conditions are important for people starting new businesses?

Ситуация к теме 2.3. Управление персоналом компании. Деловая переписка. Приём новых кандидатов на должность Тема 2.4. Правила ведения деловой переписки. Основные типы деловой документации

Описание ситуации Planning is important part of our life

Контрольный вопрос Which of the following do you use to plan your day or week? Which do you prefer? Why?

- desk or pocket diary • electronic organiser • writing on your hand • memory
- asking someone (e.g. your PA) to remind you • wall chart • smartphone
 - notes stuck on board, desk, fridge, etc. • computer program (e.g. Google calender, iCal)

Ситуация к теме 3.1. Торговые марки.

Описание ситуации List some of your favourite brands (Coca-Cola, Ikea, Microsoft, Tesco, Chanel Samsung).

Контрольный вопрос Do you / Would you buy any of the following brands? Why? / Why not? How loyal are you to the brands you have chosen? For example. when you buy jeans, do you always buy Levi's? Why do people buy brands?

Ситуация к теме 3.2. Путешествия и деловые поездки.

Описание ситуации There are different situations in our life. They are the following: starting your business? moving house , driving abroad, losing a pet, a new boss, moving to another country, changing your job, getting married (again!.) new neighbours.

- **Контрольный вопрос** What has been the most significant change in your life so far?

Ситуация к теме 3.3. Успешные организации.

Описание ситуации There are different situations in our life. They are the following: moving house, driving abroad, losing a pet, a new boss, moving to another country, changing your job, getting married (again!.) new neighbours.

Контрольный вопрос What has been the most significant change in your life so far?

Ситуация к теме 4.1. - 4.2. Виды валют. Финансовая деятельность компаний. Реклама. Создание рекламных текстов. Средства и методы рекламирования товаров и услуг.

Описание задания Try and use some signalling language in starting and structuring presentations

Контрольный вопрос Prepare and deliver a three-minute presentation on your chosen topic

Кейс 1

1 Your company is launching a new product. (Audience: a group of potential customers)

2 You are presenting your place of work or study. (Audience: a group of potential customers or students)

Ситуация к теме 4.3 Трудоустройство. Тема 4.4. Управление качеством товаров и услуг.

Описание задания A department store will be hiring a number of temporary workers from Omnia Employment Agency. The Human Resources Manager calls the agency to discuss some of the terms and conditions of the contract. Read your role cards. then role-play the call.

Контрольный вопрос Role-play this telephone situation in pairs.

2.4. Рекомендации по оцениванию дискуссионных тем

Максимальное количество баллов*	Критерии
Отлично	Обучающийся: -способен вести беседу по предложенной тематике (диалогическое и монологическое высказывания) в нормальном темпе; - демонстрирует широкий словарный запас, эффективный выбор и использование слова / идиомы, владение формой слова, соответствующий регистр; использует сложные грамматические конструкции; -эффективно взаимодействует с экзаменатором и/или партнером; -дает точные исчерпывающие ответы на все вопросы; -умело справляется с непредсказуемыми ситуациями; - проявляет инициативу; обосновывает свою мысль; - осуществляет связные монологические высказывания; - раскрывает тему полностью и надлежащим образом, приводит примеры и факты; - любое колебание в речи связано с содержанием, а не с поиском слов или грамматики.

Хорошо	<p>Обучающийся:</p> <ul style="list-style-type: none"> - способен вести беседу по предложенной тематике (диалогическое и/ли монологическое высказывание) в нормальном темпе; - имеет достаточный диапазон словарного запаса, делает несущественные ошибки в выборе формы слова/идиомы, имеет незначительные проблемы в выборе сложных конструкций, делает несколько ошибок в выборе времени, числа, порядка слов / функции, артиклей, местоимений, предлогов, допускает небольшое количество ошибок в орфографии, пунктуации, капитализации; -в основном высказывание отвечает заданию; -обучающийся понимает экзаменатора и партнера и дает правильные ответы на большинство вопросов; -в целом умеет справляться с непредсказуемыми ситуациями; - дает распространенные ответы и проявляет инициативу; - проявляет минимальные колебания в речи.
Удовлетворительно	<p>Обучающийся:</p> <ul style="list-style-type: none"> -понимает экзаменатора и партнера и дает правильные ответы; -выполняет простые задачи, но испытывает затруднения с более сложными задачами, недостаточно широко развивает свою мысль; -показывает ограниченный диапазон словарного запаса, делает частые ошибки в выборе формы слова / идиомы, использовании, значениях, имеет серьезные проблемы с простыми / сложными конструкциями, -проявляет частые колебания, произношение затрудняет общение; - темп речи замедлен
Неудовлетворительно	<p>Обучающийся:</p> <ul style="list-style-type: none"> -не способен высказываться в устной форме; - не может раскрыть содержание задания, не понимает собеседника; - имеет ограниченный диапазон словарного запаса, делает частые ошибки в выборе формы слова / идиомы, использовании, практически не показывает знания правил построения предложений

