

**Приложение 2 к РПД**  
**Деловой английский**  
**38.06.01 Экономика**  
**Направленность (профиль)**  
**Региональная и отраслевая экономика**  
**Форма обучения – заочная**  
**Год набора – 2018, 2019, 2020, 2021**

**ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОВЕДЕНИЯ ПРОМЕЖУТОЧНОЙ  
АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ (МОДУЛЮ)**

**1. Общие сведения**

1.	Кафедра	Иностранных языков
2.	Направление подготовки	38.06.01 Экономика
3.	Направленность (профиль)	Региональная и отраслевая экономика
4.	Дисциплина (модуль)	Деловой английский
5.	Форма обучения	заочная
6.	Год набора	2018, 2019, 2020, 2021

**2. Перечень компетенций**

УК-3 - готовностью участвовать в работе российских и международных исследовательских коллективов по решению научных и научно-образовательных задач. УК-4 - готовностью использовать современные методы и технологии научной коммуникации на государственном и иностранном языках.
--

### 3. Критерии и показатели оценивания компетенций на различных этапах их формирования

Этап формирования компетенции / разделы, темы дисциплины	Формируемая компетенция	Критерии и показатели оценивания компетенций			Формы контроля сформированности компетенций
		Знать:	Уметь:	Владеть:	
1	2	3	4	5	6
Arrivals	УК-3 УК-4	тематический словарь; основы организации деловой коммуникации на английском языке; основные формы деловой документации на английском языке и способы ее ведения	работать с деловой документацией на языке, включая такие формы как резюме, бизнес-план, деловая презентация, деловое письмо; работать со словарями, энциклопедиями и другими справочными материалами тематической направленности	навыками работы с деловой корреспонденцией; навыками проведения лингвостилистического анализа делового текста	Работа на занятиях. Ролевая игра. Итоговый тест.
Making contact					Работа на занятиях. Итоговый тест.
After hours					Работа на занятиях. Итоговый тест.
Keeping in touch					Работа на занятиях. Ролевая игра. Итоговый тест.
Business news					Работа на занятиях. Итоговый тест.
Presentations: closing down and summarizing					Работа на занятиях. Ролевая игра. Итоговый тест.

#### Шкала оценивания в рамках балльно-рейтинговой системы

«не зачтено» – 60 баллов и менее; «зачтено» – 61-100 баллов

#### 4. Критерии и шкалы оценивания

##### Критерии оценивания устной монологической/диалогической речи на английском языке (работа на занятиях):

Максимальный балл – 4.

1. Точность передачи основной информации – 1 балл;
2. Использование адекватной лексики – 0,5 балла;
3. Правильность и комплексность грамматических конструкций – 1 балл;
4. Соответствие речевого стиля – 0,5 балла;
5. Фонетическая и интонационная правильность воспроизводимого текста – 0,5 балла;
6. Умение выразить личное мнение по теме публикации – 0,5 балла.

##### Критерии оценивания ролевой игры

Максимальный балл – 10.

1. Соответствие содержания выступления заявленной теме – 2 балла;
2. Связность высказывания, правильное структурирование высказывания – 2 балла;
3. Активность и адекватность выступления; взаимодействие с группой – 2 балла;
4. Глубина проработки обсуждаемой проблемы/аспектов проблемы – 2 балла;
5. Отсутствие грамматических, лексических и/или фонологических ошибок – 2 балла.

##### Критерии оценивания итогового теста

Кол-во правильных ответов	0-50	51-67	68-75	76-84
Количество баллов за решенный тест	2/0 б.	3/ 2 б.	4/ 4 б.	5/ 6 б.

##### Зачет

Зачет по дисциплине состоит из работы на занятиях, выполнения ряда письменных заданий по темам курса из источников основной и дополнительной литературы (в качестве текущего контроля) и написания итогового теста. Максимальный балл за зачет – 40 баллов.

При невозможности студентом посещения занятий зачет проводится в следующей форме: выполнение итоговых контрольных работ, написание итогового теста, собеседование по темам дисциплины (критерии оценивания представлены выше).

