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УТВЕРЖДАЮ

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Иностранный язык

Оценочные материалы для проведения текущего контроля успеваемости и
промежуточной аттестации студентов, обучающихся по направлению подготовки
38.03.05 Бизнес-информатика,
образовательная программа «Цифровая трансформация управления бизнесом»,
профиль «ИТ-менеджмент в бизнесе»

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1. Перечень планируемых результатов освоения образовательной программы (перечень компетенций) с указанием индикаторов их достижения и планируемых результатов обучения по дисциплине

Код компетенции	Наименование компетенции	Индикаторы достижения компетенции	Результаты обучения (умения и знания) соотнесенные с индикаторами достижения компетенции
УК-3	Способность применять знания иностранного языка на уровне, достаточном для межличностного общения, учебной и профессиональной деятельности	1. Использует иностранный язык в межличностном общении и профессиональной деятельности, выбирая соответствующие вербальные и невербальные средства коммуникации	Знать: значение изученных лексических единиц, обслуживающих ситуации иноязычного общения в сферах деятельности, предусмотренной направлением подготовки 38.03.05 Бизнес-информатика, образовательная программа «Цифровая трансформация управления бизнесом», профиль «ИТ-менеджмент в бизнесе» Уметь: использовать иностранный язык в межличностном общении и профессиональной деятельности при вербальном и невербальном общении
		2. Реализует на иностранном языке коммуникативные намерения устно и письменно, используя современные информационно-коммуникативные технологии	Знать: виды коммуникативных намерений; значения лексических единиц иностранного языка при использовании современных информационно-коммуникативных технологий Уметь: подбирать и применять соответствующие лексические единицы иностранного языка в общении и речевой деятельности на иностранном языке при использовании современных информационно-коммуникативных технологий

		3. Использует приемы публичной речи и делового и профессионального дискурса на иностранном языке	Знать: приемы и принципы построения публичной речи в ситуации межкультурного взаимодействия; приемы, убеждения, аргументации, выражения мнения на иностранном языке; лексико-грамматические особенности иноязычной публичной речи в ситуации делового и профессионального общения; правила подготовки публичной речи на иностранном языке; приемы и иноязычные средства делового и профессионального дискурса Уметь: сообщать информацию на основе прочитанного текста в форме подготовленного монологического высказывания; использовать приемы и принципы построения публичной речи для сообщения профессионально-ориентированного содержания на иностранном языке
		4. Демонстрирует владения основами академической коммуникации и речевого этикета изучаемого иностранного языка	Знать: основные нормы академического и социального поведения и речевой этикет, принятые в стране изучаемого языка Уметь: сообщать информацию академического содержания на иностранном языке; использовать приемы академической устной и письменной коммуникации на иностранном языке; применять правила речевого этикета в ситуациях академического общения

		5. Грамотно и эффективно пользоваться иноязычными источниками информации	Знать: правила использования различных технических средств с целью поиска и извлечения иноязычной информации; основные правила определения релевантности и надёжности иноязычных источников; основные правила анализа и синтеза информации Уметь: понимать информацию при чтении учебной и справочной литературы в соответствии с конкретной целью; извлекать основную и второстепенную информацию из иноязычных источников разного типа; систематизировать и применять извлеченную информацию для решения коммуникативных и профессиональных задач
		6. Продуцирует на иностранном языке письменные речевые произведения в соответствии с коммуникативной задачей	Знать: основные организации письменной коммуникации; функции письменных коммуникативных средств Уметь: письменно реализовывать коммуникативные намерения (информирование, предложение, запрос, побуждение к действию, просьба, (не)согласие, отказ, извинение, благодарность); составлять деловые письма, должностные записки, резюме, сопроводительное письмо, контракт и иные виды документов на иностранном языке

2. Показатели и критерии оценивания компетенций на различных этапах их формирования, описание шкал оценивания

Уровень сформированности компетенций			
«Минимальный уровень не достигнут»	«Минимальный уровень»	«Средний уровень»	«Высокий уровень»
Компетенции не сформированы. Знания отсутствуют, умения и навыки не сформированы.	Компетенции сформированы. Сформированы базовые структуры знаний. Умения фрагментарны и носят репродуктивный характер. Демонстрируется низкий уровень самостоятельности практического навыка.	Компетенции сформированы. Знания обширные, системные. Умения носят репродуктивный характер, применяются к решению типовых заданий. Демонстрируется достаточный уровень самостоятельности устойчивого практического навыка.	Компетенции сформированы. Знания твердые, аргументированные, всесторонние. Умения успешно применяются к решению как типовых, так и нестандартных творческих заданий. Демонстрируется высокий уровень самостоятельности, высокая адаптивность практического навыка.
Описание критериев оценивания			
Обучающийся демонстрирует: - существенные пробелы в знаниях учебного материала; - допускаются принципиальные ошибки при ответе на основные вопросы билета, отсутствует знание и понимание основных понятий и категорий; - непонимание сущности дополнительных вопросов в рамках заданий билета;	Обучающийся демонстрирует: - знания теоретического материала; - неполные ответы на основные вопросы, ошибки в ответе, недостаточное понимание сущности излагаемых вопросов; - неуверенные и неточные ответы на дополнительные вопросы; - недостаточное владение литературой, рекомендованной программой дисциплины; - умение без грубых ошибок решать практические задания, которые следует выполнить.	Обучающийся демонстрирует: - знание и понимание основных вопросов контролируемого объема программного материала; - твердые знания теоретического материала. - способность устанавливать и объяснять связь практики и теории, выявлять противоречия, проблемы и тенденции развития; - правильные и конкретные, без грубых ошибок, ответы на поставленные вопросы;	Обучающийся демонстрирует: - глубокие, всесторонние и аргументированные знания программного материала; - полное понимание сущности и взаимосвязи рассматриваемых процессов и явлений, точное знание основных понятий в рамках обсуждаемых заданий; - способность устанавливать и объяснять связь практики и теории;

- отсутствие умения выполнять практические задания, предусмотренные программой дисциплины; - отсутствие готовности (способности) к дискуссии и низкую степень контактности.		- умение решать практические задания, которые следует выполнить; - владение основной литературой, рекомендованной программой дисциплины; - наличие собственной обоснованной позиции по обсуждаемым вопросам. Возможны незначительные оговорки и неточности в раскрытии отдельных положений вопросов билета, присутствует неуверенность в ответах.	- логически последовательные, содержательные, конкретные и исчерпывающие ответы на все задания билета, а также дополнительные вопросы экзаменатора; - умение решать практические задания; - свободное использование в ответах на вопросы материалов рекомендованной основной и дополнительной литературы.
Оценка «неудовлетворительно» / «не зачтено»	Оценка «удовлетворительно» / «зачтено»	Оценка «хорошо» / «зачтено»	Оценка «отлично» / «зачтено»

3. Оценочный лист результатов обучения к дисциплине

Виды работ обучающегося, формирующие текущий контроль по дисциплине.

Семестр 1

№ п/п	Вид учебной деятельности	Баллы	Максимум за семестр (модуль)
1.	Ведение тетради	0,1	3
2.	Активная работа на семинарском занятии	0,3	10
3.	Подготовка доклада (монолог-сообщения)	0,3	5
4.	Подготовка презентации по заданной теме	0,3	5
5.	Выполнение лексико-грамматических заданий	0,4	5
6.	Участие в ролевой игре/ дискуссии	0,4	5
7.	Тестирование		5
8.	Посещение аудиторных занятий	0,1	2
	Всего за семестр		40

Семестр 2

№ п/п	Вид учебной деятельности	Баллы	Максимум за семестр (модуль)
1.	Ведение тетради	0,1	3
2.	Подготовка доклада (монолог-сообщения)	0,3	5
3.	Подготовка презентации по заданной теме	0,3	5
4.	Выполнение лексико-грамматических заданий	0,4	5
5.	Участие в ролевой игре/ дискуссии	0,4	5
6.	Тестирование		5
7.	Посещение аудиторных занятий	0,1	2
	Выполнение контрольной работы		10
	Всего за семестр		40

Семестр 3

№ п/п	Вид учебной деятельности	Баллы	Максимум за семестр (модуль)
1.	Ведение тетради	0,1	3
2.	Активная работа на семинарском занятии	0,3	10
3.	Подготовка доклада (монолог-сообщения)	0,3	5
4.	Подготовка презентации по заданной теме	0,3	5
5.	Выполнение лексико-грамматических заданий	0,4	5
6.	Участие в ролевой игре/ дискуссии	0,4	5
7.	Тестирование		5
8.	Посещение аудиторных занятий	0,1	2
	Всего за семестр		40

Семестр 4

№ п/п	Вид учебной деятельности	Баллы	Максимум за семестр (модуль)
1.	Работа в семестре		40
1.	Ведение тетради	0,1	3
2.	Подготовка доклада (монолог-сообщения)	0,3	5
3.	Подготовка презентации по заданной теме	0,3	5
4.	Выполнение лексико-грамматических заданий	0,4	5
5.	Участие в ролевой игре/ дискуссии	0,4	5
6.	Тестирование		5
7.	Посещение аудиторных занятий	0,1	2
	Выполнение контрольной работы		10
2.	Экзамен		60
	Итого		100

Критерии балльной оценки включают качество подготовки обучающихся к семинарским занятиям, выполнения различных видов самостоятельной работы (при этом результаты регулярно проводимого экспресс-контроля успеваемости обучающихся должны составлять не менее 50% балльной оценки), а также посещение аудиторных занятий (не более 15% балльной оценки).

При подведении итогов текущего контроля успеваемости в середине семестра его результаты в 20-балльной оценке вносятся в ведомости текущего контроля успеваемости и использованием ТЭКУ (в филиалах – в ведомости текущего контроля успеваемости) и на соответствующей странице предметно-группового журнала преподавателям, ведущим аудиторные занятия.

Обучающийся, получивший от 7 до 20 баллов, считается аттестованным, получивший от 0 до 6 баллов – не аттестованным.

Результаты текущего контроля успеваемости за вторую половину семестра / в модуле преподаватели, ведущие аудиторные занятия, сообщают обучающимся на последнем занятии и вносят в ведомости (в колонку «баллы, работа в семестре») в день проведения зачета/экзамена.