**ТЕМЫ ДИСКУССИЙ ДЛЯ ПРОВЕРКИ УРОВНЯ
СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ**

Контролируемые темы учебной дисциплины	Темы для дискуссии
<p>Тема 1.1. Карьера. Сфера будущей профессиональной деятельности. Факторы, влияющие на успех в карьере.</p>	<ol style="list-style-type: none"> 1. Do you have a career plan? Where do you want to be in 10 years' time? 2. Would you like to work for one or several companies? 3. What can damage your career prospects? 5. What do you hope to do in your future career? 6. Are you an organized person? How do you organize your time? 7. What techniques do you use in studying English? How do you remember new words, learn grammar etc.? 8. What do you trust more: TV, the Internet, newspapers? Why? 9. What personal qualities are crucial for running a business? 10. What are your strengths and weaknesses?
<p>Тема 1.2. Компании. Структура компаний. Истории создания успешных компаний</p>	<ol style="list-style-type: none"> 1. What are the best ways of getting information on major issues of the day? 2. Can some good newspapers compete with the scientists in the way of educating people according to a well-known American writer? 3. What do publications of most newspapers usually deal with? 4. What is the most dominating type of media? 5. How can big corporations benefit from mass media? 6. Do you agree that mass media promotes quality and progress in our everyday life? Why/not? 7. What are the best ways of getting information on major issues of the day? 8. What do you use the internet for? How much time do you spend on the internet each week? 9. Do you use mobile phone for information or entertainment? 10. Is TV educational or is it complete

	rubbish?
Тема 1.3. Успешные продажи. вля создания каналов ределения и сбыта продукции. бежные продажи.	<ol style="list-style-type: none"> 1. What do you like /dislike about shopping? 2. Why are beauty products easy to sell on TV? 3. How to become a successful sales person? 4. Negotiating successfully. What can help? (effective salesperson). 5. Which type of products are difficult to sell and why? 6. What are the shopping habits of the people you know? 7. What do you think are the keys to success in online selling?
Тема 1.4. Приём зарубежных партнёров. Корпоративные мероприятия. Электронная переписка.	<ol style="list-style-type: none"> 1. How important is cultural entertainment in your country? 2. How important is cultural entertainment in your company/organisation? 3. What places would you like your business visitors to visit? 4. What events would you recommend to your business visitors? 5. What other types of entertainment could you offer? 6. What is important when organising a corporate entertainment event? 7. What makes a corporate entertainment event successful? 8. What are the advantages of corporate entertainment? 9. What are the most common topics of small talk? 10. How to entertain business clients in Donetsk?
Тема 2.1. Создание новой компании. Новые бизнес идеи. Продукты компании	<ol style="list-style-type: none"> 1. Would you like to start your own business? 2. What conditions are important for people starting new businesses? 3. What are the advantages and disadvantages of starting your business? 4. What ideas have been the best in the last 20 years? 5. What economic terms do you know?

	<p>6. What information will the manager require for a personal loan?</p> <p>7. What is important when setting up a new company?</p>
<p>Тема 2.2. Работа менеджера по управлению компанией. Маркетинг.</p>	<p>1. What do you think are the biggest economic problems in your country?</p> <p>2. What is “the four Ps “?</p> <p>3. What marketing campaigns impressed you most?</p> <p>4. What are the main keys to successful marketing?</p> <p>5. What product would you most like to sell?</p> <p>6. Describe some of your favourite products. Why do you like them?</p> <p>7. What is the best thing you’ve ever bought?</p> <p>8. Prepare a short presentation about a product.</p> <p>9. Describe a marketing campaign of some well-known companies.</p> <p>10. How can you increase sales figures of a brand?</p>
<p>Тема 2.3. Управление персоналом компании. Деловая переписка. Приём новых кандидатов на должность</p>	<p>1. Are you an organized person? How do you organize your time?</p> <p>2. What do you consider when planning family events?</p> <p>3. What are the most important things to do when planning in business?</p> <p>4. How often do you think businesses should revise their plans?</p>
<p>Тема 2.4. Правила ведения деловой переписки. Основные типы деловой документации</p>	<p>1. What are the basic rules to follow when writing business letters?</p> <p>2. What is the structure of a business letter?</p> <p>3. What is business correspondence and when is it used?</p> <p>4. What types of business documentation are most common in business?</p> <p>5. How to correctly format requests and proposals in business letters?</p> <p>6. What mistakes are common in business correspondence and how to avoid them?</p> <p>7. What are the features of electronic business correspondence?</p>

