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МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

ФГБОУ ВО «Уральский государственный экономический университет»

Одобрена
на заседании кафедры

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протокол № 4

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Утверждена
Советом по учебно-методическим вопросам и качеству образования

16 декабря 2025 г.

протокол № 4

Председатель Карх Д.А.

(подпись)

РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

Наименование дисциплины	Иностранный язык
Направление подготовки	38.03.01 Экономика
Профиль	Все профили
Форма обучения	очно-заочная
Год набора	2026

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Екатеринбург
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ВВЕДЕНИЕ

Рабочая программа дисциплины является частью основной профессиональной образовательной программы высшего образования - программы бакалавриата, разработанной в соответствии с ФГОС ВО

ФГОС ВО	Федеральный государственный образовательный стандарт высшего образования - бакалавриат по направлению подготовки 38.03.01 Экономика (приказ Минобрнауки России от 12.08.2020 г. № 954)

1. ЦЕЛЬ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целью освоения дисциплины является повышение исходного уровня владения иностранным языком, достигнутого на предыдущей ступени образования, и овладение необходимым и достаточным уровнем коммуникативной компетенции для решения социально-коммуникативных задач в различных областях профессиональной и научной деятельности.

2. МЕСТО ДИСЦИПЛИНЫ В СТРУКТУРЕ ОПОП

Дисциплина относится к обязательной части учебного плана.

3. ОБЪЕМ ДИСЦИПЛИНЫ

Промежуточная аттестация	Часов				З.е.
	Всего за семестр	Контактная работа .(по уч.зан.)		Самостоятельная работа в том числе подготовка контрольных и курсовых	
		Всего	Практические занятия, включая курсовое проектирование		
Семестр 1					
Зачет	72	12	12	56	2
Семестр 2					
Зачет	108	8	8	96	3
Семестр 3					
Зачет	108	12	12	92	3
Семестр 4					
Экзамен	108	12	12	87	3
	396	44	44	331	11

4.ПЛАНИРУЕМЫЕ РЕЗУЛЬТАТЫ ОСВОЕНИЯ ОПОП

В результате освоения ОПОП у выпускника должны быть сформированы компетенции, установленные в соответствии ФГОС ВО.

Шифр и наименование компетенции	Индикаторы достижения компетенций
УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	ИД-1.УК-4 Знать: литературную форму государственного языка, основы устной и письменной коммуникации на иностранном языке, функциональные стили родного языка, требования к деловой коммуникации

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	ИД-2.УК-4 Уметь: выражать свои мысли на государственном, родном и иностранном языке в ситуации деловой коммуникации
	ИД-3.УК-4 Иметь практический опыт составления текстов на государственном и родном языках, опыт перевода текстов с иностранного языка на родной, опыт говорения на государственном и иностранном языках

5. ТЕМАТИЧЕСКИЙ ПЛАН

Тема	Часов						
	Наименование темы	Всего часов	Контактная работа .(по уч.зан.)			Самост. работа	Контроль самостоятельной работы
			Лекции	Лабораторные	Практические занятия		
Семестр 1		68					
Тема 1.	Межличностное общение. Организация режима. Тайм-менеджмент. (УК-4)	20			4	16	
Тема 2.	Личная переписка. Культура и традиции. (УК-4)	24			4	20	
Тема 3.	Разумное потребление. (УК-4)	24			4	20	
Семестр 2		104					
Тема 4.	Современное образование. Планирование и самоанализ. (УК-4)	34			2	32	
Тема 5.	Сравнение и сопоставление. Умение ориентироваться. (УК-4)	34			4	30	
Тема 6.	Актуальные проблемы современности. (УК-4)	36			2	34	
Семестр 3		104					
Тема 7.	Личностное развитие и перспективы карьерного роста. (УК-4)	36			4	32	
Тема 8.	Типы компаний. Организационные структуры. (УК-4)	34			4	30	
Тема 9.	Решение проблем. Клиентоориентированность. Деловая переписка. (УК-4)	34			4	30	
Семестр 4		99					
Тема 10.	Взаимодействие с аудиторией. Продвижение компании, продукта. Презентации: виды и правила. (УК-4)	34			4	30	
Тема 11.	Результаты деятельности. Конкуренция. Представление информации. (УК-4)	34			4	30	
Тема 12.	Правила делового общения. Деловой этикет в разных странах. (УК-4)	31			4	27	

6. ФОРМЫ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ШКАЛЫ ОЦЕНИВАНИЯ

Раздел/Тема	Вид оценочного средства	Описание оценочного средства	Критерии оценивания
Текущий контроль (Приложение 4)			
Темы 1-3	Устное сообщение (Приложение 4)	Подготовка устного сообщения по одной из предложенных тем	100 баллов
Темы 4-6	Презентация (Приложение 4)	Подготовка и защита презентации по одной из предложенных тем	100 баллов
Темы 7-9	Устное сообщение (Приложение 4)	Подготовка устного сообщения по одной из предложенных тем	100 баллов
Темы 10-12	Презентация (Приложение 4)	Подготовка и защита презентации по одной из предложенных тем	100 баллов
Промежуточная аттестация(Приложение 5)			
4 семестр (Эк)	Экзаменационный билет (Приложение 5)	Каждый билет содержит следующие задания: Задание 1. Чтение и письменный перевод оригинального текста Задание 2. Практическое задание. Задание 3. Ответ на вопрос.	100 баллов
1 семестр (За)	Билет для зачета (Приложение 5)	Каждый билет содержит следующие задания: Задание 1. Чтение и письменный перевод оригинального текста Задание 2. Практическое задание. Задание 3. Ответ на вопрос.	100 баллов
2 семестр (За)	Билет для зачета (Приложение 5)	Каждый билет содержит следующие задания: Задание 1. Чтение и письменный перевод оригинального текста Задание 2. Практическое задание. Задание 3. Ответ на вопрос.	100 баллов
3 семестр (За)	Билет для зачета (Приложение 5)	Каждый билет содержит следующие задания: Задание 1. Чтение и письменный перевод оригинального текста Задание 2. Практическое задание. Задание 3. Ответ на вопрос.	100 баллов

ОПИСАНИЕ ШКАЛ ОЦЕНИВАНИЯ

Показатель оценки освоения ОПОП формируется на основе объединения текущего контроля и промежуточной аттестации обучающегося.

Показатель рейтинга по каждой дисциплине выражается в процентах, который показывает уровень подготовки студента.

Текущий контроль.Используется 100-балльная система оценивания. Оценка работы студента в течении семестра осуществляется преподавателем в соответствии с разработанной им системой оценки учебных достижений в процессе обучения по данной дисциплине.

В рабочих программах дисциплин и практик закреплены виды текущего контроля, планируемые результаты контрольных мероприятий и критерии оценки учебный достижений.

В течение семестра преподавателем проводится не менее 3-х контрольных мероприятий, по оценке деятельности студента. Если посещения занятий по дисциплине включены в рейтинг, то данный показатель составляет не более 20% от максимального количества баллов по дисциплине.

Промежуточная аттестация. Используется 5-балльная система оценивания. Оценка работы студента по окончанию дисциплины (части дисциплины) осуществляется преподавателем в соответствии с разработанной им системой оценки достижений студента в процессе обучения по данной дисциплине. Промежуточная аттестация также проводится по окончанию формирования компетенций.