Критерии балльной оценки различных форм текущего контроля успеваемости определяются в соответствии со шкалой оценивания в пределах от 0 до 40 баллов.

Критерии балльной оценки промежуточного контроля успеваемости определяются в соответствии со шкалой оценивания в пределах от 0 до 60 баллов.

Итоговая сумма баллов, полученная обучающимся по результатам текущего контроля успеваемости в семестре/модуле и промежуточной аттестации, преобразуется в пятибалльную систему оценок.

Порядок перевода 100-балльной оценки в пятибалльную

100-балльная система	5-балльная система
86-100	отлично
70-85	хорошо
50-69	удовлетворительно
менее 50	неудовлетворительно
50-100	зачтено
менее 50	не зачтено

4. Контрольные материалы, необходимые для оценки индикаторов достижения компетенций, умений и знаний

Текущий контроль

Примерный перечень вопросов для подготовки докладов УК-3 (1-6)

Тема 1. Основы бизнеса

Виды бизнеса и бизнес-компаний.

Организационная структура частной бизнес-компании.

Тема 2. Стажировки

Виды стажировок.

Тема 3. Работа с клиентами

Поиск клиентов.

Общение с клиентами.

Деловая переписка с клиентами.

Тема 4. Производственный процесс

Менеджмент производственного процесса.

Тема 5. Устройство на работу

Резюме и сопроводительное письмо.

Собеседование при устройстве на работу.

Тема 6. Маркетинг и продажа товаров

Виды деятельности отдела маркетинга и отдела продаж.

Тема 7. Предпринимательство

Виды предпринимательства.

Преимущества и недостатки частного предпринимательства.

Тема 8. Информационные технологии

Компоненты компьютерной информационной системы.

Преимущества и недостатки информационных технологий.

Тема 9. Профессии в области информационных технологий

Разработчики программного обеспечения.

Системные аналитики.

Тема 10. Компьютерные системы

Типы компьютерных систем.

Главные компоненты компьютерных систем.

Тема 11. Периферийные устройства

Проблемные ситуации при работе с компьютером.

Тема 1. Бизнес-расходы

Фиксированные и переменные затраты бизнес-компаний.

Инвестиции.

Прибыль, затраты и платежи.

Тема 2. Франчайзинг

Франчайзинг и его финансирование.

Тема 3. Информация и информационные системы

Информационная система и её составляющие.

Управление информационными системами

Тема 4. Технологические и социальные составляющие компьютерных информационных систем

Технологические элементы компьютерной информационной системы.

Тема 5. Классификация и функции информационных систем

Виды информационных систем, их преимущества и недостатки.

Схема функционирования информационных систем: операционная обработка или обработка транзакций, мониторинг, поддержка и принятие решений, экспертная оценка, коммуникация.

Тема 6. Разработка стратегии использования информационных систем

Использование информационных систем в бизнесе.

Проблемы разработки стратегии использования информационных систем.

Примерные вопросы текущего опроса
УК-3 (1-6)

Тема 1. Основы бизнеса

Различные виды бизнеса и бизнес-компаний.

Организационная структура частной бизнес-компаний.

Работа в бизнес-компаний.

Устройство на работу.

Тема 2. Стажировки

Различные виды стажировок. Приобретение опыта работы.

Виды деловой коммуникации: устное общение ('small talk') и письменное общение ('e-mails').

Международные конференции.

Тема 3. Работа с клиентами

Поиск клиентов.

Общение с клиентами.

Телефонные разговоры.

Разговорные клише для делового общения по телефону.

Деловая переписка.

Виды деловых писем.

Правила оформления деловых писем.

Тема 4. Производственный процесс

Производственный цикл.

Менеджмент производственного процесса.

Товарооборот.

Партнёры по бизнесу.

Тема 5. Устройство на работу

Трудоустройство. Резюме и сопроводительное письмо.

Собеседование при устройстве на работу.

Тема 6. Маркетинг и продажа товаров

Виды деятельности отдела маркетинга и отдела продаж.

Реклама.

Работа с клиентами.

Тема 7. Предпринимательство

Виды предпринимательства.

Анализ рисков при создании новой бизнес-компании.

Преимущества и недостатки частного предпринимательства.

Как начать свой бизнес?

Тема 8. Информационные технологии

Компоненты компьютерной информационной системы.

Информационные технологии как академическая дисциплина.

Преимущества и недостатки информационных технологий.

Тема 9. Профессии в области информационных технологий

Карьерный рост в области информационных технологий.

Разработчики программного обеспечения.

Системные аналитики.

Учёба в университете: направления обучения, экзамены.

Тема 10. Компьютерные системы

Типы компьютерных систем.

Главные компоненты компьютерных систем.

Микропроцессоры.

Рабочий стол.

Покупка компьютера.

Тема 11. Периферийные устройства

Различные периферийные устройства.

Различные виды принтеров.

Клавиатура.

Компьютерная мышь.

Проблемные ситуации при работе с компьютером.

Тема 1. Бизнес-расходы

Фиксированные и переменные затраты бизнес-компаний.

Инвестиции.

Прибыль, затраты и платежи.

Проведение переговоров.

Фиксированные и переменные затраты личного бюджета.

Тема 2. Франчайзинг

Франчайзинг и его финансирование. Планирование.

Проектная деятельность.

Международные бизнес-проекты.

Тема 3. Информация и информационные системы

Данные, информация, знания.

Информационная система и её составляющие.

Управление информационными системами: деятельность по планированию, приобретению, разработке и использованию информационных систем в бизнесе.

Тема 4. Технологические и социальные составляющие компьютерных информационных систем

Технологические элементы компьютерной информационной системы: аппаратное обеспечение, программное обеспечение, коммуникационные сети, телекоммуникации, базы данных, процесс обработки данных.

Социальные элементы компьютерной информационной системы.

Бизнес-информатика как академическое направление обучения.

Тема 5. Классификация и функции информационных систем

Виды информационных систем, их преимущества и недостатки.

Схема функционирования информационных систем: операционная обработка или обработка транзакций, мониторинг, поддержка и принятие решений, экспертная оценка, коммуникация.

Тема 6. Разработка стратегии использования информационных систем

Проблемы разработки стратегии использования информационных систем.

Связь между стратегией и использованием информационных систем.

Использование информационных систем в бизнесе.

Примерные тестовые задания
УК-3 (1-6)

Из предложенных вариантов ответов выберите единственный правильный.

1. My train arrived at 10:15, which means: ____.

fifteen ten fifteen past ten ten fifteen ten past fifteen

2. The policeman warned the photographer ____ too near.

not to come shouldn't come doesn't come don't come

3. "How old is she now?" "She ____ in 1905."

was borne was born was burn

4. "Can you lend me a pound?" " ____ "

I afraid no. No, sadly. I'm afraid not. Not, sorry.

5. The tourists were looking forward ____ the Tate Gallery.

to visit to visiting visiting a visit to

6. The family lost their money on roulette so they're unable to buy ____.

Something nothing everything anything

7. No matter ____, you must keep trying.

however it seems difficult how difficult does it seem
however seems it difficult how difficult it seems

8. A horrible morning was followed by a torrent of rain ____ afternoon.

late in the in late late in on late

9. You hardly ever panic, ____ you?

don't aren't do have

10. Could you tell me when ____ on Saturdays?

do shops open shops' opening are shops open shops
open

Примерные лексико-грамматические упражнения
УК-3 (1-6)

1. Read the definitions and translate the words into Russian

Laissez-faire – the policy of allowing companies and the economy to operate without government control;

self-interest – interest in yourself and how to gain advantages for yourself;

oil-refinery – a factory where different substances are removed from oil to make it pure;

aid – help;

assets – smth such as money or property that a person or company owns;

entrepreneur – smb who uses money to start businesses and makes business deals;

fiscal policy – government policy in the sphere of budgeting and taxes; monetary

policy – government policy which deals with money supply and interest rates.

2 Read the text and do the tasks after each section

MARKET ECONOMIES

A A society may attempt to deal with the basic economic problems by allowing free play to what are known as market forces. The state plays little or no part in economic activity. Most of the people in the non-communist world earn and spend in societies which are still fundamentally market economies.

The market system of economic organization is also commonly described as a free enterprise or laissez-faire, or capitalist system. We shall use all these terms to stand for a market economy. Strictly speaking the pure market of laissez-faire system has never existed. Whenever there has been some form of political organization, the political authority has exercised some economic functions (e.g. controlling prices or levying taxation). It is useful, however, to consider the way in which a true market system would operate because it provides us with a simplified model, and by making modifications to the model we can approach the more realistic situations step by step.

The framework of a market or capitalist system contains six essential features: private property, freedom of choice and enterprise, self-interest, competition, the price system, the role for government.

A What does the underlined phrase mean in the text?

- I. Market economy is spoiled and corrupt.
- II. Market economy is only a scientific theory which doesn't prove.
- III. Market economy has influences of other economic systems in it.

B Freedom of choice and enterprise

Freedom of enterprise means that individuals are free to buy and hire economic resources, to organize these resources for production, and to sell their products in the markets of their own choice. Persons who undertake these activities are known as entrepreneurs and such people are free to enter and leave the industry. Freedom of choice means that owners of land and capital may use these resources as they see fit. It also means that workers are free to enter (and leave) any occupations for which they are qualified. Finally it means that consumers are free to spend their incomes in any way they wish. The freedom of consumer choice is usually held to be the most important of those economic 'freedoms'. In the models of capitalism, producers respond to consumers' preferences – they produce whatever consumers want.

B Write out all the words which denote participants of the market

C Competition

Economic competition is another essential feature of a free enterprise economy. Competition, as economists see it, is essentially price competition. The model of the market economy envisages a situation where, in the market for each commodity, there are large number of buyers and sellers. In theory at least, competition is the regulatory mechanism of capitalism. On the one hand, it protects the customers – they have the right of choice and they benefit from the fact that competition keeps prices close to costs; on the other hand, it makes producers and suppliers of scarce resources utilize them economically, using most sophisticated technologies.