	<p>8. What is a memo and what is its main purpose?</p> <p>9. How to write a report on the work done?</p> <p>10. What is the difference between an invoice and a certificate of completion?</p>
<p>Тема 3.1. Торговые марки.</p>	<p>1. What is a trademark and what role does it play in business?</p> <p>2. What types of trademarks exist?</p> <p>3. How does the trademark registration process work?</p> <p>4. What are the consequences of using an unregistered trademark?</p> <p>5. How to search for existing trademarks before registration?</p> <p>6. What is the role of a trademark in building a brand?</p> <p>7. What factors can affect the reputation of a trademark?</p>
<p>Тема 3.2. Путешествия и деловые поездки.</p>	<p>1. Do you like travelling? Which places have you visited or would like to visit? Why?</p> <p>2. What is the best time to visit your own city?</p> <p>3. Describe the opportunities your favourite season creates for travel?</p> <p>4. What is the best way of traveling around your country (rail/road/air)?</p> <p>5. Why is it better than the others?</p> <p>6. What are the biggest transport problems in your country?</p>
<p>Тема 3.3. Успешные организации</p>	<p>1. What makes an organization successful in modern business?</p> <p>2. What characteristics are inherent in successful organizations?</p> <p>3. What role does corporate culture play in achieving success?</p> <p>4. What management strategies help organizations achieve their goals?</p> <p>5. How do successful organizations adapt to changes in the market?</p> <p>6. What methods of evaluating the effectiveness of organizations exist?</p> <p>7. What are the main factors that contribute to innovation in successful companies?</p>

<p>Тема 3.4. Изменения в бизнесе.</p>	<ol style="list-style-type: none"> 1. What factors drive change in business? 2. How do changes in technology affect business processes? 3. How can companies effectively manage change? 4. What are the risks associated with implementing change in an organization? 5. What is the role of leadership in the change process? 6. How do employees react to changes in the company? 7. What are the best practices for implementing change in business? 8. How do changes in consumer preferences affect company strategies? 9. How do competitive strategies change during economic changes? 10. What are some examples of successful change management from practice?
<p>Тема 4.1. Виды валют. Финансовая деятельность компаний</p>	<ol style="list-style-type: none"> 1. What types of currencies exist and how are they classified? 2. How does the foreign exchange market function and what factors influence it? 3. What are the benefits and risks associated with using foreign currencies for business? 4. How do companies manage currency risks? 5. How does a company's financial activity depend on exchange rate fluctuations? 6. What are the methods for hedging currency risks? 7. How do changes in government currency policies affect international business?
<p>Тема 4.2. Реклама. Создание рекламных текстов. Средства и методы рекламирования товаров и услуг.</p>	<ol style="list-style-type: none"> 1. What are the main goals and objectives of advertising? 2. What components should an effective advertising text contain? 3. How to choose the target audience for an advertising campaign? 4. What methods of evaluating the effectiveness of advertising texts exist? 5. What is the meaning of the headline in an advertising message? 6. How to use emotional and rational Appeals in advertising? 7. What means of advertising goods and services

	are the most popular at present? 8. How do social networks influence the creation and distribution of advertising?
Тема 4.3 Трудоустройство.	<ol style="list-style-type: none"> 1. How to write a resume for a job search? 2. What mistakes should you avoid when preparing for an interview? 3. How to choose the right vacancies to send your resume? 4. What skills and qualities are most in demand in today's labor market? 5. How to effectively use social networks to find a job? 6. How to prepare for an interview in different industries? 7. How to cope with overtime and stress in a new workplace? 8. How important is it to have references from previous employers?
Тема 4.4. Управление качеством товаров и услуг.	<ol style="list-style-type: none"> 1. What are the main principles of quality management of goods and services? 2. What is the role of ISO standards in quality assurance? 3. What methods and tools are used for quality control? 4. How to conduct a quality audit in a company? 5. What is the relationship between customer satisfaction and product quality? 6. How does the implementation of a quality management system affect business processes? 7. What is the difference between quality management and quality control? 8. What is the role of employee training in quality management?

2.5. Рекомендации по оцениванию эссе (докладов, сообщений).