#### 5. Типовые контрольные задания и методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций в процессе освоения образовательной программы

##### 5.1 Типовое тестовое задание

###### 1. The odd one out

Circle the word that does not belong to the same field in each horizontal group:

1. business      company      society      subsidiary
2. salary      manager      salesman      employee
3. finance      product      research      marketing
4. distributing      selling      assembling      promoting
5. components      tools      hardware      strategy
6. end user      customer      client      distributor

**II. Word definition**

Which of the groups of three words that you identified above refer to the following definitions?

1. people who buy goods or services .....
2. types of commercial organisations .....
3. different departments or functions .....
4. people who work inside a company .....
5. activities that involve meeting customers.....
6. products that can be sold .....

**III. Adjectives of Nationality**

Read the ten short passages. Below each one you will find a sentence which you should complete using an adjective of nationality. Make sure that your sentences reflect the information that is contained in the passage itself.

1. Packard Bell Electronics has already taken 10% of the US computer market and has perform better, in some areas, than its two main national rivals Compaq and Apple. Compaq, Apple and Packard bell are .....
2. Nordak is currently recruiting a senior manager who will head up the UK office of its first foreign subsidiary. Nordak is not of ..... origin.
3. The shares of Heineken NV reached a record level of 244.5 guilders yesterday on their home market in Amsterdam, Holland. Heineken is a ..... company.
4. The 'Societe de Bourse Franchise' publishes an annual guide to the 120 biggest national companies whose shares are sold on the Paris exchange. The Paris exchange sells the shares of the 120 biggest ..... companies.
5. Coroll have received several enquiries from companies who are interested in representing products in Spain. However, for the time being they have no intention of expanding into t part of Europe. Coroll has no plans to enter the ..... market.

**IV. Advertising slogans**

Read the slogans and match them with the products or institutions for which you think they were actually used.

1. Get into our bed and sleep better ..... a. cosmetic cream
2. Down under: it's home to us ..... b. 'Nordic ski' exerciser
3. Would Mrs O'Brien trust her precious soles to just anyone. c. Australian airline company
4. I went to work and left my wrinkles at home ..... d. socks
5. Waist disposal unit..... e. mattress

**V. Word-Field matching**

Circle the word that does not belong in to the field in each horizontal group.

1	promotion	export	Pricing	packaging
2	clause	client	Contract	brochure
3	slogan	fee	Money	pay
4	star	executive	Actor	celebrity
5	To endorse	to afford	to promote	to support
6	computer	television	Commercial	advertisement
7	publicity	image	Reputation	agent
8	To plummet	to fall	to rise	to drop

## VI. Compounds

Match the words on the left with the words on the right to make compound nouns which are commonly used in advertising.

- |           |              |
|-----------|--------------|
| 1. market | a. audience  |
| 2. mass   | b. time      |
| 3. target | c. media     |
| 4. direct | d. symbol    |
| 5. status | e. research  |
| 6. sales  | f. mail      |
| 7. prime  | g. promotion |

## VII. Do or Make

Complete the following sentences with the correct form of *make* or *do*.

- Store managers ...decisions about which products to keep and which ones
- ... away with.
- Although that company has almost the same name as ours, we have nothing ....with them.
- You should ..... certain that the customers are always satisfied.
- In many cases, it .... sense to stock original products that cannot be found easily in other shops.
- He..... living as store manager for over 30 years and does not plan to retire yet.
- Could you .... me a favour and work the morning shift?
- ..... workers redundant is never an easy task for a manager.

## VIII. Prepositions

Fill in the blanks below with the correct prepositions.

- Although Leila is young, she is already successful..... business.
- It is necessary.....us to improve our after-sales service.
- Is your computer compatible ..... mine?
- The customers are very critical ..... some of the products we sell.
- We must be attentive ..... the needs of our customers.

## IX. Business expressions

Match a word from each of the columns below to form expressions that could be used to replace the words in *italics* in sentences A-1. Write the answers in the space provided after each sentence (there are two answers to F).