C Which is true?

- Competition makes prices lower.
- Competition makes prices higher.
- The influence of competition is difficult to predict.

3. Choose the proper word from two variants in brackets

1. The fashion for mini-skirt (increased/reduced) the demand for textile materials.
2. Even in (some/the same) middle-income countries many people are very poor.
3. Government regulations sometimes (decrease/impose) a change in (technology/quantity) that producers do not want to use.
4. Stabilization of prices is of great importance to industrial nations (as we// as /as well) the Third World countries.
5. Freeing up (освобождение) prices leads to their (decrease/increase).
6. (Inferior/ Normal) goods are usually low-quality goods for which there are higher-quality (improvements/substitutes) sold at higher prices.
7. A decrease in (complement/ input) prices makes the production less expensive.

4. Complete the sentences using comparative constructions with the words than or as
Model:

*We face the problem of surplus when supply is **higher than demand**.*

*Market economic system is **not so stable as command system**.*

*Producers supply **as many goods as** consumers are ready to buy.*

1. The market is in equilibrium when the demanded quantity is as large

2. Prices rise when they are not so high _____
3. Prices rise when they are lower _____
4. We may have excess supply if prices are higher _____
5. The demand for inferior goods at high incomes will not be as high
_____ .

Примерная тематика для проведения ролевых и деловых игр
УК-3 (1-6)

Ролевая игра «Телефонный разговор с работником банка об условиях открытия счёта в банке»

Ролевая игра «На международной конференции»

Ролевая игра «Разговор по телефону между поставщиком и клиентом»

Ролевая игра «Собеседование при устройстве на работу»

Ролевая игра «Продажа автомобиля»

Ролевая игра «Создание новой бизнес-компании»

Деловая игра «Прием на работу. Собеседование»

Ролевая игра «На переговорах»

Пример дискуссии
УК-3 (1-6)

«The UK membership in EC»

Warm-up Discussion

- Today we'll have a debate-lesson. First of all, let's revise the rules of the debates:

*Work as a team and always support each other.

*Listen to your opponents carefully.

*Make notes while your opponents are speaking to keep track of their ideas.

*Try to answer your opponents' questions giving reasons for your opinion.

*Be polite and disciplined during the debate.

*Never interrupt each other.

*Don't speak longer than the set time limit

- I suppose, practically all of you know that the UK economy ranks among the top industrial countries in the world. I hope, you know that the GNP per capita is among that of most other European countries. Who approves their membership in EC? Really? And what about the Parliament and main political parties? If not, what do they discuss? Discuss these questions in pairs, please – you have 3 minutes.

Well, I suggest you to discuss the problem of EC. What about the topic "EC and its members"? We need 3 persons, who will try to prove their ideas. Do you mind joining the team of Proposers? OK! And now who feels strongly against the topic? We also need 3 persons. OK, you are the team of Opposers. By the way, we need a time-keeper. Let all the others to be the jury, OK?

Well, now let's see what is necessary to be a good speaker.

*Demonstrate a good knowledge of the topic

*Use examples and facts to support the arguments

*Show enthusiasm and confidence

*Try to answer the questions even if they are tough

*Speak loudly and clearly

The teams have 5 minutes to choose the speakers and to discuss the idea from different sides. The jury, please, take some sheets of paper to write down the marks and remember: don't discuss them with anybody!

Are you ready? Let's start!

2) The main part. Debate Procedure

- Let me open the debate. The floor is given to the first speaker of Proposers.

1. Proposer 1

Good morning.

Let me introduce myself and my team. I am P1, the first speaker. The second speaker in our team is P2. And the third speaker is P3.

Our team supports the idea... Our first argument is...Our second argument is ...

- Thank you. Now the floor is given to the second team. Would you like to take time-out to discuss questions to the speaker?

2. Opposer 3

Would you answer some questions?

Can you name...? What can you say about the fact that ...?

Proposer 1: Thank you for your questions. I try to answer them

- Thank you. The floor is given to Opposers.

3. Opposer 1

Good morning.

I'd like to introduce myself and our team. I'm O1, the first speaker. This is O2, the second speaker and O3 is our third speaker.

We agree with the statements given by the speaker P1. But we can't agree with the motion of the debate.

Firstly....

The second argument doesn't seem to be convincing either.

- Thank you. The floor is given to the Proposers. Would you like to take time out?

If yes, you can use 2 minutes to consult each other.

4. Proposer 3

The speaker tried to change our minds saying ...

But I'd like to hear the answers to the following questions. (Proposer 3 asks questions)

Opposer 1 answers them.

Далее дебаты продолжаются в соответствии с форматом.

3)Conclusion

Please, vote for the decision.

После проведения дебатов подводятся итоги.

Примерный вариант контрольной работы
УК-3 (1-6)

(семестр 2)

I вариант

Trade is buying and selling goods and services. Trade occurs because people need and want things that others produce.

Trade that takes place within a single country is called domestic trade. International trade is the exchange of goods and services between nations. It is also called world trade or foreign trade.

Trade in the USA is carried out mainly by private persons and businesses. Government is more important as a buyer than as a seller. The United States is one of the world's leading trading nations.

About 40% of annual US production of cotton, tobacco and wheat is exported. Businesses producing computer equipment machinery also export their goods.

Americans import many raw materials and foods. They include: coffee, copper, nickel, oil and tea.

Trade helps people enjoy a higher standard of living. People can obtain more goods and services at lower price.

1. Прочитайте текст и дайте ответы на следующие вопросы:

1. What is trade?
2. Why do you think trade occurs?
3. What is called domestic trade?
4. What is called world trade?
5. What do Americans import?

2. Напишите 3 утверждения, не соответствующие содержанию текста.

3. Найдите соответствия (укажите стрелками)

1. domestic	1. production
2. annual	2. materials
3. raw	3. trade
4. higher	4. price
5. lower	5. standard

4. Отреагируйте на утверждения, подчеркните верное.

1. Trade in the USA is carried out mainly by private persons.	Quite right/ You are mistaken
2. Businesses producing computer equipment never export their goods.	Quite right/ You are mistaken
3. People can obtain more goods at higher price	Quite right/ You are mistaken

5. Составьте план пересказа

6. Озаглавьте текст

7. Раскройте скобки

1. Today Simon (to walk)_____ home from school.

2. Simon always (to walk)_____ because he (to hate)_____ the bus.

3. Now he (to run) _____ because he is hungry.

4. I (to be)_____ in a hurry.

5. My friends (to wait)_____ for me now.

6. My brother (to go)_____ to the country with us next year.

7. We (to go)_____ to the institute tomorrow.

8. I (to meet)_____ just our teacher.

9. I never (to visit)_____ this place.

10. I (to work)_____ at the office at 3 o'clock yesterday.

8. Поставьте следующие предложения в вопросительную и отрицательную формы.

1. The contract will be ready the day after tomorrow.

2. We have done business with this firm.

3. She has phoned you this morning.

Примерный вариант контрольной работы
УК-3 (1-6)

(семестр 4)

II вариант

Advertising – the techniques and practices used to bring products, services or opinions to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. In criticism of advertising it has been argued that the consumer must pay for the cost of advertising in the form of higher prices for goods; against this point it is argued that advertising enables goods to be mass marketed, thereby bringing prices down. It has been argued that the cost of major advertising campaigns is such that few firms can afford (to have enough money to buy or pay for something) them, thus helping these firms to dominate (to have power and control over) the market; on the other hand, whereas smaller firms may not be able to compete (to try to be more successful) with larger ones at a national level, at the local level advertising enables them to hold their own. Finally, it has been argued that advertisers exercise an undue (more than is reasonable, suitable, or necessary) influence over the regular contents of the media they employ - the editorial stance (an opinion that is stated publicly) of a newspaper or the subject (the thing one is talking about or considering in a conversation, discussion, book, film etc.) of a television show. In response it has been pointed out that such influence is counteracted, at least in the case of financially strong media firms, by the advertiser's reliance on the media to convey his messages; any compromise (an agreement between two contracting parties that is achieved by both of them accepting less than they wanted at first) of the integrity of a media firm might result in a smaller audience (the persons reached by a publication, radio, TV, etc.) for his advertising.

I. Прочитайте текст и напишите ответы на следующие вопросы:

1. What is the first point in criticism of advertising ?
2. What is the second point of dispute in criticism of advertising?
3. What is the third subject of controversy in criticism of advertising?
4. What has been pointed out in response?

II. Отреагируйте на утверждение. Подчеркните соответствующую речевую форму.

1. Against this point it is argued that advertising enables goods to be mass marketed (That's right/ That's wrong/ No information)

2. It has been argued that the cost of major advertising campaigns is such that few firms can have enough money to pay for them. (No doubt/ You are mistaken/ No information)
3. Advertising enables smaller firms to flourish at the local level. (Sure/ Of course not/ No information)
4. A balance sheet shows a company's assets, liabilities and worth. (You're mistaken/ You're right/ No information)
5. The media are completely subject to the advertiser's ill will. (You're mistaken/ You're right/ No information)

III. Закончите предложения в соответствии с текстом:

1. The consumer must pay
2. Advertising enables
3. Advertising helps large companies to dominate
4. Any compromise of the integrity of a media firm might result in

IV. Охарактеризуйте:

1. Позицию сторонников рекламы
2. Позицию противников рекламы

V. Напишите 5 утверждений, не соответствующих значению текста:

VI. Выпишите из текста определения рекламы:

VIII. Письмо

Письмо-ответ на полученное письмо (follow-up letter), уточняющее детали (offer / letter of inquiry / letter of application)

Suppose you run a small cafe next to your university. One of your coffee machines has broken down. You need a new one. Fortunately, you received an offer from the suppliers of that sort of equipment. Write a follow-up Letter of Inquiry (not less than 100 words) in which you:

- (1) tell the supplier what sort of firm you are and why you are writing this letter;
- (2) mention where obtained your addressee's name, what you heard about the firm and its status;
- (3) ask about the terms of delivery, the availability of services and guarantees;
- (4) find out the possibility of any discount;
- (5) close an enquiry and mention that a prompt reply would be appreciated and express a hope for the further successful cooperation.