Порядок перевода рейтинга, предусмотренных системой оценивания, по дисциплине, в пятибалльную систему.

Высокий уровень – 100% - 70% - отлично, хорошо.

Средний уровень – 69% - 50% - удовлетворительно.

Показатель оценки	По 5-балльной системе	Характеристика показателя
100% - 85%	отлично	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на высоком уровне
84% - 70%	хорошо	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Могут быть допущены недочеты, исправленные студентом самостоятельно в процессе работы (ответа и т.д.)
69% - 50%	удовлетворительно	обладают общими теоретическими знаниями, умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на среднем уровне. Допускаются ошибки, которые студент затрудняется исправить самостоятельно.
49 % и менее	неудовлетворительно	обладают не полным объемом общих теоретическими знаниями, не умеют самостоятельно применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Не сформированы умения и навыки для решения профессиональных задач
100% - 50%	зачтено	характеристика показателя соответствует «отлично», «хорошо», «удовлетворительно»
49 % и менее	не зачтено	характеристика показателя соответствует «неудовлетворительно»

7. СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

7.2 Содержание практических занятий и лабораторных работ

Тема 1. Межличностное общение. Организация режима. Тайм-менеджмент. (УК-4) Знакомство, представление друзей и коллег. Поддержание разговора. Правила вежливости, базовые правила приветствия. Взаимоотношения между людьми, в личных и рабочих ситуациях общения. Организация распорядка дня студента, молодого специалиста. Пунктуальность. Планирование выходного дня.
Тема 2. Личная переписка. Культура и традиции. (УК-4) Сопоставление традиций и праздников России и разных стран мира. Взаимопроникновение традиций. Традиции частной и общественной жизни, этика поведения в рабочих ситуациях. Особенности кухни стран мира. Посещение мест общественного питания. Правила хорошего тона.
Тема 3. Разумное потребление. (УК-4) Планирование и контроль расходов. Финансовая культура.
Тема 4. Современное образование. Планирование и самоанализ. (УК-4) Сопоставление систем образования в России и за рубежом. Дистанционное образование. Получение дополнительного образования. Тенденции развития образования. Самообразование и самосовершенствование. Планирование: правила и принципы правильной организации времени, постановка краткосрочных и долгосрочных целей. Расстановка приоритетов.
Тема 5. Сравнение и сопоставление. Умение ориентироваться. (УК-4) Сравнение городов. Планирование, подготовка и организация поездки. Транспорт. Основные правила общения в поездках с учетом особенностей культур разных стран.
Тема 6. Актуальные проблемы современности. (УК-4) Демографическая проблема и автоматизация производства. Глобализация. Экономическая взаимозависимость национальных экономик. Экономический и социальный прогресс.
Тема 7. Личностное развитие и перспективы карьерного роста. (УК-4) Увлечения и карьерные планы. Поиск работы. Описание навыков и умений. Сопоставление имеющихся навыков и умений с вакансиями по направлению подготовки. Принятие решений.
Тема 8. Типы компаний. Организационные структуры. (УК-4) Структура производственной компании. Франчайзинг. Стартапы. Подготовка и проведение деловых встреч.
Тема 9. Решение проблем. Клиентоориентированность. Деловая переписка. (УК-4) Обсуждение возможных трудностей в различных ситуациях профессионального общения, варианты их преодоления. Корпоративные стандарты и их применение. Взаимоотношения с клиентами, поведение сотрудников в нестандартных рабочих ситуациях. Письменные ответы на жалобы клиентов и партнеров.
Тема 10. Взаимодействие с аудиторией. Продвижение компании, продукта. Презентации: виды и правила. (УК-4) Маркетинг. Потребительский спрос. Анализ целевой аудитории. Структура презентации продукта/ услуги / проекта. Работа с аудиторией. Ответы на вопросы. Нормы вежливости.

Тема 11. Результаты деятельности. Конкуренция. Представление информации. (УК-4) Финансовое положение и успех деятельности предприятия. Конкурентный анализ. Формы представления информации.
Тема 12. Правила делового общения. Деловой этикет в разных странах. (УК-4) Современные тенденции развития межкультурных коммуникаций. Вербальная и невербальная коммуникации. Стереотипы. Проблема понимания. Коммуникативные барьеры в межкультурной коммуникации. Понимание вежливости в разных национальных деловых культурах. Формальности и необходимость их соблюдения. Организация работы в международных командах.

7.3. Содержание самостоятельной работы

Тема 2. Личная переписка. Культура и традиции. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 3. Разумное потребление. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 4. Современное образование. Планирование и самоанализ. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 5. Сравнение и сопоставление. Умение ориентироваться. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 6. Актуальные проблемы современности. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 7. Личностное развитие и перспективы карьерного роста. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 8. Типы компаний. Организационные структуры. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.

Тема 9. Решение проблем. Клиентоориентированность. Деловая переписка. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 10. Взаимодействие с аудиторией. Продвижение компании, продукта. Презентации: виды и правила. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 11. Результаты деятельности. Конкуренция. Представление информации. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.
Тема 12. Правила делового общения. Деловой этикет в разных странах. (УК-4) 1. Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям. 2. Чтение и перевод дополнительной литературы по теме.

7.3.1. Примерные вопросы для самостоятельной подготовки к зачету/экзамену
Приложение 1

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к зачету/экзамену
Приложение 2

7.3.3. Перечень курсовых работ
Не предусмотрено

7.4. Электронное портфолио обучающегося
Материалы не размещаются

7.5. Методические рекомендации по выполнению контрольной работы
Не предусмотрено

7.6 Методические рекомендации по выполнению курсовой работы
Не предусмотрено

8. ОСОБЕННОСТИ ОРГАНИЗАЦИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ ДЛЯ ЛИЦ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ЗДОРОВЬЯ

По заявлению студента

В целях доступности освоения программы для лиц с ограниченными возможностями здоровья при необходимости кафедра обеспечивает следующие условия:

- особый порядок освоения дисциплины, с учетом состояния их здоровья;
- электронные образовательные ресурсы по дисциплине в формах, адаптированных к ограничениям их здоровья;
- изучение дисциплины по индивидуальному учебному плану (вне зависимости от формы обучения);
- электронное обучение и дистанционные образовательные технологии, которые предусматривают возможности приема-передачи информации в доступных для них формах.
- доступ (удаленный доступ), к современным профессиональным базам данных и информационным справочным системам, состав которых определен РПД.

