

**Приложение 2 к РПД Деловой английский язык
44.03.05 Педагогическое образование
(с двумя профилями подготовки)
Направленность (профили) - Английский язык.
Второй иностранный язык
Форма обучения – очная
Год набора - 2020**

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

1. Общие сведения

1.	Кафедра	Филологии и медиакоммуникаций
2.	Направление подготовки	44.03.05 Педагогическое образование (с двумя профилями подготовки)
3.	Направленность (профили)	Английский язык. Второй иностранный язык
4.	Дисциплина (модуль)	Деловой английский язык
5.	Форма обучения	очная
6.	Год набора	2020

2. Перечень компетенций

ПК-2 Способен применять современные ИКТ в учебном процессе в соответствующей предметной области

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
HR. People power	ПК-2	тематический словарь; основы организации деловой коммуникации на английском языке, в том числе с помощью ИКТ; 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, в том числе электронными	навыками работы с деловой корреспонденцией в электронной среде; навыками проведения лингвостилистического анализа делового текста	Работа на занятиях Выполнение домашних заданий Итоговый тест
Organizations					Работа на занятиях Выполнение домашних заданий Итоговый тест
Change					Работа на занятиях Выполнение домашних заданий Итоговый тест
Responsibility					Работа на занятиях Выполнение домашних заданий Итоговый тест
Governance					Работа на занятиях Выполнение домашних заданий Итоговый тест
Start-ups					Работа на занятиях Выполнение домашних заданий Итоговый тест

Шкала оценивания в рамках балльно-рейтинговой системы

«неудовлетворительно» – 60 баллов и менее;
«хорошо» – 81-90 баллов

«удовлетворительно» – 61-80 баллов
«отлично» – 91-100 баллов

4. Критерии и шкалы оценивания

4.1 Критерии оценивания устной монологической/диалогической речи на английском языке (работа на занятии):

Мах – 2 балла:

1. точность передачи основной информации – 0,5 балла;
2. использование адекватной лексики – 0,5 балла;
3. правильность и комплексность грамматических конструкций; соответствие речевого стиля, фонетическая и интонационная правильность воспроизводимого текста – 0,5 балла;
4. умение выразить личное мнение по теме публикации – 0,5 балла.

4.2 Критерии оценивания домашнего задания

Адекватность и правильность выполненного задания – 2 балла.

4.3 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/ 3 б.	4/ 7 б.	5/ 10 б.

4.4 Зачет

Зачет по дисциплине состоит из работы на занятиях, выполнения ряда письменных заданий по темам курса из Workbook(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.

- 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
- Nordak is currently recruiting a senior manager who will head up the UK office of its first foreign subsidiary. Nordak is not of origin.
- 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.
- 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 biggestcompanies.
- 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 that 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.

- Get into our bed and sleep better a. cosmetic cream
- Down under: it's home to us b. 'Nordic ski' exerciser
- Would Mrs O'Brien trust her precious soles to just anyone. c. Australian airline company
- I went to work and left my wrinkles at home d. socks
- 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 nothingwith them.
- You should certain that the customers are always satisfied.
- In many cases, itsense to stock original products that cannot be found easily in other shops.
- He..... a living as store manager for over 30 years and does not plan to retire yet.
- Could youme 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 attentivethe needs of our customers.
- Our customers are fondthe 'personal touch' that we try to emphasise in each of our shops.

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. Write the answers in the space provided after each sentence.

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

1. In order to *increase financial resources* the company intends to *sell units of its capital* on the stock market.....
2. Nowadays it is possible to *transfer money* between different accounts using an electronic banking system installed in your home.
3. My bank has agreed to *give me the money I need*, repayable over three years, to help me get the business started.
4. 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. Countable and uncountable nouns.

In each of the following sentences indicate with a tick (V) 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 *datasshow* a fall in the number of fatal accidents.

Ключ:

№	ОТВЕТ
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/has made
6.	do
7.	To make/Making
VIII.	
1.	in
2.	for
3.	with
4.	of
5.	to
6.	of

IX.	
1.	1j
2.	2f
3.	3d
4.	4f
5.	5h
6.	6a
7.	7c
8.	8b
9.	9g
10.	10i
1.	raise capital/issue shares
2.	move funds
3.	provide a loan
4.	change foreign money
X.	
1.	+
2.	-
3.	+
4.	+
5.	-
6.	-
XI.	
1.	<i>relationship</i>
2.	<i>allusion</i>
3.	<i>accepted</i>
4.	<i>latter</i>
5.	<i>Who's</i>
XII.	
1.	V
2.	X <i>experience</i>
3.	V
4.	X <i>Business</i>
5.	X <i>data</i>

5.2 Вопросы к зачету

Зачет по дисциплине состоит из работы на занятиях, выполнения ряда письменных заданий по темам курса из Workbook (в качестве текущего контроля) и написания итогового теста.

Зачет по дисциплине состоит из работы на занятиях, выполнения ряда письменных заданий по темам курса, выполнения заданий для самостоятельной работы из Workbook (в качестве текущего контроля) и написания итогового теста.

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

Вопросы к зачету

1. Company structures: company's profile and structure.
2. Recruitment. World of professions; job hunting process.
3. Management styles: peculiarities of management styles in different countries.

4. Advertising and marketing: product selling; making up an advertisement of a product; peculiarities of national advertising.
5. Franchising: franchise selling; specific features of national franchising.
6. Retailing: selling and buying goods and services; channels of distribution, demand and supply; describing a personal profile of a consumer.
7. Banking: national banking system and financial services; internet banking.
8. The stock exchange. Financial market: shares, national currency, rates of exchange; investments.
9. The small business: types and administration; making up a business plan.
Insurance: risk management, insurance policy, compensation of a loss.