Coffee Shop
3, Telmana Street

Braun
Carl-Ulrich-Strasse
4 63263 Neu-Isenburg
GERMANY

Dear Sir,

- (1) _____
- (2) _____
- (3) _____
- (4) _____
- (5) _____

We are looking forward to your reply.

Yours faithfully,

Alex Ivanov
CEO

1 СЕМЕСТР

УК-3 (1-6)

Тема 1. Основы бизнеса

Лексико-грамматические упражнения

1. Read and translate the text

Perfect competition

A model of industrial structure in which many small firms compete in the supply of a single product. Three primary features characterize a perfectly competitive industry. 1. There is a multitude of firms (buyers as well as sellers) all too small to have any individual impact on market price. Therefore, marginal revenue and price are equal. 2. All firms aim to maximize profit. 3. Firms can costlessly enter and exit the industry. Also, it is assumed that the outputs traded are homogeneous.

Perfect competition is economically efficient.

In the short run, profit maximization ensures that each firm will set its output so that its marginal cost is equal to its marginal revenue. To produce when marginal cost exceeds marginal revenue implies that cutting back production will save more than the revenue lost; and to produce when marginal revenue exceeds marginal cost implies that expanding production will increase revenue more than costs. Thus, marginal revenue will equal marginal cost. Moreover, under the price-taking assumption, the effect is that marginal cost equals price. This is efficient for the allocation of resources, because it ensures that no consumer will be deterred from buying something which he values more than it costs to make.

Vocabulary

marginal revenue	предельный доход
short run	= short period
perfect	идеальный
supply	предложение
feature	особенность
homogeneous	однородный
to ensure	гарантировать
costs	издержки
to cost	стоимость
to value	оценивать

2. Найдите в правой колонке русские соответствия следующих слов:

to compete	выйти
competitive	войти
impact	объем производства
equal	превышать
to enter	влияние
to exit	конкурировать
output	равный
to exceed	конкурентный, конкурентоспособный

3. Образуйте от прилагательных наречия и приведите сравнительную и превосходную степень тех наречий, которые ее имеют
Domestic, actual, soon, close, different, rapid, independent, economical, free, essential, individual, natural, intelligent, local, possible, main, recent, uniform, profitable.

4. Образуйте степени сравнения прилагательных, обращая внимание на артикли

1. The central regions of the country are (industrialized) than northern parts.
2. Living conditions in some Latin American countries are (bad) than in developing Asian countries.
3. It was (easy) to make a decision than economists thought.
4. This is (important) stage in the processing of the product.
5. Nowadays mining plants use (modern) machines than ten years ago.
6. Bananas require (hot) climate for growth than potatoes.
7. Consumers were interested in (cheap) goods of (high) quality.
8. Sometimes the work of a farmer is (difficult) than that of an industrial worker.
9. Food, clothes and a house are (necessary) things for man's life.
10. Angola is known as a (little) developed country.

5. Переведите предложения на русский язык:

1. The more we work together, the more successful is our cooperation.
2. This brand of coffee is not so expensive as that one.
3. The lower is the price, the more you can buy.
4. Repairing cars is as profitable as selling them.
5. The more profits you get, the more you can invest into your business.
6. Our business is not as profitable as yours.
7. The earlier we get your order, the sooner you can receive the goods.
8. Today our prices are as low as they were a month ago.
9. The sooner you come, the better.
10. Our prices are not so high as those of our competitors.
11. The longer you stay in the hotel, the more you pay.
12. John knows Russian as well as English.
13. The more people know about the product, the better they buy it.
14. The longer is the delay in delivery the higher are the penalties.
15. The more you read, the more you know.

6. Выпишите из текста прилагательные

7. Напишите 5 прилагательных, чтобы охарактеризовать экономику любой отдельно взятой страны.

Лексико-грамматический тест

Q1 The water in the refrigerator should be

(a) warm (b) hot (c) cold (d) frozen

Q2 I will come home early.

(a) Today at night (b) This night (c) Tonight (d) The night

Q3 Do you the bus to work?

(a) take (b) drive (c) bring (d) walk

Q4 Have you?

(a) turned skinny (b) lost weight (c) no more fat (d) weighted less

Q5 She is a member the gym.

(a) for (b) from (c) by (d) of

Q6 He executive.

(a) is (b) is an (c) is a (d) an

Q7 My friend likes work on extra projects.

(a) to (b) of (c) from (d) the

Q8 Please a message on the answering machine.

(a) make (b) do (c) leave (d) report

Q9 Yesterday they very well in their class.

(a) do (b) does (c) will do (d) did

Q10 At work we get a 30 minute lunch

(a) rest (b) break (c) vacation (d) holiday

Q11 In order to check all the telephone calls made during the month I want the account to be

(a) detailed (b) particular (c) specialized (d) itemized

Q12 All the representatives are allowed to spend money for entertaining with their account.

(a) expensive (b) expending (c) expense (d) expenses

Q13 To spread the cost of spending on articles you buy many big departments let you open a

(a) credible (b) credit (c) credited (d) credulous

Q14 Once you are earning money and you want to keep it safe, you can always an account with a bank.

(a) open (b) start (c) begin (d) commence

Q15 At the end of thirty days the company will ask you to the account.

(a) arrange (b) finish (c) end (d) settle

Q16 The finance director is responsible for the accounts for the business.

(a) holding (b) keeping (c) taking (d) finding

Q17 At the end of the financial year it is the responsibility of the chief finance officer to the accounts.

(a) print (b) edit (c) publish (d) direct

Q18 Before they got married, they decided to open a account.

(a) united (b) joint (c) unified (d) combined

Q19 If you have saved some money, it is a good idea to put the money into a account.

(a) heap (b) pile (c) lump (d) deposit

Q20 However hard I try, I find it impossible to account this missing sum of money.

(a) with (b) to (c) for (d) by

Тема 2. Стажировки

Подготовка резюме и письма-заявления о приеме на стажировку по шаблону



VELIKIH ROMAN
General Manager

Moscow

Age: 37 years old

CONTACTS

+7 998 000-00-01

velikih@myresume.ru

Velikih_myresume

Salary:
4000 USD

Employment:
Relocation possible
Ready for business trip

LANGUAGES

English

C2 - Proficiency

SKILLS

● Personnel management

Professional

● Business strategy

Experienced

● Financial analysis

● Business etiquette

● Strategic planning

● Marketing

● Setting goals

● B2B, B2C sales

● Conclusion of contracts

● Project management

● Teamwork

PERSONAL QUALITIES

● Stress tolerance

● Determination

● Diplomacy

I am looking for a job due to moving to Toronto. Experience in executive positions in retail for 8 years. Successful experience of cross-team work: within the framework of the "ABC" project, I combined the work of the finance department, accounting department and sales department. Developed and implemented a project management methodology, which I am ready to share in your company. In work, I am is focused on the result.

WORK EXPERIENCE

RusEngineering Group02.2014 — Present

General Manager Industrial Safety& Retail:

- Managing the Industrial Safety& Retail Businesses in Russia and CIS;
- Defining the major strategy and priorities;
- P&L responsibility, business-planning, financial controlling;
- Definition of product marketing and sales strategy;
- Development partnership with dealers;
- Key accounts development and management;
- Launching and development of Retail sales in Russia;
- Structure optimization and reorganization.

Achievements (in 2 years):

- 120% sales growth and 150% margin growth;
- Restructuring of partnership's terms with dealers SFDC implementation, sales productivity per head: +140%;
- Re-aligning the regional business unit to intercept and create demand through the optimization of product portfolio.

EDUCATION

MGUPI in Russian, Higher education2009

Automotive, Engineer

RANEPА, Expert2013

MBA, Strategic Management

COURSES

RANEPА2013

Strategic Management, MBA

Business Academy «MBA City»2012

English for international management

RECOMMENDATIONS

Korotkov Alex, RusAI, General Manager
korotkov@myresume.ru +7 905 000-00-01

Potapov Sergei, HoodyTalk, CEO
potapov@myresume.ru +7 976 000-00-01

HOBBIES

Charity, Football, Chess.

32

Лексико-грамматические упражнения

1. Read the definitions and translate the words into Russian

Laissez-faire – the policy of allowing companies and the economy to operate without government control

self-interest – interest in yourself and how to gain advantages for yourself

oil-refinery – a factory where different substances are removed from oil to make it pure

aid – help

assets – smth such as money or property that a person or company owns

entrepreneur – smb who uses money to start businesses and makes business deals

fiscal policy – government policy in the sphere of budgeting and taxes; monetary

policy – government policy which deals with money supply and interest rates.

2 Read the text and do the tasks after each section

MARKET ECONOMIES

A A society may attempt to deal with the basic economic problems by allowing free play to what are known as market forces. The state plays little or no part in economic activity. Most of the people in the non-communist world earn and spend in societies which are still fundamentally market economies.

The market system of economic organization is also commonly described as a free enterprise or laissez-faire, or capitalist system. We shall use all these terms to stand for a market economy. Strictly speaking the pure market of laissez-faire system has never existed. Whenever there has been some form of political organization, the political authority has exercised some economic functions (e.g. controlling prices or levying taxation). It is useful, however, to consider the way in which a true market system would operate because it provides us with a simplified model, and by making modifications to the model we can approach the more realistic situations step by step.

The framework of a market or capitalist system contains six essential features: private property, freedom of choice and enterprise, self-interest, competition, the price system, the role for government.

A What does the underlined phrase mean in the text?

- I.** Market economy is spoiled and corrupt.
- II.** Market economy is only a scientific theory which doesn't prove.
- III.** Market economy has influences of other economic systems in it.

B Freedom of choice and enterprise

Freedom of enterprise means that individuals are free to buy and hire economic resources, to organize these resources for production, and to sell their products in the markets of their own choice. Persons who undertake these activities are known as entrepreneurs and such people are free to enter and leave the industry. Freedom of choice means that owners of land and capital may use these resources as they see fit. It also means that workers are free to enter (and leave) any occupations for which they are qualified. Finally it means that consumers are free to spend their incomes in any way they wish. The freedom of consumer choice

is usually held to be the most important of those economic 'freedoms'. In the models of capitalism, producers respond to consumers' preferences – they produce whatever consumers want.