9. ПЕРЕЧЕНЬ ОСНОВНОЙ И ДОПОЛНИТЕЛЬНОЙ УЧЕБНОЙ ЛИТЕРАТУРЫ, НЕОБХОДИМОЙ ДЛЯ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Сайт библиотеки УрГЭУ
http://lib.usue.ru/

Основная литература:

2. Бороненкова Н. Л., Гончарова Н. А., Лапина В. Ю., Ряшенкова А. А., Саулич Н. А., Лапина В. Ю. Business Communication in Action [Электронный ресурс]:учебное пособие. - Екатеринбург: УрГЭУ, 2024. - 251 – Режим доступа: http://lib.wbstatic.usue.ru/resource/limit/ump/24/p496866.pdf

Дополнительная литература:

2. Иванова О. Ф., Шиловская М. М. Английский язык. Пособие для самостоятельной работы студентов (B1-C1) [Электронный ресурс]:учебное пособие для вузов. - Москва: Юрайт, 2024. - 357 – Режим доступа: https://urait.ru/bcode/541524

3. Стогниева О. Н. Английский язык для экономистов (B1–B2). English for Business Studies in Higher Education [Электронный ресурс]:учебное пособие для вузов. - Москва: Юрайт, 2024. - 163 – Режим доступа: https://urait.ru/bcode/534527

4. Куряева Р. И. Английский язык. Лексика и грамматика [Электронный ресурс]:учебник для вузов. - Москва: Юрайт, 2024. - 497 – Режим доступа: https://urait.ru/bcode/544927

10. ПЕРЕЧЕНЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ, ВКЛЮЧАЯ ПЕРЕЧЕНЬ ЛИЦЕНЗИОННОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ И ИНФОРМАЦИОННЫХ СПРАВОЧНЫХ СИСТЕМ, ОНЛАЙН КУРСОВ, ИСПОЛЬЗУЕМЫХ ПРИ ОСУЩЕСТВЛЕНИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ

Перечень лицензионного программного обеспечения:

Astra Linux Common Edition. Договор №0417-ПО/2019 от 08.05.2019, Акт №Sk000343 от 24.05.2019 и Контракт № 35-У/2018 от 13.06.2018, Акт № УТ213 от 17.12.2018. Срок действия лицензии - без ограничения срока.

МойОфис стандартный. Соглашение № СК-281 от 7 июня 2017. Дата заключения - 07.06.2017. Срок действия лицензии - без ограничения срока.

Перечень информационных справочных систем, ресурсов информационно-телекоммуникационной сети «Интернет»:

11. ОПИСАНИЕ МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЙ БАЗЫ, НЕОБХОДИМОЙ ДЛЯ ОСУЩЕСТВЛЕНИЯ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ

Реализация учебной дисциплины осуществляется с использованием материально-технической базы УрГЭУ, обеспечивающей проведение всех видов учебных занятий и научно-исследовательской и самостоятельной работы обучающихся:

Специальные помещения представляют собой учебные аудитории для проведения всех видов занятий, групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации.

Помещения для самостоятельной работы обучающихся оснащены компьютерной техникой с возможностью подключения к сети "Интернет" и обеспечением доступа в электронную информационно-образовательную среду УрГЭУ.

Все помещения укомплектованы специализированной мебелью и оснащены мультимедийным оборудованием спецоборудованием (информационно-телекоммуникационным, иным компьютерным), доступом к информационно-поисковым, справочно-правовым системам, электронным библиотечным системам, базам данных действующего законодательства, иным информационным ресурсам служащими для представления учебной информации большой аудитории.

Для проведения занятий лекционного типа презентации и другие учебно-наглядные пособия, обеспечивающие тематические иллюстрации.

Приложение 1
к рабочей программе

7.3.1. Примерные вопросы для самостоятельной подготовки к зачету /экзамену

Примерные вопросы для самостоятельной подготовки к зачету

1 семестр

Тема 1. Межличностное общение. Организация режима. Тайм-менеджмент.
Тема 2. Личная переписка. Культура и традиции.
Тема 3. Разумное потребление.

1. Why is it important to manage your time well?
2. How do you decide which tasks to do first?
3. How do you know what you're doing is a good use of your time?
4. Would you describe yourself as an organized person? Can you give an example?
5. What causes you to waste time?
6. How do you prepare for the day ahead?
7. Are you always/ usually/ sometimes on time?
8. Do you prefer to show up late or early? Why?
9. What is your busiest day of the week? Why?
10. Do you like to be busy, or do you like to have an easy schedule? Why?
11. What takes up most of your time?
12. Do you think you manage your time wisely?
13. What do you do if you show up too early for something?
14. What do you do if you show up too late for something?
15. What do you do if you forget an appointment?
16. In your culture, is it polite to always show up on time, or to show up a little late?
17. How important is time in your culture?
18. How would you describe your country's food?
19. What dishes from your country are often confused by tourists or foreigners? (i.e. sushi / sashimi or lo mein / chow mein)
20. What is your favorite dish? What is in it?
21. What is your favorite foreign food? How is it different from your country's cuisine?
22. How often do you eat foreign food and how often do you eat your country's cuisine?
23. Where is the best place to eat in your town? Why is it so good?
24. Are you an online shopper and if so, what do you typically buy? How does this experience compare to shopping in a physical store?
25. What are the differences between 'needs' and 'wants'?
26. Do you think society's needs and wants have changed over the years?
27. How has advertising influenced consumerism? Can you give any specific examples?
28. What is the role of product labels (like food or clothing brands) in consumerism?
29. Do you believe special occasions like Christmas or Easter have become too consumeristic?
30. Is there a way to escape the culture of consumerism?

Примерные вопросы для самостоятельной подготовки к зачету

2 семестр

Тема 4. Современное образование. Планирование и самоанализ.
Тема 5. Сравнение и сопоставление. Умение ориентироваться.
Тема 6. Актуальные проблемы современности.

1. What comes to mind when you hear the word ‘education’?
2. How important do you think education is?
3. Do you like studying online? Explain.
4. What do you think of the idea of lifelong education?
5. Would you like to study abroad? Why? Why not?
6. Did you choose your major yourself? Or did you ask anyone for advice?
7. Are you a good student? What is a good student?
8. What subjects are you good at? What subjects are you bad at?
9. Would you like to get a postgraduate degree?
10. Do you think being a student is the best time of your life?
11. How do students change when they move on to university?
12. What are the best and worst things about being a student?
13. Do you think students need to work harder?
14. Do you think university education should be free? Why?
15. Do you believe it is easier to learn as a child or an adult?
16. What are your short-term plans?
17. What are your long-term plans?
18. Does planning help make our dreams more attainable?
19. Do you make daily to-do lists? Do they help you? What do you have on your to-do list today? Do you always complete all the things on your to-do lists?
20. Do you know what you would like to do after graduating?
21. Do you like cities or the countryside? Which is better and why?
22. If you can make one change to your country’s capital city, what will you change? Why?
23. What are some of the most famous cities in the world? What makes them famous?
24. How do you think cities will change in the future?
25. What makes a city great to live in?
26. What are the biggest problems in the world nowadays?
27. Which jobs do you think are going to be automated in 10 years time?
28. What is globalization?
29. What are the solutions to overpopulation?
30. What kind of water problems do people face nowadays?

Примерные вопросы для самостоятельной подготовки к зачету

3 семестр
Тема 7. Личностное развитие и перспективы карьерного роста.
Тема 8. Типы компаний. Организационные структуры.
Тема 9. Решение проблем. Клиентоориентированность. Деловая переписка.

1. Are you a hard worker? What motivates you to work?
2. Are you an ambitious person? What career goals do you have?
3. Which professions are very well-paid these days? Why does society value those workers?
4. If every job paid the same amount of money, which job would you prefer to do? Why?