Максимальное количество баллов	Критерии
отлично	<p>Обучающийся:</p> <ol style="list-style-type: none"> 1) полно и аргументировано раскрывает содержание темы высказывания;

	<p>2) излагает материал связно и слитно, с использованием соответствующих лексико-грамматических и фонетических средств;</p> <p>3) письменное высказывание имеет вступление, основную часть и заключение, каждая часть из которых логически оправдана и имеет соответствующий объем;</p> <p>4) допускает 1-2 лексические, грамматические или стилистические ошибки, которые не влияют на содержание высказывания;</p> <p>5) объем высказывания полностью соответствует требованиям</p>
хорошо	<p>Обучающийся:</p> <p>1) достаточно полно и аргументировано раскрывает содержание темы высказывания;</p> <p>2) излагает материал связно и слитно, с использованием соответствующих лексико-грамматических и фонетических средств, допуская небольшие неточности, которые не влияют на содержание высказывания, не мешают его правильному восприятию;</p> <p>3) письменное высказывание имеет вступление, основную часть и заключение, каждая часть из которых в целом логически оправдана логически оправдана и имеет соответствующий объем;</p> <p>4) допускает 3-5 лексических, грамматических или стилистических ошибок;</p> <p>5) объем высказывания в основном соответствует требованиям.</p>
удовлетворительно	<p>Обучающийся</p> <p>1) неполно раскрывает содержание темы высказывания;</p> <p>2) излагает материал недостаточно связно и последовательно,</p>

	<p>знания терминологии не достаточны для раскрытия темы, а также обучаемому не хватает лексических, грамматических и стилистических средств для осуществления полноценного высказывания;</p> <p>3) письменное высказывание имеет вступление, основную часть и заключение, однако одна из частей слишком краткая/длинная, не связана с остальными частями, не соответствует своему назначению;</p> <p>4) допускает более 6-9 лексических, грамматических или фонетических ошибок;</p> <p>5) объем высказывания не соответствует требованиям (превышает установленный объем или, наоборот, имеет меньший объем).</p>
Неудовлетворительно	<p>Обучающийся:</p> <p>1) не раскрывает содержание темы высказывания;</p> <p>2) излагает материал несвязно и непоследовательно, не владеет соответствующей терминологией, а также достаточными лексическими, грамматическими и стилистическими средствами для осуществления высказывания;</p> <p>3) не придерживается структуры письменного высказывания;</p> <p>4) допускает более 10 лексических, грамматических или стилистических ошибок;</p> <p>5) объем высказывания не соответствует требованиям (превышает установленный объем или, наоборот, имеет меньший объем).</p>

ТЕМЫ ЭССЕ (ДОКЛАДОВ, СООБЩЕНИЙ) ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

1. The Impact of Education on Career Prospects: Is Higher Education Important?
2. Networking: How Building Professional Contacts Affects Career
3. Personal Qualities That Contribute to Career Growth
4. Trends in the Labor Market: Professions of the Future and Their Demand
5. Work-Life Balance: How Does It Affect Career Success
6. The Role of a Mentor in Shaping a Career Path
7. Company structure: main elements and their interaction
8. The influence of organizational structure on business efficiency
9. Types of organizational structures: advantages and disadvantages
10. The role of company culture in shaping structure and processes
11. How to choose the optimal company structure: case studies
12. Psychology of successful sales: how to understand the needs of the client
13. The influence of marketing strategies on sales results
14. Emotional connection with the client: the key to successful sales
15. What is important when organising a corporate entertainment event?
16. Would you like to start your own business? Why? I Why not?
17. What are your favourite brands?
18. What makes a good employee?
19. What are the main principles of quality management of goods and services?
20. What is the role of ISO standards in quality assurance?

ВОПРОСЫ К ЗАЧЕТУ / ЭКЗАМЕНУ ПО РАЗДЕЛАМ (ТЕМАМ) ДИСЦИПЛИНЫ

Контролируемые темы учебной дисциплины	Вопросы к зачёту/экзамену
<p>Тема 1.1. Карьера. Сфера будущей профессиональной деятельности. Факторы, влияющие на успех в карьере.</p>	<ol style="list-style-type: none"> 1. Do you have a career plan? Where do you want to be in 10 years' time? 2. Would you like to work for one or several companies? 3. What can damage your career prospects? 5. What do you hope to do in your future career? 6. Are you an organized person? How do you organize your time? 7. What techniques do you use in studying English? How do you remember new words,