B Write out all the words which denote participants of the market

C Competition

Economic competition is another essential feature of a free enterprise economy. Competition, as economists see it, is essentially price competition. The model of the market economy envisages a situation where, in the market for each commodity, there are large number of buyers and sellers. In theory at least, competition is the regulatory mechanism of capitalism. On the one hand, it protects the customers – they have the right of choice and they benefit from the fact that competition keeps prices close to costs; on the other hand, it makes producers and suppliers of scarce resources utilize them economically, using most sophisticated technologies.

C Which is true?

- Competition makes prices lower.
- Competition makes prices higher.
- The influence of competition is difficult to predict.

3. Choose the proper word from two variants in brackets

1. The fashion for mini-skirt (increased/reduced) the demand for textile materials.
2. Even in (some/the same) middle-income countries many people are very poor.
3. Government regulations sometimes (decrease/impose) a change in (technology/quantity) that producers do not want to use.
4. Stabilization of prices is of great importance to industrial nations (as we// as /as well) the Third World countries.
5. Freeing up (освобождение) prices leads to their (decrease/increase).
6. (Inferior/ Normal) goods are usually low-quality goods for which there are higher-quality (improvements/substitutes) sold at higher prices.
7. A decrease in (complement/ input) prices makes the production less expensive.

4. Complete the sentences using comparative constructions with the words than or as

Model:

*We face the problem of surplus when supply is **higher than demand**.*

*Market economic system is **not so stable as command system**.*

*Producers supply **as many goods as** consumers are ready to buy.*

1. The market is in equilibrium when the demanded quantity is as large _____
2. Prices rise when they are not so high _____
3. Prices rise when they are lower _____
4. We may have excess supply if prices are higher _____
5. The demand for inferior goods at high incomes will not be as high _____ .

Словарный диктант

A.

1. a pay cheque
2. on-site childcare
3. masseur
4. garden allotment
5. subsidized housekeeper
6. ergonomic chair
7. counseling
8. cash bonus
9. a vexed problem
10. work-life balance
11. bounty
12. daunting

B.

1. to single out
2. to be content
3. to ensure
4. to be dead set on (+gerund)
5. to take the load off one's shoulders
6. to fill leisure hours
7. to lay on smth.
8. to whisk off
9. to set the standards to follow
10. to eliminate
11. to mount a take-over bid
12. to sever from an employer
13. to practise healthy behaviour pattern
14. to balance one's life
15. to tackle the problem

Лексико-грамматический тест \"Wage, salary, payment, fee\"

Вопрос 1

Mrs. Marshall is a teacher; her is not very high.

- Wage
- salary
- fee
- payment

Бонпос 2

Ben felt very proud of himself when he received his first at the end of the week.

- Wages
- salaries
- fees
- payments

Бонпос 3

..... is a payment for labor or services which is received at the end of every week.

- Wage
- salary
- fee
- payment

Бонпос 4

Rick, a civil engineer, was offered a more interesting job, but at a slightly lower.....

- Wage
- salary
- fee
- payment

Бонпос 5

She has lost three weeks\'

- Wage
- salary
- fee
- payment

Бонпос 6

The agency charges a high

- Wage
- salary
- fee
- payment

Бонпос 7

She earns a highas an accountant

- Wage
- salary
- fee
- payment

Бонпос 8

Mrs. Marshall is a teacher; her is not very high.

- Wage
- salary
- fee
- payment

Бонпос 9

Miss Rita Moors, a high school teacher, spends a quarter of her on rent.

- Wage
- salary
- fee
- payment

Бонпос 10

Linda had to pay a as entrance money for her examination.

- Wage
- salary
- fee
- payment

Бонпос 11

Besides their regulareach worker got a Christmas bonus.

- Wages
 - salaries
 - fees
- payments

Тема 3. Работа с клиентами

1. Read and translate the text

5 Things You Need to Know About Working with Clients

Critical thinking, decision-making and interpersonal communication are all important business skills, and even more so for professionals who work with a retainer or project-based clients.

Accounting and law firms, consulting groups, marketing and advertising agencies, freelancers and more all deal with clients on a regular basis. Because these businesses depend on successful and long-lasting client engagements, it's important to know how to build and maintain strong business relationships.

Here are five things every business student should know about working with clients:

1. Establish trust

The key to managing any client relationship is trust. Part of this trust can be forged by simply doing what you say you'll do – such as meeting your deadlines and producing quality work. Following through on what you've promised to accomplish can go a long way towards establishing the foundation of a strong client relationship, which is good for both you and your company.

2. Communicate

Communication is one of the easiest ways that you can establish trust with your client. Good communication means not only responding to emails promptly, but also keeping the client updated on the status of all projects that are in progress. This could be in the form of a weekly status call, followed by a list of next steps you plan to accomplish in the following weeks. Communication also comes into play at the beginning of the client relationship. Make sure you understand what your client's expectations are so that you can establish a strategy and set goals and deadlines accordingly.

3. Anticipate their needs

In any client relationship, it's important that you understand what motivates your clients, what challenges they may be facing, and how you can help them reach their goals. If you can consistently prove yourself to be a strategic problem-solver and a reliable partner, your clients will grow to trust you even more. They might even come to you with more work or projects down the line. This is often how long-lasting client relationships are forged.

4. Be a problem solver

Sometimes, things can change without warning; for example, a more urgent need or crisis might push another client project behind schedule. When this happens, it's up to you to figure out a workable solution.

Try not to put yourself or your team in a position where you won't be able to make a deadline, but also make it clear to clients that you're prioritizing their highest needs and adjusting your focus accordingly. You might often have to manage expectations on both the client side and with your internal team members, and this requires a certain degree of diplomacy. If you can remain calm and

professional throughout this process, you're more likely to find a solution that works for everybody.

5. Collaborate

In more creative professions, collaboration is also an important part of the client relationship. Here, it's essential that you understand your client's needs and business goals, and how you can help them accomplish those goals. If clients have a lot of trust in you and you've built a strong, collaborative relationship, they might look for your expertise on strategy or creative direction. You might have valuable insight or experience that you can offer to help elevate the project or increase its chances of success.

If you're a student, you can get valuable experience working with clients through internships and relevant, integrated business coursework. The goal is for you to develop the critical thinking skills and other soft skills you'll need to succeed in a client facing role in an ever-changing, fast-paced business environment.

2. Ask 5 questions about the text you read

1. According to the text, what are the primary ways to establish and maintain trust with clients?

2. Why is effective communication crucial in client relationships, and what specific actions demonstrate good communication at different stages of a project?

3. Beyond simply fulfilling requests, how can professionals prove themselves as strategic problem-solvers and reliable partners to their clients, and what potential benefits can this bring?

4. When unexpected problems or urgent needs arise, what approach should professionals take to manage client expectations and find a solution that works for everyone involved?

5. In more creative professions, what role does collaboration play, and what valuable contributions can professionals offer to enhance project success beyond just understanding client needs?

3. Select 5-10 keywords from the read text

Clients – Клиенты

Trust – Доверие

Communication – Общение/Коммуникация

Expectations – Ожидания

Goals – Цели

Problem-solver – Решение проблем

Relationships – Отношения

Deadlines – Сроки

Collaboration – Сотрудничество

Skills – Навыки

4. Модальные глаголы (Modal Verbs). Заполните пропуски наиболее подходящим модальным глаголом из текста: **can, should, might, have to.**

1. Every business student _____ know about working with clients.
2. If you _____ consistently prove yourself to be a strategic problem-solver, your clients will trust you even more.
3. Sometimes, a more urgent need or crisis _____ push another client project behind schedule.
4. You _____ often _____ manage expectations on both the client side and with your internal team members.
5. You _____ get valuable experience working with clients through internships.

5. Герундий и инфинитив (Gerunds and Infinitives). Выберите правильную форму глагола (герундий или инфинитив) для завершения предложений, основываясь на тексте.

1. Critical thinking, decision-making, and interpersonal communication are important for professionals _____ (work/working) with clients.
2. The key to _____ (manage/managing) any client relationship is trust.
3. Communication is one of the easiest ways _____ (establish/to establish) trust with your client.
4. Good communication means _____ (respond/responding) to emails promptly and _____ (keep/keeping) the client updated.
5. It's important _____ (understand/to understand) what motivates your clients.

6. Первый тип условных предложений (First Conditional). Завершите следующие предложения первого типа условных предложений, используя правильную форму глаголов в скобках, основываясь на контексте текста.

1. If you _____ (do) what you say you will do, you _____ (establish) trust with your client.
2. If you _____ (prove) yourself to be a reliable partner, your clients _____ (grow) to trust you even more.
3. If you _____ (remain) calm and professional throughout this process, you _____ (be) more likely to find a solution.
4. If clients _____ (have) a lot of trust in you, they _____ (look) for your expertise on strategy.
5. If you _____ (be) a student, you _____ (can get) valuable experience working with clients.

7. Задание 4: Пассивный залог (Passive Voice). Перепишите следующие активные предложения из текста в пассивный залог или завершите пассивные предложения.

1. **Активный залог:** We can forge part of this trust by simply doing what you say you'll do. **Пассивный залог:** Part of this trust _____ by simply doing what you say you'll do.

2. **Активный залог:** Businesses depend on successful client engagements. **Пассивный залог:** Successful client engagements _____ on by businesses.

3. **Активный залог:** This is often how people forge long-lasting client relationships. **Пассивный залог:** This is often how long-lasting client relationships _____.

4. **Активный залог:** A more urgent need or crisis might push another client project behind schedule. **Пассивный залог:** Another client project _____ behind schedule by a more urgent need or crisis.

5. **Активный залог:** Clients might look for your expertise on strategy. **Пассивный залог:** Your expertise on strategy _____ for by clients.

8. Относительные придаточные предложения (Relative Clauses). Объедините следующие пары предложений, используя подходящее относительное местоимение (**who, which, или that**).