5. Where can you look for job vacancies? What should you do to apply for a particular job?
6. What is the main purpose of a CV?
7. What forms can interviews take?
8. What are your strengths and weaknesses?
9. Would you like to work full-time, part-time or flexitime? Explain.
10. What job benefits would you like to have? Why?
11. Would you like to work in an office or telecommute? Explain.
12. Would you like to work for a private business or a government organization? Explain.
13. Would you like to work for a large company or a small family-owned business? Explain.
14. Would you prefer to be on staff or a freelancer? Explain.
15. What large multinational corporations can you name? What goods / services do they produce/provide/ sell?
16. Name at least 3 company departments and describe their activities.
17. What company departments need patient, reliable, attentive to detail employees? Why?
18. What is a franchisee? What is a franchiser?
19. What are the advantages and disadvantages of buying a franchise?
20. Can a start-up be successful without a business plan?
21. Which factors are important in choosing a company to work for? Explain why.
22. Describe an ideal company to work for. What type of business is it? What is the size of the company? Which regions / countries does it operate in? What are its main products or services?
23. What is quality for you as a customer?
24. Can you give any examples of high quality products or services?
25. Are producers interested in manufacturing quality products? Why?
26. What can companies do to provide quality?
27. How can they handle faulty products?
28. Have you or your parents ever complained about any product or service?
29. What were you dissatisfied with? Who did you complain to? What did you claim? How soon was the complaint looked into?
30. What ways of handling complaints do you know?

Примерные вопросы для самостоятельной подготовки к экзамену

4 семестр

Тема 8. Взаимодействие с аудиторией. Продвижение компании, продукта. Презентации: виды и правила.
Тема 9. Результаты деятельности. Конкуренция. Представление информации.
Тема 10. Правила делового общения. Деловой этикет в разных странах.

1. Do you like making presentations? Why / Why not?
2. Is it better to give a presentation to five people or thirty? Why?
3. How can you make a good impression when giving a speech?
4. What is the best way to start a presentation? Why?
5. Whose presentation would you like to see (you are welcome to choose anyone in the world)? Why?
6. Do you like taking part in conferences? Why / Why not?
7. Do you ever wait for discounts? How do you find out when discounts are offered?
8. When was the last time you were offered a sample of a product? What was it? Did you like the product? Were you tempted to buy the product?
9. Name 3 advantages of online advertising.
10. Do you think that adverts with celebrities are the most effective ones? Explain.
11. Do you agree that the word of mouth is still a very effective way to advertise? Why? Why not?

12. How can a company grow its sales?
13. Do you ever agree to take part in a survey? Why? Why not?
14. Do you think it is important to give honest answers to survey questions? Why?
15. Do you ever use statistics to convince someone? How effective is this kind of approach?
16. Do you ever look for statistics? Why for?
17. Do you agree that competition leads to better prices?
18. Name 3 advantages of competition.
19. What is the role of culture in communication?
20. What makes intercultural communication special?
21. What areas of intercultural communication can you find in everyday life?
22. Is it common for employees in Russian companies to be asked to work overtime? How often does this happen?
23. Do you currently have any intercultural contacts?
24. To what degree do you interact with people from other cultures? In what settings?
25. What kind of behaviour from your culture might be difficult to understand by someone from a different culture?
26. Name 3 intercultural communication problems. Offer ideas on how to solve them.
27. What is non-verbal communication?
28. What is the purpose of intercultural communication?
29. Is it always important to think of what the other person will interpret before saying? Why?
30. What can you do to show respect to representatives of other cultures?

Приложение 2
к рабочей программе

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к зачету с оценкой/экзамену

Примерные практические задания к зачету

1 семестр

Задание 1. Чтение и письменный перевод оригинального текста. (УК-4)

Пример текста

Classes, seminars, and workshops might take up the majority of your day, but how you schedule your own time can make all the difference. While much of the advice about time management for students centers around creating a to-do list, it's more important to master your schedule. Having a daily schedule template in place puts you in control. It will help you stay organized, focused on what matters most, and even help you overcome procrastination.
The method of choice for many of the world's most successful people is called time blocking. Simply put, time blocking is when you create a template for how you want to spend every minute of your day.
This might sound overwhelming. However, it's more of a skeleton rather than a strict set of rules. Here are a few tips to get you started:
Step 1: Create "bookends" for each day
To maximize your time, you need to be purposeful with how you start and end each day. Think about your morning and evening routines and then "block" in time for your most important tasks. For example, you can have a 1-hour writing block each morning.
Step 2: Set aside time for your most important projects
Next, you'll want to set aside time for your most important projects. This might mean research or writing or something completely different. The key here is that you're purposeful about what you're doing and when it's going to happen.

Задание 2. Практическое задание. (УК-4)

Примеры практических заданий

Match 1-3 to A-C.

1. Past Simple
2. Future Simple
3. Present Simple

a. next year
b. every year
c. last year

Match the questions and the responses.

1. When did you finish your report?
2. When do you plan to buy a new printer?
3. How often do you have meetings?

a. Every week.
b. Last week.
c. Next week.

Match the verbs and the translations.

1. Last week they discussed the sales report.
2. We usually discuss our plans on Mondays.
3. We will discuss your idea next week.

a. обсудим
b. обсудили
c. обсуждаем

Match the verbs and the translations.

1. He helped the company to find new partners.
2. I don't think she will help them.
3. They are very good partners. They always help us.

a. помог
b. помогают
c. поможет

Choose ONE answer.

Students ___ very busy over the last few weeks.
a. is
b. were
c. will be

Choose ONE answer.

He ____ the answer, so he failed the test.

a. does not know
b. did not know
c. will not know

Choose ONE answer.

I ___ you tonight and give you all the details.
a. calls
b. called
c. will call

Choose ONE answer.

___ does it take you to get to the university? – It usually takes me half an hour.
a. How long
b. How many
c. How much

Complete the conversation.

- ___ you like my presentation yesterday?
- I am afraid not. You spoke much too fast.

Complete the conversation.

-Are you finally ready with your report?
-Sorry, not yet. I promise I ___ complete it tonight.

Complete the conversation.

-___ do you want to study English?
-To get a better job.

Complete the conversation.

-___ do you usually get to the university?
-I take a bus.

Match the questions with the answers.

1. What?
2. Who?
3. How old?
4. What time?
5. Where?

a. 20 years old.
b. 8 p.m.
c. A cup of coffee.
d. In the university canteen.
e. Margaret.

Match the questions with the answers.

1. Do you work or study?
2. Where do you study?
3. What do you study?
4. How many languages do you speak?

a. I study. I am a first-year student.
b. International Management.
c. Only two. Russian and English.
d. Ural State University of Economics.

Complete the conversation.

-___ do you want to study at university?
- Law.

Choose ONE answer.

Peter ___ for a better job because he doesn't earn much.
a. is looking
b. am looking

c. are looking

Choose ONE answer.

At the moment two of my groupmates ___ a conference in Beijing.
a. attends
b. is attending
c. are attending

Complete the conversation.

-Can you give me a hand?
-Sorry, I can't help you right now. I _____ working on my presentation.

Complete the sentence.

The Pomodoro Technique is a ___-management method that breaks work into 25-minute intervals, called 'Pomodoros', separated by short breaks.

Complete the sentence.

To increase productivity, some students make to-do ___. They help students stay organised and reduce stress.

Complete the conversation.

-____ he coming to help us with the report?
-I am afraid I don't know.