	<p>learn grammar etc.?</p> <p>8. What do you trust more: TV, the Internet, newspapers? Why?</p> <p>9. What personal qualities are crucial for running a business?</p> <p>10. What are your strengths and weaknesses?</p>
<p>Тема 1.2. Компании. Структура компаний. Истории создания успешных компаний</p>	<p>1. What are the best ways of getting information on major issues of the day?</p> <p>2. Can some good newspapers compete with the scientists in the way of educating people according to a well-known American writer?</p> <p>3. What do publications of most newspapers usually deal with?</p> <p>4. What is the most dominating type of media?</p> <p>5. How can big corporations benefit from mass media?</p> <p>6. Do you agree that mass media promotes quality and progress in our everyday life? Why/not?</p> <p>7. What are the best ways of getting information on major issues of the day?</p> <p>8. What do you use the internet for? How much time do you spend on the internet each week?</p> <p>9. Do you use mobile phone for information or entertainment?</p> <p>10. Is TV educational or is it complete rubbish?</p>
<p>Тема 1.3. Успешные продажи. Условия создания каналов распределения и сбыта продукции. Зарубежные продажи.</p>	<p>1. What do you like /dislike about shopping?</p> <p>2. Why are beauty products easy to sell on TV?</p> <p>3. How to become a successful sales person?</p> <p>4. Negotiating successfully. What can help? (effective salesperson).</p> <p>5. Which type of products are difficult to sell and why?</p> <p>6. What are the shopping habits of the people you know?</p> <p>7. What do you think are the keys to</p>

<p>Тема 1.4. Приём зарубежных партнёров. Корпоративные мероприятия. Электронная переписка.</p>	<p>success in online selling?</p> <ol style="list-style-type: none"> 1. How important is cultural entertainment in your country? 2. How important is cultural entertainment in your company/organisation? 3. What places would you like your business visitors to visit? 4. What events would you recommend to your business visitors? 5. What other types of entertainment could you offer? 6. What is important when organising a corporate entertainment event? 7. What makes a corporate entertainment event successful? 8. What are the advantages of corporate entertainment? 9. What are the most common topics of small talk? 10. How to entertain business clients in Donetsk?
<p>Тема 2.1. Создание новой компании. Новые бизнес идеи. Продукты компании</p>	<ol style="list-style-type: none"> 1. Would you like to start your own business? 2. What conditions are important for people starting new businesses? 3. What are the advantages and disadvantages of starting your business? 4. What ideas have been the best in the last 20 years? 5. What economic terms do you know? 6. What information will the manager require for a personal loan? 7. What is important when setting up a new company?
<p>Тема 2.2. Работа менеджера по управлению компанией. Маркетинг.</p>	<ol style="list-style-type: none"> 1. What do you think are the biggest economic problems in your country? 2. What is “the four Ps “? 3. What marketing campaigns impressed you most? 4. What are the main keys to successful marketing? 5. What product would you most like to sell? 6. Describe some of your favourite products. Why do you like them?

	<p>7. What is the best thing you've ever bought?</p> <p>8. Prepare a short presentation about a product.</p> <p>9. Describe a marketing campaign of some well-known companies.</p> <p>10. How can you increase sales figures of a brand?</p>
<p>Тема 2.3. Управление персоналом компании. Деловая переписка. Приём новых кандидатов на должность</p>	<p>1. Are you an organized person? How do you organize your time?</p> <p>2. What do you consider when planning family events?</p> <p>3. What are the most important things to do when planning in business?</p> <p>4. How often do you think businesses should revise their plans?</p>
<p>Тема 2.4. Правила ведения деловой переписки. Основные типы деловой документации</p>	<p>1. What are the basic rules to follow when writing business letters?</p> <p>2. What is the structure of a business letter?</p> <p>3. What is business correspondence and when is it used?</p> <p>4. What types of business documentation are most common in business?</p> <p>5. How to correctly format requests and proposals in business letters?</p> <p>6. What mistakes are common in business correspondence and how to avoid them?</p> <p>7. What are the features of electronic business correspondence?</p> <p>8. What is a memo and what is its main purpose?</p> <p>9. How to write a report on the work done?</p> <p>10. What is the difference between an invoice and a certificate of completion?</p>
<p>Тема 3.1. Торговые марки.</p>	<p>1. What is a trademark and what role does it play in business?</p> <p>2. What types of trademarks exist?</p> <p>3. How does the trademark registration process work?</p> <p>4. What are the consequences of using an unregistered trademark?</p> <p>5. How to search for existing trademarks before registration?</p> <p>6. What is the role of a trademark in</p>