1. Professionals work with clients. They need critical thinking skills.
○ **Объединенное предложение:** Professionals _____ work with clients need critical thinking skills.

2. Communication is one of the easiest ways. You can establish trust with your client this way.
○ **Объединенное предложение:** Communication is one of the easiest ways _____ you can establish trust with your client.

3. Keep the client updated on the status of all projects. These projects are in progress.
○ **Объединенное предложение:** Keep the client updated on the status of all projects _____ are in progress.

4. Find a solution. The solution works for everybody.
○ **Объединенное предложение:** Find a solution _____ works for everybody.

5. You might have valuable insight or experience. You can offer this to help elevate the project.
○ **Объединенное предложение:** You might have valuable insight or experience _____ you can offer to help elevate the project.

9. Vocabulary

Clients – Клиенты

Trust – Доверие

Communication – Коммуникация/Общение

Expectations – Ожидания

Goals – Цели

Deadlines – Сроки

Relationships – Отношения

Problem-solver – Решатель проблем

Collaboration – Сотрудничество

Skills – Навыки

Strategic – Стратегический

Reliable – Надежный

Crises – Кризисы

Expertise – Экспертиза

Internships – Стажировки

10. Tests

1: Important Business Skills

What are some important business skills mentioned for professionals working with clients?

a) Cooking, drawing, and singing.

b) **Critical thinking, decision-making, and interpersonal communication.**

c) Public speaking, programming, and accounting.

Test 2: Foundation of Client Relationships

What is the key to managing any client relationship?

a) Low service prices.

b) Fast project delivery.

c) **Trust.** d) A large marketing campaign.

Test 3: Effective Communication

Which of the following is NOT mentioned as part of good communication with clients?

a) Responding to emails promptly.

b) Keeping the client updated on the status of all projects in progress.

c) Making sure you understand your client's expectations at the beginning of the relationship.

d) **Discussing personal problems with the client.**

Test 4: Problem Solving

What should you do when a more urgent need or crisis pushes another client project behind schedule?

- a) Immediately cancel the project.
- b) **Figure out a workable solution and prioritize the highest needs.**
- c) Blame the client for changing plans.
- d) Ignore the problem and hope it resolves itself.

Test 5: Students Gaining Experience

How can a student get valuable experience working with clients?

- a) By watching online videos about client management.
- b) **Through internships and relevant, integrated business coursework.**
- c) By reading books on communication.
- d) By avoiding direct client-facing roles.

Тема 4. Производственный процесс

1. Read and translate the text

What is manufacturing process

A manufacturing process is a series of steps used to transform raw materials into finished goods. It encompasses everything from initial design and planning to final product packaging and distribution. These processes can be categorized into various types, including discrete, repetitive, batch, and continuous manufacturing.

Here's a breakdown of the key aspects:

1. Core Steps in a Manufacturing Process:

- **Design and Planning:**

This initial phase involves product design, prototyping, and production planning, including sourcing materials and creating a detailed production schedule.

- **Raw Material Acquisition:**

Sourcing and procuring necessary raw materials, components, or ingredients.

- **Processing:**

Transforming raw materials into usable components through various methods like machining, casting, molding, or chemical processes.

- **Assembly/Fabrication:**

Putting together the processed components to create the final product.

- **Quality Control:**

Implementing measures to ensure the product meets specified standards and quality.

- **Packaging and Distribution:**

Preparing the finished product for shipment and delivering it to the customer.

2. Types of Manufacturing Processes:

- **Discrete Manufacturing:** Focuses on producing distinct, countable units, often using assembly lines and bills of materials.

- **Repetitive Manufacturing:** Characterized by high-volume, standardized production of identical items.

- **Batch Manufacturing:** Involves producing items in batches or lots, often used when dealing with limited resources or storage space.

- **Continuous Manufacturing:** Employs a continuous flow of materials through a production line, common in industries like chemicals and oil refining.

- **Process Manufacturing:** A production method that involves mixing ingredients or constituents to create a product following a predetermined formula or recipe.

- **Job Shop Manufacturing:** Focuses on customized, small-scale production of unique items.

- **Additive Manufacturing (3D Printing):** Building up a three-dimensional object layer by layer from a digital design.

3. Factors Influencing Manufacturing Processes:

- **Product Complexity:** The intricacy of the product design impacts the complexity of the manufacturing process.
- **Production Volume:** High-volume production often requires automated and repetitive processes.
- **Material Type:** The nature of the raw materials used influences the choice of processing methods.
- **Cost Considerations:** Efficiency and resource optimization are crucial for cost-effectiveness.
- **Technological Advancements:** Automation, robotics, and other technologies are increasingly shaping manufacturing processes.

4. Manufacturing Process Management (MPM):

- MPM is a collection of technologies and methods used to define how products are manufactured. It includes tools for production planning, resource management, scheduling, and cost analysis.
- A central repository for MPM data allows for the exploration of alternative production scenarios, optimization of assembly lines, and faster product launches.

Understanding the various aspects of manufacturing processes is essential for businesses to optimize production, manage costs, and deliver high-quality products.

2. Translate the text and write a short 10-sentence essay

3. Заполните пропуски (Fill in the Blanks)

A manufacturing process is a series of steps used to transform raw _____ into finished goods. The initial phase involves product design, prototyping, and production _____. Sourcing and procuring necessary raw materials is called raw material _____. _____ Manufacturing focuses on producing distinct, countable units. Manufacturing Process Management (MPM) is a collection of technologies and methods used to define how products are _____.

- **Words:** acquisition, manufactured, planning, materials, discrete

4. Определите, является ли каждое утверждение верным (True) или неверным (False) на основе информации из текста (True/False)

1. Quality Control is the final step in a manufacturing process before the product is delivered to the customer. **(True/False)**
2. Repetitive Manufacturing is characterized by high-volume, customized production. **(True/False)**
3. Product Complexity is a factor that influences manufacturing processes. **(True/False)**
4. Additive Manufacturing is also known as 3D Printing. **(True/False)**
5. MPM includes tools for resource management and cost analysis. **(True/False)**

5. Сопоставьте тип производственного процесса с его описанием, основываясь на источнике (Matching)

Types of Manufacturing Processes:

- A. Discrete Manufacturing
- B. Batch Manufacturing
- C. Process Manufacturing
- D. Job Shop Manufacturing

Descriptions:

- 1. Involves producing items in batches or lots, often used when dealing with limited resources or storage space.
- 2. Focuses on customized, small-scale production of unique items.
- 3. Focuses on producing distinct, countable units, often using assembly lines and bills of materials.
- 4. A production method that involves mixing ingredients or constituents to create a product following a predetermined formula or recipe.

6. Каждое предложение содержит одну грамматическую ошибку. Исправьте ее, используя информацию из текста (Correct the Errors)

- 1. A manufacturing process **are** a series of steps used to transform raw materials into finished goods.
- 2. The raw material acquisition phase **involve** sourcing and procuring necessary raw materials.
- 3. Continuous manufacturing is common in **industry** like chemicals and oil refining.
- 4. Product complexity impacts the **complicated** of the manufacturing process.
- 5. A central repository for MPM data allows for **explore** alternative production scenarios.

7. Ответьте на следующие вопросы, используя информацию из текста (Short Answers)

- 1. According to the source, what are the two initial core steps in a manufacturing process?
- 2. Name two types of manufacturing processes that involve producing distinct or unique items.
- 3. What is the main characteristic of Repetitive Manufacturing?
- 4. List three factors that influence manufacturing processes.
- 5. What can a central repository for MPM data help with, according to the source?

8. Tests

Exercise 1: Fill in the Blanks

Fill in the blanks with appropriate words from the list. Use information from the text.

A manufacturing process is a series of steps used to transform raw _____ into finished goods. The initial phase involves product design, prototyping, and production _____. Sourcing and procuring necessary raw materials is called raw material _____. _____ Manufacturing focuses on producing distinct, countable units. Manufacturing Process Management (MPM) is a collection of technologies and methods used to define how products are _____.

- **Words:** acquisition, manufactured, planning, materials, discrete

Correct Answers:

A manufacturing process is a series of steps used to transform raw **materials** into finished goods. The initial phase involves product design, prototyping, and production **planning**. Sourcing and procuring necessary raw materials is called raw material **acquisition**. **Discrete** Manufacturing focuses on producing distinct, countable units. Manufacturing Process Management (MPM) is a collection of technologies and methods used to define how products are **manufactured**.

Exercise 2: True/False

Determine whether each statement is True or False based on the information in the text.

1. Quality Control is the final step in a manufacturing process before the product is delivered to the customer. **(True/False)**
2. Repetitive Manufacturing is characterized by high-volume, customized production. **(True/False)**
3. Product Complexity is a factor that influences manufacturing processes. **(True/False)**
4. Additive Manufacturing is also known as 3D Printing. **(True/False)**
5. MPM includes tools for resource management and cost analysis. **(True/False)**

Correct Answers:

1. **False** (Packaging and Distribution is the final step)
2. **False** (Repetitive Manufacturing is high-volume, standardized production of identical items, not customized)
3. **True**
4. **True**
5. **True**

Exercise 3: Matching

Match the type of manufacturing process with its description, based on the source.

Types of Manufacturing Processes: A. Discrete Manufacturing B. Batch Manufacturing C. Process Manufacturing D. Job Shop Manufacturing

Descriptions:

1. Involves producing items in batches or lots, often used when dealing with limited resources or storage space.
2. Focuses on customized, small-scale production of unique items.
3. Focuses on producing distinct, countable units, often using assembly lines and bills of materials.
4. A production method that involves mixing ingredients or constituents to create a product following a predetermined formula or recipe.

Correct Answers:

1. **B. Batch Manufacturing**
2. **D. Job Shop Manufacturing**
3. **A. Discrete Manufacturing**
4. **C. Process Manufacturing**

Exercise 4: Correct the Errors

Each sentence contains one grammatical error. Correct it using information from the text.

1. A manufacturing process **are** a series of steps used to transform raw materials into finished goods.
2. The raw material acquisition phase **involve** sourcing and procuring necessary raw materials.
3. Continuous manufacturing is common in **industry** like chemicals and oil refining.
4. Product complexity impacts the **complicated** of the manufacturing process.
5. A central repository for MPM data allows for **explore** alternative production scenarios.