Complete the conversation.

- What are your interests?
- Well, I am interested ___ history and science.

Complete the conversation.

- Don't you get tired ___ arguing all the time?
- No, I don't. I want to be a defence lawyer one day.

Complete the conversation.

-___ they happy with their new timetable?
-I am not sure. The first lecture starts at 08:30. I don't think they like getting up early.

Put the steps of The Pomodoro Study Technique in the right order.

a. Choose a task.
b. Repeat the cycle.
c. Set a 25-minute timer.
d. Take a 5-minute break.
e. Work on the task until the timer rings.

Choose ONE answer.

It was very difficult for Ben to meet the Friday____ .

a. responsibility
b. deadline
c. problem

Choose ONE answer.

Which is ___ for you: speaking or understanding English?
a. easy
b. easier
c. the easier

Choose ONE answer.

Your test is ___ than mine.

a. difficult
b. more difficult
c. the most difficult

Choose ONE answer.

-Kate, is Monday ___ day of the week for you?
a. busier
b. busiest
c. the busiest

Choose ONE answer.

The more you want, the more you get.

a. Чем больше, тем больше
b. Все больше и больше
c. Много, много

Choose ONE answer.

I guess she is the ____ student in our group. She always gets high grades.

a. bright
b. brighter
c. brightest

Choose ONE answer.

Moscow is the ___ and ____ city in Russia.

a. large / populate
b. larger / more populated
c. largest / most populated

Complete the sentence.

Your presentation is more interesting ____ mine.

Complete the sentence.

___ late than never.

Complete the sentence.

Moscow is ___ of the most expensive cites in Russia.

Complete the sentence.

That makes sense. I agree ___ you about the plan. Although I would like to change the deadline.

Complete the sentence.

In my opinion, Saint-Petersburg is the ____ beautiful city in Russia.

Complete the sentence.

Our university canteen is a place ___ students, teachers and staff can eat their meals.

Complete the text.

Taking exams is so stressful. It feels as if you spend every minute of every day revising for an exam that you may not even pass. I don't know anyone ___ enjoys taking exams. Do you?!

Complete the text.

We offer a range of short courses for students. You can visit our website to find ___ more about our courses.

Задание 3. Ответ на вопрос. (УК-4)

Примеры вопросов:

Why is it important to manage your time well?
In your culture, is it polite to always show up on time, or to show up a little late?
What is your busiest day of the week? Why?
How important is time in your culture?
What do you do if you forget an appointment?

Примерные практические задания к зачету

2 семестр

Задание 1. Чтение и письменный перевод оригинального текста. (УК-4)

Пример текста

There are many reasons why online programs have become a popular form of distance learning in higher education today. The online environment offers unprecedented opportunities for people who would otherwise have limited access to education, as well as a new paradigm for educators in which dynamic

courses of the highest quality can be developed. Here is a list of some of the major benefits of online programs:
Anywhere…
The main advantage of asynchronous online learning is that it allows students to participate in high quality learning situations when distance and schedule make on-ground learning difficult-to-impossible. Students can participate in classes from anywhere in the world, provided they have a computer and Internet connection. In addition, the online format allows physically challenged students (and teachers) more freedom to participate in class. Participants access the Virtual Classroom through their computers instead of having to "go to class" physically.
Anytime, Any Pace…
The Virtual Classroom is accessible 24 hours a day, seven days a week. Time efficiency is another strength brought by the online learning format. Asynchronous communication through online conferencing programs allows the professional juggling work, family, and study schedules to participate in class discussions. There is no question about doing the work; just do it at the times that are more convenient. Students can access their courses at any time of day or night.

Задание 2. Практическое задание. (УК-4)

Примеры практических заданий

Match 1-3 to A-C.

1. Present Simple
2. Present Perfect
3. Present Continuous

a. currently
b. already
c. every year

Complete the conversation.

-Is he ready with his report?
-No, he ____ not prepared his slides yet.

Complete the sentence.

___ you ever been to Moscow?

Choose ONE answer.
We've been very busy since Monday.

a. были заняты до понедельника
b. будем заняты с понедельника
c. заняты с понедельника

Choose ONE answer.

Have you ever heard about Helen Smith?
a. Вы когда-нибудь слушаете…
b. Вы когда-нибудь услышите…
c. Вы когда-нибудь слышали…

Complete the sentence.

Sam studies very hard. I think he will ___ all his exams successfully.

Complete the sentence.

Helen is a ___ - time student. She attends university lectures and takes exams only during her sessions in December and June.

Rearrange the order (an informal email).

a. There's a group of students from my country here, but they stay together and don't speak English, so I don't want to spend too much time with them. How do I make friends with other people? I'm a bit shy and I'm not confident about my English.
b. Hi Ben,
c. Jennifer
d. Thanks very much for your email. It was great to hear from you.
e. What do you think I should do?
f. Hope to hear from you soon.
I'd like to ask you for some advice. I'm enjoying my Business English course, but it's very difficult. The lessons are interesting but the teachers talk so fast! I understand things when I read them but I don't understand when people speak to me.

Complete the sentence.

At 18, Helen went to Ural State University of Economics. Four years later she _____ with a degree in management.

Complete the sentence.

Here are four ___ of lifelong learning:
a) Lifelong learning can renew self-motivation.
b) You get to discover your personal interests.
c) Your self-confidence improves.
d) Lifelong learning can challenge your ideas and beliefs.

Match the halves to make sentences.

1. I am a first-year full-time
2. My major is
3. I usually have
4. Every week our tutors give us
5. We also have to

a. 3 lectures every day and 1 or 2 seminars.
b. do lots of background reading.
c. Finance.
d. undergraduate student.
e. written assignments.

Complete the sentence.

A qualification is what you get when you finish a course and pass an ___ at the end.

Complete the conversation.

-How come you got the first prize in that language competition?
-It was too easy for me. I've studied Chinese ____ I was 4.

Complete the conversation.

-How come he failed his Maths exam? Didn't he spend last week revising ___ it?
-I don't know.

Complete the sentence.

A long formal talk on a serious subject given by a university professor to a group of people is called a___.

Complete the conversation.

Student: When do we have to give you our essays?
Teacher: You have to ___ in your essays on Friday.

Choose ONE answer.

We were asked to keep our mobiles switched off.
a. Нас попросили
b. Мы попросили
c. Нас попросят

Choose ONE answer.

A time-management course will be organised next week.
a. был организован
b. организует
c. будет организован

Choose ONE answer.

Our books ___ in China.
a. printed
b. were printed
c. was printed

Choose ONE answer.

- How come he missed the meeting last week?
- He ___.

a. aren't notified
b. wasn't notified
c. weren't notified

Choose ONE answer.

Our university ___ last century.
a. built
b. is built

c. was built

Choose ONE answer.

All his lectures ___ to our university website next month.
a. are uploaded
b. will be uploaded
c. were uploaded

Choose ONE answer.

The timetable ___ every month. Please make sure you remember to check it online.
a. is changed
b. have changed
c. are changing

Choose ONE answer.

All textbooks must ___ to the university library at the end of the term.
a. return
b. returned
c. be returned

Choose all the sentences in the Passive Voice.

a. Sorry, I can't help you. I am busy tonight.
b. Unfortunately, he wasn't invited to the exhibition.
c. I was asked to meet you at the entrance.
d. They will be late, I think. There are lots of traffic jams today.
e. All papers must be handed in on Friday.