	<p>building a brand?</p> <p>7. What factors can affect the reputation of a trademark?</p>
<p>Тема 3.2. Путешествия и деловые поездки.</p>	<p>1. Do you like travelling? Which places have you visited or would like to visit? Why?</p> <p>2. What is the best time to visit your own city?</p> <p>3. Describe the opportunities your favourite season creates for travel?</p> <p>4. What is the best way of traveling around your country (rail/road/air)?</p> <p>5. Why is it better than the others?</p> <p>6. What are the biggest transport problems in your country?</p>
<p>Тема 3.3. Успешные организации</p>	<p>1. What makes an organization successful in modern business?</p> <p>2. What characteristics are inherent in successful organizations?</p> <p>3. What role does corporate culture play in achieving success?</p> <p>4. What management strategies help organizations achieve their goals?</p> <p>5. How do successful organizations adapt to changes in the market?</p> <p>6. What methods of evaluating the effectiveness of organizations exist?</p> <p>7. What are the main factors that contribute to innovation in successful companies?</p>
<p>Тема 3.4. Изменения в бизнесе.</p>	<p>1. What factors drive change in business?</p> <p>2. How do changes in technology affect business processes?</p> <p>3. How can companies effectively manage change?</p> <p>4. What are the risks associated with implementing change in an organization?</p> <p>5. What is the role of leadership in the change process?</p> <p>6. How do employees react to changes in the company?</p> <p>7. What are the best practices for implementing change in business?</p> <p>8. How do changes in consumer preferences affect company strategies?</p> <p>9. How do competitive strategies change during economic changes?</p>

	<p>10. What are some examples of successful change management from practice?</p>
<p>Тема 4.1. Виды валют. Финансовая деятельность компаний</p>	<ol style="list-style-type: none"> 1. What types of currencies exist and how are they classified? 2. How does the foreign exchange market function and what factors influence it? 3. What are the benefits and risks associated with using foreign currencies for business? 4. How do companies manage currency risks? 5. How does a company's financial activity depend on exchange rate fluctuations? 6. What are the methods for hedging currency risks? 7. How do changes in government currency policies affect international business?
<p>Тема 4.2. Реклама. Создание рекламных текстов. Средства и методы рекламирования товаров и услуг.</p>	<ol style="list-style-type: none"> 1. What are the main goals and objectives of advertising? 2. What components should an effective advertising text contain? 3. How to choose the target audience for an advertising campaign? 4. What methods of evaluating the effectiveness of advertising texts exist? 5. What is the meaning of the headline in an advertising message? 6. How to use emotional and rational Appeals in advertising? 7. What means of advertising goods and services are the most popular at present? 8. How do social networks influence the creation and distribution of advertising?
<p>Тема 4.3 Трудоустройство.</p>	<ol style="list-style-type: none"> 1. How to write a resume for a job search? 2. What mistakes should you avoid when preparing for an interview? 3. How to choose the right vacancies to send your resume? 4. What skills and qualities are most in demand in today's labor market? 5. How to effectively use social networks to find a job? 6. How to prepare for an interview in different industries? 7. How to cope with overtime and stress in a new workplace? 8. How important is it to have references from

	previous employers?
<p style="text-align: center;">Тема 4.4. Управление качеством товаров и услуг.</p>	<ol style="list-style-type: none"> 1. What are the main principles of quality management of goods and services? 2. What is the role of ISO standards in quality assurance? 3. What methods and tools are used for quality control? 4. How to conduct a quality audit in a company? 5. What is the relationship between customer satisfaction and product quality? 6. How does the implementation of a quality management system affect business processes? 7. What is the difference between quality management and quality control? 8. What is the role of employee training in quality management?

ОБРАЗЦЫ ТЕСТОВ ДЛЯ ПРОВЕРКИ СФОРМИРОВАННОСТИ УРОВНЯ КОМПЕТЕНЦИИ НА ЗАЧЕТЕ

1. Read the story and mark these statements true, false or not stated (if there isn't enough information in the text).

A flight to India had a stopover at Heathrow Airport. The stopover was just two hours, so the passengers only had time for a snack and a bit of shopping before they were ready to board their next plane to Bombay. But there was a huge queue to the security check and the passengers were starting to get very nervous. They didn't want to miss their flight. One of the passengers in the queue was a very tall Indian with a big bag. The bag was heavy for normal hand baggage and the man had put it on a trolley. When it was his turn to go through the metal detector, he stepped forward with his bag. Of course, the next thing everybody heard was a loud alarm (сирена). The security officers went speechless with surprise. However, a moment later, they turned to the Indian man and very politely asked him to leave his hand baggage with them before going through the metal detector. The Indian smiled, took his bag off the trolley and gave it to a security officer.

Then he went back to his trolley, pushed it in front of him and tried to go through the metal detector once again. By this time, it was very clear what the problem was.

True or false, not stated?

1. The story took place in the UK.
2. The passengers were on their way to India.
3. The stopover wasn't very long.
4. People usually get nervous when they have to stand in a queue.

5. The passengers of the flight to Bombay had to go through the security check.
6. The tall Indian had just his hand baggage with him.
7. The Indian was carrying a very heavy bag.
8. The Indian tried to go through the metal detector with his bag.
9. Only the Indian's trolley set off the alarm.
10. The Indian was travelling for the first time in his life.