VERBS			
1	check	6	Raise
2	provide	7	Change
3	move	8	Withdraw
4	pay	9	Earn
5	order	10	Issue
NOUNS			
a	capital	f	the bill
b	Cash	g	Interest
c	foreign money	h	a statement
d	Funds	i	Shares
e	a loan	j	Balances

- In order to *increase financial resources* the company intends to *sell units of its capital* on the

2. stock market.....
3. Nowadays it is possible to *transfer money* between different accounts using an electronic banking system installed in your home. ....
4. My bank has agreed to *give me the money I need*, repayable over three years, to help me get the business started. ....
5. It doesn't matter if the banks are closed when I arrive because I'm sure that at the hotel in Zurich I'll be able to *convert some dollars* into Swiss Francs. ....

**X. Company's performance assessment**

**Read the following authentic newspaper headlines and decide in each case whether they reflect a good (+), average (o) or poor (-) performance of the company's shares on the Stock Exchange.**

1. Matsushita expects Y85bn profit boost.....
2. Welpac dives to £1.2m loss.....
3. Philips surges to £193m in third quarter.....
4. Jump in Rhone-Poulenc income.....
5. Bibby falls £10.7 into the red.....
6. Sumitono Metal Mining tumbles.....

**XI. Commonly confused words.**

**Circle the correct word in brackets in each of the following sentences.**

1. This report examines the (*relationship/relation*) between education and the level of development in Africa.
2. During the meeting, he made a brief (*illusion/allusion*) to the decline in exports to Western Europe.
3. Austria has been (*accepted/excepted*) into the European Union.
4. Of the two proposals put forward, I prefer the (*later/latter*).
5. (*Who's/Whose*) responsible for consumer affairs in this company?

**XII. Give a one-word definition.**

1. An estimate of the price of something.
2. Another word for a professional insurer.
3. A request for payment following an accident.
4. An intermediary between a client and an insurer.

**XIII. Countable and uncountable nouns.**

**In each of the following sentences indicate with a tick (/) or a cross (X) whether the noun in italics has been used correctly. If not, write the sentence out correctly in the space provided.**

1. Their *training* has been organised to cover basic communication skills.....
2. Over the years our company has accumulated a lot of *experiences* in the field of laser scanning techniques.....
3. *Our premises* are located in the centre of Brussels. ....
4. *Businesses* were especially good last quarter and this will affect our profits for the year...
5. The *datas* show a fall in the number of fatal accidents. ....

**Ключи:**

I	
1	society
2	salary
3	product
4	assembling
5	strategy
6	distributor
II	
1.	6
2.	1
3.	3
4.	2
5.	4
6.	5
III	
1.	American
2.	British
3.	Dutch
4.	French
5.	Spanish
IV.	
1.	e
2.	c
3.	d
4.	a
5.	b
V.	
1.	export
2.	brochure
3.	slogan
4.	executive
5.	to afford
6.	computer
7.	agent
8.	to rise
VI.	
1.	1e
2.	2c
3.	3a
4.	4f
5.	5d
6.	6g
7.	7b
VII.	
1.	make, to do
2.	to do
3.	make
4.	makes
5.	has been making

6.	do
7.	To make
VIII.	
1.	at
2.	for
3.	with
4.	of
5.	to
6.	of
IX.	
1.	1f
2.	2e
3.	3a
4.	4b
5.	5
6.	6d
7.	7c
8.	8i
9.	9g
10.	10h
1.	raise funds/withdraw shares
2.	move capital
3.	provide a loan
4.	change foreign money
X.	
1.	+
2.	-
3.	+
4.	+
5.	-
6.	-
XI.	
1.	<i>relation</i>
2.	<i>allusion</i>
3.	<i>accepted</i>
4.	<i>latter</i>
5.	<i>Who's</i>
XII.	
1.	evaluation
2.	underwriter, assurer
3.	insurance
4.	insurance agent
XIII.	
1.	V
2.	X <i>experience</i>
3.	V
4.	X <i>Business</i>
5.	X <i>data</i>



## **5.2 Примерные темы ролевой игры по курсу:**

1. At the airport.
2. Business conversation.
3. Business meeting.

## **5.3 Вопросы к зачету**

1. Your travel experiences. The perspectives of travel business.
2. Making contact: peculiarities of management styles in different countries.
3. Socialising: introductions and networking. Business and the Internet.
4. Advertising and marketing: product selling; making up an advertisement of a product. peculiarities of national advertising
5. Presentations: introducing yourself in business. Making a career.
6. Business news presentations.