Correct Answers:

1. A manufacturing process **is** a series of steps used to transform raw materials into finished goods.
2. The raw material acquisition phase **involves** sourcing and procuring necessary raw materials.
3. Continuous manufacturing is common in **industries** like chemicals and oil refining.
4. Product complexity impacts the **complexity** of the manufacturing process.
5. A central repository for MPM data allows for **exploring** alternative production scenarios.

Exercise 5: Short Answers

Answer the following questions using information from the text.

1. According to the source, what are the two initial core steps in a manufacturing process?
2. Name two types of manufacturing processes that involve producing distinct or unique items.
3. What is the main characteristic of Repetitive Manufacturing?
4. List three factors that influence manufacturing processes.
5. What can a central repository for MPM data help with, according to the source?

Correct Answers:

1. The two initial core steps are **Design and Planning** and **Raw Material Acquisition**.
2. Two types are **Discrete Manufacturing** (distinct, countable units) and **Job Shop Manufacturing** (unique items).
3. Repetitive Manufacturing is characterized by **high-volume, standardized production of identical items**.
4. Three factors are **Product Complexity, Production Volume, Material Type** (or Cost Considerations, Technological Advancements).
5. A central repository for MPM data can help with **exploration of alternative production scenarios, optimization of assembly lines, and faster product launches**.

Тема 5. Устройство на работу

1. Read and translate the text

How Can You Get a Job? 10 Tips for Success

Navigating a job search can be daunting, but with the right strategy, you can stand out from other candidates and secure your desired position. This guide offers effective tips for getting a job, from reflecting on career goals to negotiating your salary.

Looking for a new job? Or perhaps your first job ever, and you wonder how to get a job without experience. When applying for jobs, you can consider certain practices that can help you stand out from other candidates with similar educational or professional experiences.

In the past decade, a boom in technology has influenced the economy, including the largest growth and adoption of internet usage since the late 1990s. As a result, the types of jobs available have shifted, as have the ways we search for them in the digital age. These days, many people turn to Google for advice on their job search and LinkedIn and other job sites to find job openings.

It's a good time to apply for jobs and to build the skills you'll need in your dream career. This article offers effective tips and best practices for getting a job.

How to get a job: Effective strategies and tips

You can discover many different routes to get a job. Approaches vary depending on the type of job you're after and the industry and competitiveness of the job. Some may find networking and personal connections effective in their job search, but many people rely on the traditional approach of applying to and interviewing for a job. The process can be daunting, but these strategies can help you gain clarity and confidence as you embark on your journey.

1. Reflect on your career aspirations.

While you might try to sit down and apply for any job you're qualified for, assessing your career hopes and dreams can be a more satisfying and productive way to start a job search. Thinking about what makes you come alive can help narrow your search to target specific roles and careers.

Envision your career future. Here are some questions that can help you:

- Are you passionate about a certain cause or industry? Perhaps you are excited about supporting theater arts or interested in finance in emerging markets.
- Do you want to become a team or organization leader, or do you prefer to be a creative and independent producer?
- What salary goals do you have? Do you aspire to earn a six-figure salary?
- Do you value team cohesion and collaboration?
- What kind of lifestyle do you want?
- What skills do you bring to a job role? For example, do you know how to persuade people through spoken or written communication, or are your skills more suited for patient care?

2. Research potential industries and job roles.

Next, think about the types of industries or roles you have experience in or that pique your interest. Research everything you can about the food and beverage industry, for example, if that's a business area that interests you. Have you considered a career in IT, data analysis, marketing, or UX design?

Say you have a degree in marketing; are you interested in pursuing a career in that field? If so, do you want to work for an agency or in-house for a company or non-profit? What type of marketing do you hope to specialize in—perhaps social media marketing, digital marketing, or content marketing? Drill down in your search to understand the different roles you could play within a field or industry.

If you're thinking more about your lifestyle, consider remote jobs, jobs that let you travel, or jobs better suited for introverts.

3. Identify your transferable skills.

Once you have a better idea of your career goals and what types of jobs you're interested in, think about how your experiences can apply to these roles. Identify your transferable skills, including technical skills and workplace skills you have acquired in your personal and professional life.

If you are seeking your first job, your transferable skills might come from extracurricular activities, volunteer work, or daily life (for example, taking care of children or siblings). For those switching jobs or changing careers, you can mine previous work experiences for technical skills like data analytics or data entry, and workplace skills like leadership, creativity, and critical thinking.

4. Build your social media presence.

Now, more than ever, people are finding jobs on LinkedIn, so it's important to consider your social media presence when job hunting. Seven people are hired every minute on LinkedIn. Many recruiters use it during hiring, especially when vetting candidates. Your LinkedIn profile needs to reflect your current resume and links to projects, videos, and content you worked on. A professional, friendly profile photo helps recruiters put a face to the name, while a bulleted list of accomplishments using keywords can boost your credibility.

Though posting on LinkedIn is not necessarily going to get you hired, sharing and liking posts creates engagement and can help you get noticed by potential employers. If you decide to post, consider sharing pictures and summaries of projects you worked on or articles that demonstrate your industry expertise.

You can even contact recruiters on LinkedIn by requesting to connect or messaging them using InMail. When crafting your message, explain who you are, what you're looking for, and why you're hoping to connect with them.

Finally, clean up your presence on other social media platforms. Delete any incriminating photos, such as smoking weed, imbibing alcohol before age 21, or any other activity that could be perceived as unprofessional. Keep your pages private for additional security.

5. Build a network and conduct informational interviews.

Breaking into a new industry or field can be difficult, especially if you're unsure whether that career is right for you, so it's important to understand your industry and make connections. That's where informational interviews come in. Job seekers can conduct this type of interview to gather insight into a prospective field or job role.

The following offers a glimpse into how an informational interview works:

- Decide what you want to know.
- Reach out and request a meeting.
- Develop a list of questions to ask.
- Get to know your interviewee.
- Send a thank-you note.
- Keep in touch.

Informational interviews build relationships, provide interviewing practice, and even open up future opportunities, especially if you make the effort to keep in touch with your interviewee.

6. Tailor your resume.

For each job you apply to, the best practice is to customize your resume to the job description. Recruiters and hiring managers like to see that you've understood their ethos, tone, and overall language and can speak it, too—meaning that your resume reflects their specific jargon (“creative briefs” rather than “creative requests”). It's important that your experiences match the role's requirements, and sometimes you'll need to highlight or even omit certain skills and experiences. Always double-check your resume for spelling and grammar errors.

Crafting your resume to demonstrate you are an ideal candidate is not enough. These days, applicant tracking systems (ATS) filter job applications, so you must strategically include exact keywords and phrases from the job description on your resume.

7. Write a customized cover letter.

This might sound like a lot of extra work, but you don't necessarily have to write an entirely new cover letter for each job application. However, each cover letter you submit must reflect your enthusiasm for the job you're applying for. You can create a basic cover letter template for each type of job and mark the places where you'll tailor information to fit each job.

For example, if you are applying to three types of jobs, such as communications consultant, social media specialist, and marketing analyst, you can create three separate cover letter templates. In each template, list specific skills and experiences relevant to each job type. Then, when customizing your cover letter for the job, swap out your interest in one company for another and tweak your language to fit.

8. Prepare for the interview mindfully.

The interview process can be intimidating, so it is important to prepare accordingly. It is helpful to remember that an interview is a two-way street—while it may seem like you are proving your worth to an employer, it is also an opportunity to assess whether the employer and role will be fulfilling for you. Preparing for an interview can help you feel more confident, so you'll present yourself in the best possible light.

To prepare, consider writing down or saying out loud your responses to the most common interview questions. Reflect on the role's responsibilities, the skills needed to perform the role, and questions a hiring manager might ask to determine if you are the right fit. The role may require several interviews.

If your interview is virtual, as many initial screenings are, you might consider practicing mock interviews with a friend to ensure your tone and body language properly express your enthusiasm over the internet. Plus, small adjustments to your setup can make a difference. Clean up any clutter in your background, and make sure your internet, camera, and microphone are reliable and ready long before your interview begins.

If you expect the interviewer to ask structured behavioral questions, a good practice is to write down several STAR (situation, task, action, result) scenarios and describe them aloud. For panel interviews, try to remember each person's name and make eye contact with each interviewer while you are speaking.

9. Send a thank you email.

Always, always send a follow-up email to thank your interviewers for their time. The best practice is to write a few sentences about any highlights from your conversation that resonated with you and reiterate your enthusiasm. This simple act of courtesy and gratitude doesn't require much time but can help solidify a hiring manager's decision to hire you.

10. Negotiate salary and benefits.

After applying, preparing, interviewing (s), and sending thank-you emails, you've got the job, and it's time to negotiate your salary and benefits. Check sites like Glassdoor for data to confirm your salary expectations are appropriate for the industry, company, and job role.

Nowadays, it is culturally acceptable and even expected that you will negotiate. Chances are, the job letter comes with salary information. When in doubt, a good rule of thumb is to negotiate 10 to 20 percent above their initial offer in addition to the benefits package. Often, these packages will be similar for every company employee, but year-end bonuses, signing bonuses, and paid time off (PTO) may vary. Do your research, and feel free to clarify any questions with the hiring manager before accepting a job offer.

Build your skills to prepare to get a job.

Whether you are changing your career path or just starting your professional journey, it is important to understand the steps to getting your preferred job.

Consider earning a Professional Certificate on Coursera to build new skills for your career and prepare for your dream job. When you join the Coursera Plus community, you get unlimited access to over 7,000 courses, Projects, Specializations, and Professional Certificates taught by top instructors from leading universities and companies.

2. Select keywords from the text and select their Russian equivalent

Job search

Career aspirations

Transferable skills

LinkedIn

Networking

Resume

Cover letter

Interview

Salary negotiation

Professional Certificate

5. Tests

Exercise 1: Choose the Correct Answer

Choose the option that best answers the question based on the text.