Complete the sentence.

Like most students I've had my ___ and downs, but student's life is like that.

Match the halves to make sentences.

1. English is
2. The password was
3. We are
4. The exam results are
5. The book wasn't

a. changed yesterday. I can't log in.
b. given a math test every week.
c. published online.
d. returned to the library.
e. spoken all over the world.

Complete the sentence.

___ the article, almost 84% of students use AI to complete their assignments.

Complete the sentence.

On the one hand, AI offers benefits like increased efficiency, automation of complex tasks, and the ability to analyse vast datasets. However, on the ___ hand, AI also presents challenges, including potential job displacement and privacy concerns.

Complete the conversation.

-What do you think of AI?
-In my opinion, it's fascinating.
-I am afraid, I'm not that enthusiastic about it. To my ___, it's dangerous.

Complete the sentence.

Mass diseases, terrorism, child labour, lack of water, overpopulation, deforestation are pressing ___ problems.

Complete the sentence.

___ is one of the country's most pressing problems. There are too many people and not enough food, materials and space for all of them.

Match the halves to make sentences.

1. A long time ago, robots
2. Today, robots are real, and they are
3. In Japan today, robot engineers are making robots
4. I'd say we are another 20 to 30 years

a. helping us.
b. belonged to science fiction.
c. to help old people and to keep them company.
d. away from robots being everywhere in our lives.

Complete the sentence.

Most of the world's ___ water is used for farming, which is a huge problem due to water scarcity.

Complete the sentence.

___ change refers to long-term shifts in temperatures and weather patterns.

Complete the sentence.

___ trafficking is the crime of buying and selling people, or making money from work they are forced to do.

Choose all the global issues that are related to climate change.

a. Strong winds
b. Human trafficking
c. Global warming
d. Terrorism
e. Fake news

f. Glacier melting

Choose ONE answer. (Reported speech)

'I handed in my assignment'.

a. The student said that he had handed in his assignment.
b. The student said that he was handed in his assignment.
c. The student said that he would hand in his assignment.

Choose ONE answer. (Reported speech)

'We have finished the project.'

a. The students said that they would finish the project.
b. The students said that they had been finishing the project.
c. The students said that they had finished the project.

Choose ONE answer. (Reported speech)

'I'm sure your test results will be good.'

a. Helen believed that our test results would be good.
b. Helen believed that our test results had been good.
c. Helen believed that our test results were good.

Задание 3. Ответ на вопрос. (УК-4)

Примеры вопросов

How important do you think education is?
Do you know what you would like to do after graduating?
Which jobs do you think are going to be automated in 10 years time?
Do you think university education should be free? Why?
Does planning help make our dreams more attainable?

Примерные практические задания к зачету

3 семестр

Задание 1. Чтение и письменный перевод оригинального текста. (УК-4)

Пример текста

There are a few things you need to do to get the most out of your CV and show prospective employers why you are the only person for the job. 'CV' is short for 'Curriculum Vitae': a Latin phrase meaning literally, 'course of life'; a brief account of your education, qualifications, and previous employment. It is how you present yourself to the outside world, the world of work. It is a form of personal marketing so make sure when you write your CV that it shows you in the best light possible. Remember, that writing a CV is often just one part of the application process as a cover letter and completed application form may also be required. The format of a CV is flexible, and there are many different styles used. You need to tailor the content of your CV to the job in question. And, there are elements of it that most employers would expect to see applicant's name, professional title and contact details at the very top of the CV.
Don't forget to provide email address and contact number(s).

Work History and Experience
This section is where you can really shine. Set out your previous roles, experience, volunteering, placements or internships. You should list these in reverse chronological order, that is, most recent first. Your most recent role should be of the most importance to your prospective employer. Each item should detail employer details, your job role/title, your employment dates and no more than three to four lines of what you did in that role. Significant achievements should be identified. Active words, such as 'planned', 'built' and 'created' are useful in detailing things you have achieved.

Задание 2. Практическое задание. (УК-4)

Примеры практических заданий:

Choose all the phrases to express <u>agreement</u>.

a. That's right!
b. I'm not sure about that.
c. Exactly!
d. You're right. That's a good point.
e. I have another idea.

Choose ONE answer.

Oh, it's a very ___ job. You have to do the same things every day. Boring!

a. improve
b. experience
c. repetitive

Choose ONE answer.

I hate waiting. I guess I'm not really ___.

a. hard-working
b. patient
c. rewarding

Choose ONE answer.

Tom is ___, he always says '*please*' and '*thank you'*.
a. polite
b. hard-working
c. reliable

Choose ONE answer.

Mark has basic ___ skills. He can only use the computer to find information on the internet and communicate using email and social media.

a. communication
b. digital
c. problem-solving

Match the questions and the answers.

1. Is your job very repetitive?

2. Can you name three well-paid jobs?
3. What 3 qualities are generally most important at work?
4. What is your role as a team player?

a. I guess one has to be reliable, hard-working and polite for most jobs.
b. I'm definitely a leader. I like making decisions and planning ahead.
c. I am not sure, but I'd say CEOs, pilots, and bankers.
d. Definitely not. No two days are the same.

Put the sentences in the right order to make a conversation.

A. Tom: So what's your job, Sarah?
B. Tom: It has its advantages and disadvantages.
C. Tom: Well, the good thing is I get to meet different people every day, but sometimes it can be tiring standing all day. How about being an architect?
D. Tom: I work in retail sales.
E. Sarah: I'm an architect. What about you?
F. Sarah: Oh, that sounds interesting.
G. Sarah: Like what?

What does BTW stand for in emails?

What does LMK stand for in emails?

What does OOO stand for in emails?

Choose ONE answer.

I am a student. I don't have much time, that's why I want a _____ job.

a. part-time
b. nine-to-five
c. full-time

Choose ONE answer.

Can you kindly complete this ___ form?
a. apply
b. applying
c. application

Choose ONE answer.

Have you received my application for the ___ of a Sales Manager?
a. work
b. position
c. vacation

Choose ONE answer.

I think he impressed the _____. They offered him a job straight away!
a. interviewed
b. interviews
c. interviewers

Choose ONE answer.

Have you met our new ____? He is a recent graduate and he needs lots of help. Please be nice to him.
a. trainee
b. trained
c. training

Choose ONE answer.

-Really? Why is he still ___?
-I don't know. They invited him to many job interviews, but no one has offered him a job so far.
a. employed
b. unemployed
c. unemployment

Complete the conversation.

- What are your strengths?
- I'm reliable, hardworking and friendly. I'm ___ at meeting deadlines.

Complete the conversation.

-Tell me about yourself.
-I am a part-time student. Recently I have been working as a receptionist at a local hotel in the evenings, so I have experience of dealing with overseas visitors. I have good communication ____.

Complete the interview question.

Do you prefer working independently or in a ___?

Choose ONE answer.

Do you think we should _____ him?
a. promoted
b. resign
c. hire

Match the questions with the answers.