2. Read the text and choose the best word to fill in each gap from A, B, C,

D below.

SBS stands for Siemens Business Services. It is a division of the famous (1)_____ company Siemens. It is only about five years old but is already (2)_____ for a considerable part of Siemens' (3)_____. How? Siemens had the idea in 1995. A whole (4)_____ of Siemens was at the time responsible for the information and communication (5)_____ of Siemens. The idea was to (6) _____ this service not only inside the company but outside too. SBS is now one of the world's leading providers in the area of electronic business solutions and (7)_____.

Friedrich Froeschi is the CEO and SBS is now an (8)_____ division with 33,000 employees in 88 countries and turnover of €5.8 billion. One of its (9) _____ customers is the British government. SBS organizes and manages the passports and national savings accounts for Britain.

In Europe its main (10)_____ are IBM, Cap Gemini, and EDS. With growth in this market of at least 15% the future looks bright for this German service company.

1. A Italian	B German	C British	D French
2. A answerable	B dependable	C irresponsible	D responsible
3. A profit	B turnover	C loss	D earnings
4. A company	B department	C office	D officer
5. A work	B job	C activities	D actions
6. A offer	B propose	C agree	D present
7. A propositions	B proposals	C repairs	D services
8. A independent	B dependent	C free	D busy
9. A smallest	B small	C largest	D larger
10. A competitors	B customers	C colleagues	D enemies

3. 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 group 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

**ОБРАЗЦЫ ТЕСТОВ ДЛЯ ПРОВЕРКИ СФОРМИРОВАННОСТИ
 УРОВНЯ КОМПЕТЕНЦИИ НА ЭКЗАМЕНЕ
 THE VOCABULARY TEST**

1. Complete the text below (1–5) with the correct word from the box. There is one word you

advertising / launch / market / redundant / share / subsidiary
--

Carston has announced that it will close its UK _____1, which employs about 70 staff. Most of the staff will be made _____2. The company spent £5 million on _____3 last year to promote its latest product. But the product _____4 was a failure. Competition from other UK companies, such as Fyfield and Brix, has been strong, and Carston has seen its market _____5 decline sharply over the last three years.

2. Complete the text below (6–10) with the best verb from the box. There are more verbs than you need.

do / get / make / market / set up / take / work

Erika always wanted to work for herself. After getting a good qualification in art and design, she decided to _____6 her own business making jewellery. Two years later, she is finding it hard to _____7 a living from her business. In fact, she has to _____8 part-time in a shop to earn extra money. Erika makes innovative jewellery that is both high quality and stylish, but she doesn't have a strong customer base and often finds it difficult to _____9 her work. She needs to _____10 some market research and then to develop an effective marketing strategy.

3. Choose the correct answer (a, b or c) to complete the article (11–20).

Michel Soussaline _____11 in a Paris hospital as a cancer specialist. But at present, he is only working part-time. In his free time, he _____12 his wife to develop a biotech company called Imstar. Mr Soussaline describes the difficulties of setting up a new company in France: 'We _____13 the necessary investment, but it was impossible. There is much less help for

developing companies than in the US.' Mr Soussaline believes that Imstar _____14 a bigger company by now if it was based in California.

Mr de Bézieux, who heads a lobby group for small businesses in France, says: 'Between 1965 and 1980, the French economy _____15 twice as fast as the US. Since then, it _____16 the opposite. One of the main explanations is that our small businesses _____17.'

But now there is a new approach to small business in France. In the past year, the government _____18 a series of initiatives to support innovative start-ups. In future, fastgrowing companies _____19 extra benefits and _____20 lower rates of tax.

11 a) works b) worked c) working

12 a) helped b) was helping c) is helping

- 13 a) look for b) looked for c) will look for
- 14 a) was b) would be c) have been
- 15 a) grows b) is growing c) was growing
- 16 a) was b) will be c) has been
- 17 a) is not growing b) was not growing c) are not growing
- 18 a) launches b) has launched c) will launch
- 19 a) will receive b) have received c) receive

4. Choose the right variant

1. There isn't a cloud in the sky, but it (be) cloudy in the morning.
 - a) was b) were c) are
2. Mrs. Clay usually finishes her work at half past three, but she (finish) it later yesterday afternoon.
 - a) finishes b) finished c) has finished
3. Every day I help Morn about the house, but last week I was very busy with my exam. So I (not / help) her much.
 - a) doesn't help b) don't help c) didn't help
4. My brother ... speak several foreign languages.
 - a) may b) can c) must
5. Can you use his dictionaries? — I'm afraid I He needs them.
 - a) can't b) mustn't c) shouldn't
- 6..... you pass the fruit? — Here you are.
 - a) Could b) Must c) Will
7. May I take this book home? — No, you
 - a) can't b) may not c) you will not
8. The manager see me only late in the evening.
 - a) could b) might c) was able to
9. All children enter the park. Admission is free.
 - a) can b) may c) are allowed to
10. My parents (be) to the USA many times.
 - a) have been b) had been
 - c) will have been d) is being
11. Julia (finish) all the housework by three o'clock and we'll go for a walk.
 - a) will finish b) will have finished
 - c) have finished d) had finished
12. Aunt Polly punished Tom Sawyer because he (be) naughty.
 - a) has been b) had been
 - c) will have been d) finishes
13. — Why are you looking so unhappy? — I (lose) my purse.