1. Why did he apply for a job?
2. Why was he happy last Christmas?
3. Why did he resign?
4. Why did he work hard?
5. Why did he study time management?

a. Because he received a huge bonus.
b. Because he wanted to organise his time well.
c. Because he was unemployed.
d. Because he found a better job.

e. Because he wanted to get a promotion.

Complete the conversation.

- What are your main ___ in your present job?
- I plan advertising campaigns and coordinate all kinds of publicity, from design to production.

Complete the CV.

Name: Jenny Medwern
Address: 41 Reys Road, London, SW4 9UT
Telephone: 0123 4567898
Date of Birth: 4 June 1999
Marital Status: Single
1.Qualifications:
BA in Marketing, University of London 2017-2021
2._____:
August 2022–present
Sales Development Manager, Lexiston plc
September 2021–July 2022
Marketing Assistant, Worldwide Travel Ltd
3. Interests:
Painting, Reading, Skiing
4. Languages:
Spanish (good), French (basic)
5. References:
available upon request

Complete the conversation.

-I only have two months to finish the new catalogue and two of my team have just left.
-Why don't you recruit temporary staff?
-No, that's out of the _____. They'd need training and we don't have time for that.

Complete the interview question.

What are your ___ expectations? How much do you expect to earn?

Choose ONE answer.

Their factory was ____ in 2018.
a. founded
b. founder
c. foundation

Choose ONE answer.

I don't know if we have many _____ or not, but Ant&Sons produces the same goods as we do.
a. competitor
b. competitors
c. competition

Choose ONE answer.

What does your company do? – We _____ a delivery service.

a. manufacture
b. produce
c. provide

Choose ONE answer.

A ___ provides the brand name, logo and training.

a. Business plan
b. Franchiser
c. Royalty fee

Complete the conversation.

-What department do you work for?
- I work for _____ department. My department is in charge of recruiting new staff and training.

Complete the conversation.

-What department do you work for?
- I work for _____ department. My department is in charge of manufacturing.

Complete the conversation.

-What department do you work for?
- I work for _____. My department has to dispatch and deliver goods on time.

Complete the conversation.

-What department do you work for?
- I work for _____ department. My department is in charge of the company budget.

Complete the conversation.

-What department do you work for?
- I work for _____. My department is responsible for developing new products.

Complete the conversation.

-What department do you work for?
- I work for _____. My department is in charge of the company computer network.

Complete the conversation.

-Who does the CEO report to?
-To the Board of ___.

Complete the sentence.

The Quality ___ Department checks that every product leaves the factory in perfect condition, because mistakes are expensive.

Complete the sentence.

Accounts is in ___ of invoicing customers and collecting the money.

Complete the document.

STAFF MEETING
25 May (15.00-16.00) , meeting room 3

_____

Welcome and apologies
Minutes of the last meeting
1 Staff reports
2 Company cafe
3 Holiday dates
4 AOB

What does AOB stand for on an agenda?

1. Any Other Business
2. Any Optional Bonus
3. Any Of Brands

Choose ONE answer.

The product was faulty, so I called the shop to complain and asked for a ___. They will deliver the new one tomorrow.
a. refund
b. replacement
c. discount

Choose ONE answer.

Mark will never ___ anything or try to find a consensus. He always wants to win.

a. give after
b. give for
c. give up

Choose ONE answer.

I'm really sorry to hear that. I'm sure we can ___ this out.
a. deal
b. handle
c. sort

What does Paul ask the company to do?

a. send the correct order
b. give him his money back
c. change the invoice

Dear Sir/Madam,
I'm writing to complain about our order (Ref AB 2365) from 10th July.
Our order was for twelve computer screens and ten computer keyboards, but two screens were missing and four keyboards were broken. The packages were damaged.
Can you send two more computer screens, please? And could you also replace the keyboards?
I look forward to hearing from you.

Best regards,
Paul Finnegan

Match the halves to make sentences.

1. I'm writing to complain
2. Our order was
3. Can you
4. Look forward to

a. for ten keyboards.
b. hearing from you.
c. about our order.
d. send two more computer screens, please?

Match the names of conflict resolution techniques with their meanings.

1. Competition
2. Compromise
3. Collaboration

a. is giving up something to get something. It is an attempt to reach a consensus.
b. is trying to win or make the other person lose by giving in.
c. is working together to satisfy both people's needs.

Complete the email.

Dear Sir or ___,
I'm writing to complain about some bad service we had from your company today. We asked for a technician to come and fix our machine, but he was late and didn't fix it. He phoned his colleague for help but there was no answer.
He went to get a new part but he didn't come back.
Our machine is still broken but we paid you for the service. Can you contact the technician, please?
Regards,
Simon Harlson

Complete the sentence.

Yes, we can offer you a ___. We still have those laptops in stock.

Complete the sentence.

We can offer to ___ our goods to customers by ship, train, truck or plane.

Complete the telephone conversation.

-Top Print. Good morning. How can I help you?
-Hello. I'm calling because there's a problem with those business cards you sent me.
-Oh, I'm sorry to hear that. Can you give me more details?
-Well, my name is spelled A-N-I-S-T-O-N, and it's A-N-I-S-O-N on the cards.
-Oh, dear. I do apologise. Can you give me your ____ number?
- Yes, it's SRT89345LOP.

Choose ONE answer.

Their ___ campaign was very successful. Their sales boosted.

a. advert
b. advertise
c. advertising

Choose ONE answer.

I think there are too many ___ in the city centre. They really distract drivers.

a. jingles
b. billboards
c. word of mouth

Choose ONE answer.

You can see their company ___ on all their goods.

a. slogan
b. logo
c. jingle

Choose ONE answer.

What ad blocker do you use to block ___?

a. billboards
b. pop-up ads
c. slogans

Choose ONE answer.

They offer a 5% ___ for students.

a. bargain
b. discount
c. sample

Choose all the phrases that can be used when <u>opening a presentation</u>.

a. My final point is …
b. Let me sum up.
c. So, I've covered all the topics I wanted to discuss. Thank you for listening.
d. Today, I'm going to talk about…
e. That brings me to the end of my presentation.
f. My presentation is divided into 3 parts.
g. Can everybody hear me?

Complete the presentation opening.

Good morning everyone. Thanks for coming to my presentation. I'm going to talk about the new drink we're putting on the market.
My presentation is _____ into two parts. First, I'll give you some background information. After that, I'll share the data we received from our focus group.

Задание 3. Ответ на вопрос. (УК-4)

Примеры вопросов

Are you an ambitious person? What career goals do you have?
What is the main purpose of a CV?
Name at least 3 company departments and describe their activities.
What is a franchisee? What is a franchiser?
What are the advantages and disadvantages of buying a franchise?

Примерные практические задания к экзамену

4 семестр

Задание 1. Чтение и письменный перевод оригинального текста. (УК-4)

Пример текста

Sometimes business can take you out of your home country. New opportunities can often be found overseas, and the ambitious entrepreneur shouldn't be afraid of growing beyond their own borders. However, conducting business with people from other cultures means being aware of how they do things differently.
While effective communication is one component to succeeding internationally, remaining adaptable to local protocol and etiquette is also essential. Seemingly small things, like how you accept a business card or what you order for lunch, can make or break a relationship.
Some international customs are more unusual than others. Here are 2 unique international business customs.
South Korea
It is common for South Koreans to expect their guests to engage in karaoke. If you join your Korean colleagues for dinner, you might find yourself at a karaoke establishment, and you will be expected to sing.
Don't worry if you're not a great singer, though. These karaoke establishments generally have private rooms, and it will just be your group that you have to perform in front of. Koreans will also often skip songs after the first verse and chorus to get through more karaoke during their allotted time.
France
If you don't speak French, that's OK, but you are expected to apologize for your lack of fluency before engaging in further conversation. If you don't have time to learn French before doing business there, learning a few phrases or greetings can serve as a show of good faith. Also, be prepared for lengthy meals in France. Lunch can last up to two hours long.