- a) have lost b) had lost
c) will have lost d) lost
14. We are going to buy a car. By the end of next month our family (save) money for it.
a) will save b) will have saved
c) have saved d) had saved
15. Tell Tommy about these wonderful islands. He (never / hear) about them.
a) has never heard b) had never heard
c) will never have heard d) heard
16. The workers say that they (build up) a district by the beginning of 2000.
a) will have built up b) will build up
c) have built up d) had built up
17. A mother asked the children if they (buy) some biscuits for tea.
a) has bought b) had bought
c) bought d) will have bought
18. I (leave) some photos to be developed. Are they ready?
a) have left b) had left
c) will have left d) leave
19. She (have lunch) by the time we arrive.
a) will have had b) will have
c) have had d) had had
20. Take your umbrella. It (rain) cats and dogs.
a) is raining b) was raining c) will be raining
21. This time tomorrow they (sit) in the train on their way to Chicago.
a) are sitting b) were sitting c) will be sitting
22. I saw a light in your window as I (pass) by.
a) is passing b) will be passing c) was passing.
23. I don't know Spanish, but I (learn) it now.
a) was learning b) will be learning c) am learning
24. Don't phone Jim from 5 to 6 – he (have) English.
a) will be having b) is having c) was having
25. Every year London ... by many people from all over the world.
a) is visited b) is being visited c) was being visited
26. The biggest museum ... by the Mayor next month, on May 24th.
a) opens b) is opened c) will be opened
27. Numerous banks, offices and firms ... in the City.
a) have been situated b) situate c) are situated
28. The City of London ... by fire in 1666 and by bombs in 1940.
a) destroyed b) was destroyed c) had been destroyed

29. St. Paul's Cathedral... by Christopher Wren (1632-1723), and it... last stone was

laid in 1710.

a) was designed; believes b) designed; believed c) was designed; is believed

30. Teddy's words made me (feel) uncomfortable.

a) to feel b) feeling c) feel

31. Mrs. Pottson allowed her guests (smoke) in the living-room.

a) to smoke b) smoking c) smoke

32. Has the secretary come yet? I want to have my papers (type).

a) to type b) type c) typed

33. I watched my cat (play) with her kittens. I couldn't tear myself away from that funny sight. '

a) played b) playing c) to play

34. Plants die if you (not / water) them.

a) won't water b) don't water c) wouldn't water

35. If I had one million dollars, I (probably / buy) a yacht.

a) would probably buy b) will probably buy c) probably bought

36. - How did it happen that you missed you stop? - I (not / miss) it if the conductor(announce) the stops.

a) wouldn't miss a) had announced b) hadn't missed b) would have announced
c) wouldn't have missed c) announced

37. What a pity my husband is away! If he (be) here, he (help) us.

a) were a) will help b) would be here b) would help

c) is c) helps

38. If I (get up) early tomorrow morning, I (go) jogging.

a) will get up a) go b) get up b) am going to g c) got up c) will go

39. When he tried to balance his checkbook, he found that things just didn't ...

a) add on b) add right c) add up

40. Ken really likes Kirstie, but he's too nervous to

a) ask her out b) ask her on c) ask out

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ГОСУДАРСТВЕННОЙ СЛУЖБЫ ПРИ ПРЕЗИДЕНТЕ
РОССИЙСКОЙ ФЕДЕРАЦИИ»**

Донецкий институт управления – филиал РАНХиГС

Направление подготовки 38.03.02 Менеджмент

**Профиль " Менеджмент внешнеэкономической
деятельности " Кафедра Иностранных языков**

Дисциплина (модуль) "Иностранный язык"

Курс _ Семестр ____ Форма обучения _____ очная _____

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ №1

Теоретические вопросы.

1. Talk about the topic
2. Give the examples

Практическое задание*.Test №1.

Экзаменатор: _____

Утверждено на заседании кафедры «_____» _____ 20__ г.

(протокол

№ _____ от «_____» _____ 20__ г.)

Зав. кафедрой: _____