Задание 2. Практическое задание. (УК-4)

Примеры практических заданий

Choose all the phrases to express disagreement.

a. Precisely!
b. I'm afraid, you are mistaken.
c. I suppose, you are right.
d. I'm sorry, but that's out of the question.
e. That's not really how I see it.

Choose all the phrases that are used at the beginning of a presentation.

a. Right, let's get started.
b. This brings me to the final part of my talk.
c. Let's get down to business.

d. Well, that's all I have to say. Thank you for listening.
e. There are three main areas I want to look at today.
f. To sum up, …

Choose all the phrases that are usually used at the beginning of a formal letter.

a. Thank you very much for your kind invitation to the sales conference.
b. Please don't call me next week.
c. I'm writing to confirm the details of my trip.
d. Would it be possible to forward this email to your colleagues?
e. This email is to let you know about our plans.

Choose ONE answer.

It's difficult for a small shop to _____ against big supermarkets.

a. competitor
b. competition
c. compete
d. competing

Choose ONE answer.

1. He _____ the report to his colleagues at the meeting.

a. presented
b. presentation
c. presenter
d. presenting

Complete the conversation.

-OK, I think we've covered advertising. Can we ____ on to the next point?
-Sure. Do you want to talk about sales?

Complete the sentence.

In the English-speaking business world, people often use first names. But if you are not sure, use Mr and the family name for men, and Mrs or Miss and the family name for women, depending on whether they are married or not. _____ often replaces Mrs and Miss.

Complete the email.

Dear Tina,

Thank you for your email asking for the sales report.
Please, find the ____ file as per your request.
Do forward it to the rest of the team if you feel that's appropriate.
Looking forward to your reaction.

Best wishes,
Robert

Complete the meeting introduction.

Thanks for coming at such short notice. As you know, I've called this meeting to discuss the situation in the Logistics department. Well, let's _____ to business.

Complete the presentation opening.

Good morning everyone. Thanks for coming to my presentation. I'm going to talk about the new drink we're putting on the market.
My presentation is _____ into two parts. First, I'll give you some background information. After that, I'll share the data we received from our focus group.

Complete the conversation.

-We have launched our latest ranges of soft drinks and we want to make sure they sell well.
-I see. We can plan an exciting advertising campaign and help you reach your ____ audience in the most effective way.

Complete the presentation.

I'd like you to have a _____ at this pie chart which shows the results of our customer survey. As you can see, more than half of our customers are very happy with our product.

Complete the conversation.

-So I think that's everything. What's the total price?
-£300.
-And do you charge extra for delivery?
-No, delivery is free on orders over £150.
-OK. Do you offer a _____ for payment in advance?
-Yes, we can give you a 5% reduction.

Complete the conversation.

-So, who's going to start? Maybe you, Robert. Can you tell us about the advertising budget?
-Yes, OK. To support the new sales campaign, we have to spend more on advertising this year. Last year our spending was £24.9 million. This year we have decided on a budget of £37.5 million.
-Sorry, I didn't _____ that, Robert. What was the last figure?

Complete the conversation.

-OK, I think we've covered advertising. Can we ____ on to the next point?
-Sure. Do you want to talk about sales?

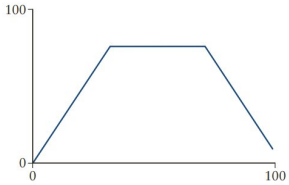
Complete the meeting introduction.

Thanks for coming at such short notice. As you know, I've called this meeting to discuss the situation in the Logistics department. Well, let's _____ to business.

Complete the presentation opening.

Hello and welcome. I'm George from Green Team. I'm here today to tell you about the advantages of using our service. We provide a professional and effective service at a reasonable ____.

Complete the sentence.



This line graph shows how sales rose, stayed _____ and fell.

Choose ONE answer.

I guess it's OK for the locals to come late. They have very relaxed attitude to ___ here.
a. money
b. personal space
c. time

Choose ONE answer.

Do you offer training in business ___?
a. etiquette
b. eye contact
c. gesture

Choose ONE answer.

Is it polite to just nod your head instead of saying hello? What are appropriate ___ in your country?
a. greet
b. greeting
c. greetings

Choose ONE answer.

Do you know anything about Chinese culture? What do you think we can bring as a ___? A cake?
a. greet
b. gesture
c. gift

Choose ONE answer.

When we entered, the receptionist ___ us with a friendly 'Hello'.
a. adapted
b. greeted
c. nodded

Complete the sentence.
Clichés like 'Nice weather isn't it?', 'I thought the presenter was excellent. Do you know her name?', 'This is an unusual looking conference room, isn't it?' are common ice- ___.

Complete the email.

Dear Tina,
Thank you for your email asking for the sales report.
Please, find the ____ file as per your request.
Do forward it to the rest of the team if you feel that's appropriate.
Looking forward to your reaction.
Best wishes,

Robert

Complete the sentence.

-There is a conference on robotics next week. If you are interested in attending, please let me know as soon as _____.

Choose ONE answer.

Some cultures shake hands when they meet, while others ___ or hug.
a. personal space
b. attitude
c. bow

Choose all the phrases that can be used when <u>closing a formal email</u>.

a. Do let me know if you have any queries.
b. Catch you later.
c. Looking forward to speaking to you on Thursday.
d. Have a great day.
e. Feel free to contact me if you have any questions.
f. Talk to you later.

Match 1-4 to a-d.
1. Eye contact
2. Gift-giving
3. Clothes

a. Things that make a good present differ greatly. Even flowers are not a safety bet as in Russia, for example, your host will be very unhappy to receive an even number of roses.
b. Although rules are different in different countries. Staring is almost never acceptable.
c. Some local customs and cultural history traditionally encourage women to cover most of their body.

Complete the sentence.

Is personal ___ important for you? What is the comfortable distance for you?

Complete the sentence.

You should ___ before you open the office door and come in. It is done to demonstrate respect for the person on the other side of the door; and let them prepare for your entrance.

Complete the conversation.

-Why do you want to take a course in cross-cultural communication?
- I believe it's very important to understand how other cultures behave so you don't cause _____.

Complete the sentence.

In the English-speaking business world, people often use first names. But if you are not sure, use Mr and the family name for men, and Mrs or Miss and the family name for women, depending on whether they are married or not. _____ often replaces Mrs and Miss.

Задание 3. Ответ на вопрос. (УК-4)

Примеры вопросов
Do you like making presentations? Why / Why not?
Do you agree that the word of mouth is still a very effective way to advertise? Why? Why not?
Name 3 advantages of competition.
Name 3 intercultural communication problems. Offer ideas on how to solve them.
What areas of intercultural communication can you find in everyday life?