1. What is the first recommended step to start a job search, according to the source?

a) Applying for any job you are qualified for.

b) Reflecting on your career aspirations.

c) Immediately building a LinkedIn profile.

d) Negotiating your salary.

2. Which platform is specifically highlighted as a place where people find jobs and recruiters vet candidates?

a) Google

b) Facebook

c) LinkedIn

d) Instagram

3. What is the primary purpose of conducting an informational interview?

a) To get a job immediately.

b) To gather insight into a prospective field or role and build connections.

c) To practice salary negotiation skills.

d) To get references for your resume.

4. Why is it important to tailor your resume for each job application?

a) To show that you have researched the company.
b) To pass applicant tracking systems (ATS) and match the job description.

- c) To make it longer and more impressive.
d) To reduce the number of applications you send.

5. What should you always send after an interview?

- a) A second resume.
b) A social media friend request.
c) A thank-you email.
d) A follow-up phone call about the interview outcome.

Exercise 2: True/False

Determine whether each statement is True or False based on the information in the text.

1. In the digital age, many people turn to Google for job search advice and LinkedIn to find job openings. ****(True/False)**
2. It is not recommended to clean up incriminating photos from other social media platforms when job hunting. ****(True/False)**
3. Applicant tracking systems (ATS) filter job applications, so including exact keywords on your resume is crucial. ****(True/False)**
4. It is not culturally acceptable to negotiate salary in today's world. ****(True/False)**
5. Informational interviews can help build relationships and provide interviewing practice. ****(True/False)**

Correct Answers:

1. True
2. False
3. True
4. False
5. True

Exercise 3: Fill in the Blanks

Fill in the blanks with appropriate words or phrases from the list, based on the text.

Words/Phrases: transferable, resume, LinkedIn, negotiate, thank-you

1. Now, more than ever, people are finding jobs on _____, so it's important to consider your social media presence when job hunting.
2. Identify your _____ skills, including technical skills and workplace skills you have acquired in your personal and professional life.
3. For each job you apply to, the best practice is to customize your _____ to the job description.
4. Always, always send a _____ email to thank your interviewers for their time.
5. After getting the job, it's time to _____ your salary and benefits.

Correct Answers:

1. LinkedIn
2. transferable
3. resume
4. thank-you
5. negotiate

Exercise 4: Matching

Match each job search step with its corresponding description or purpose, based on the text.

Job Search Steps:

- A. Reflect on career aspirations
- B. Build social media presence
- C. Informational interviews
- D. Tailor your resume
- E. Prepare for the interview

Descriptions/Purposes:

1. Helps narrow your search to target specific roles and careers.
2. Helps recruiters vet candidates and get you noticed.
3. Provides insight into a prospective field and helps build connections.
4. Ensures passage through applicant tracking systems (ATS) and matches the job description.
5. Helps you feel more confident and present yourself in the best possible light.

Correct Answers:

1. A. Reflect on career aspirations
2. B. Build social media presence
3. C. Informational interviews
4. D. Tailor your resume
5. E. Prepare for the interview

Exercise 5: Short Answers

Answer the following questions using information from the text.

1. What two types of skills should you identify as transferable skills?
2. What acronym does the source suggest using when preparing for interviews, specifically for structured behavioral questions?
3. Name two things your LinkedIn profile needs to reflect or include, besides your current resume.
4. Besides salary, what other aspects of a benefits package may vary during negotiation, according to the source?
5. What benefit does joining the Coursera Plus community offer for job seekers?

Correct Answers:

1. Technical skills and workplace skills.
2. STAR (Situation, Task, Action, Result).
3. Your LinkedIn profile needs to include links to projects, videos, and content you worked on, and a professional, friendly profile photo with a bulleted list of accomplishments using keywords. (Any two of these are acceptable).
4. Year-end bonuses, signing bonuses, and paid time off (PTO) may vary.
5. The Coursera Plus community offers unlimited access to over 7,000 courses, Projects, Specializations, and Professional Certificates.

Тема 6. Маркетинг и продажа товаров

Лексико-грамматические упражнения

MARKETING

Marketing includes all the business activities connected with the movement of goods and services from producers to consumers. Sometimes it is called distribution. On the one hand, marketing is made up of such activities as transporting, storing and selling goods and, on the other hand, a series of decisions you make during the process of moving goods from producer to user. Marketing operations include product planning, buying, storage, pricing, promotion, selling, credit, traffic and marketing research.

The ability to recognize early trends is very important. Producers must know why, where, for what purpose the consumers buy. Market research helps the producer to predict what people will want. And through advertising he attempts to influence the customer to buy.

Marketing operations are very expensive. They take up more than half of the consumer's dollar. The trend in the USA has been to high mass consumption. The construction of good shopping centres has made goods available to consumers. It provided a wide range of merchandise and plenty of parking facilities.

Active Vocabulary

producer - производитель

consumer, user - потребитель

distribution - сбыт, распределение

marketing - продажа, сбыт, маркетинг

transporting - транспортировка

storing - складирование, хранение

storage - хранение, хранилище, склад

product planning - разработка новых продуктов

pricing - калькуляции цен

promotion - содействие в продаже товара, например, с помощью рекламы

traffic - торговля

market research - изучение рынка сбыта

trend - тенденция, общее направление

to predict - предсказывать

to influence - влиять

Comprehension Questions

1. What does marketing mean?
2. What activities does marketing consist of?
3. What do marketing operations include?
4. Why is it so important for a producer to predict trends?
5. How was mass consumption possible in the USA?

Vocabulary Practice

Choose the necessary word and put it in the sentence.

1. One of the aims of market research is to indicate new ... among people.	predict
2. Advertising must ... the consumer and make him buy the goods produced.	influence
3. Often marketing is called	promote
4. In order to sell a new product, a producer has to consider how to ... it.	marketing
5. The goods of this company are not sold very well, they must think about	trends
6. Sometimes it is difficult to influence a ... through advertising.	distribution
7. If you want to produce something new, you should start with	market research
8. A producer wants to... new trends and then tries to influence them.	product planning
9. ... includes product development and pricing among other things.	consumer

Dialogue

Sally and Don work in the Marketing Department of a company that makes different meal products.

Don: Hey, Sally, look at these figures. The price of sugar is going up 10% during the next year.

Sally: Oh, that's bad. That means trouble for our jam line.

Don: I think so too. Sugar is the main ingredient, you know. What's your opinion?

Sally: Well, we are not the price leaders in the field and jam is a very price sensitive item. According to our marketing research information consumers aren't particularly brand loyal about jam.

Don: I have a brilliant idea. You know, this could be a great marketing opportunity for us.

Sally: What do you mean?

Don: Well, because of the price rise in sugar we know that the price of jam will go up too. The increase will pass on the consumer, won't it?

Sally: Right.

Don: Imagine we find the possibility of changing the ingredients in the jam so that we wouldn't have to raise the price.

Sally: Then we wouldn't trouble about the price rise on sugar because we'll be able to sell the jam at the same price. The idea is that we could market less expensive jam. What a promotional campaign we could have!

Don: Sure. If we do it right we'll sell more and become the leader in the market.

Sally: Now the first thing is to talk to Research and Development.

Don: Right and we'll see when they'll have some samples of new formulas ready.

Sally: What about market research? I think we should schedule some tests for responses to the R & D samples

Don: Well, there is a lot to do. I think we should also change packaging. Now, Sally, that would be great.

Sally: Oh, Don, let's hope for the best. If we don't lose the chance, the competitors' products will stay on the supermarket shelves

Don: Oh, it's time for lunch. Let's discuss our business in cafeteria.

Sally: Oh, sure, we've got a lot to discuss – distribution, advertising...

Active Vocabulary

to go up - расти (о цене)

to raise the price - поднимать цену

price leader - производитель, устанавливающий самую низкую цену на определенный товар

price sensitive item - товар, уровень продажи которого очень зависит от цены

to be brand loyal about - отдавать предпочтение определённой торговой марке

promotional campaign - рекламная кампания

to market - продавать

to schedule - разрабатывать план

packaging - упаковка

competitor - конкурент

Vocabulary Practice

Choose the necessary word and put it in the sentence

1. If the price on this product ..., nobody will buy it.	go up
2. They should ... some tests and pass the results to R & D.	schedule
3. This company is the ... in this field, they can sell this product at the lowest price.	packaging
4. Customers do care about the price on this product, it is a very	competitor
5. ... influences the desire of a customer to buy.	price leader
6. Our ... has become the price leader in selling computer programmes.	price sensitive item

Exercise 1. Answer the questions

1. Who is the price leader in your business?
2. How can you become a price leader? What should you do for this?
3. How should one start a promotional campaign?
4. Why is it dangerous to produce price sensitive goods?
5. Why is it important to have competitors in business?
6. What should you do to leave your competitors behind?
7. What knowledge must you have to be good at marketing?

Grammar Exercises

Exercise 1. Transform the sentences of real condition into the sentences of unreal condition

Model: If we promote this right, we will (we'll) get more sales.

a) If we promoted this right, we would get more sales.

b) If we had promoted this right, we would have got more sales.

1. If we are careful we will leave behind our competitors.
2. If we phone R & D, we will get the necessary information.
3. If we change the ingredients, we will be ready for the price rise.
4. If the price of jam goes up, the increase will pass on the consumer.
5. If they work hard, they won't lose any customers.
6. If we schedule the product development in time we will be ready for the change of the demand.
7. If we don't lose the chance, the competitors' products will stay on the supermarket shelves.

Exercise2. Make transformations according to the model

Model: Consumers wish prices would go down.

Consumers hope that prices will go down.

I wish I could work harder.

I hope I can work harder.

1. The head of the department wishes that competition would lessen.
2. The Market Research Department wishes the test results would be ready soon.
3. The Manager wishes that sales would improve.
4. We wish all the departments could fulfill their tasks.
5. Sally wishes that the Packaging Department could hurry up.

Translate into English

1. Маркетинг включает в себя действия, связанные с движением товара от производителя к потребителю.
2. Маркетинг включает в себя транспортировку, хранение, рекламу, калькуляцию цен, продажу.
3. Изучение рынка помогает предсказывать общие направления спроса.
4. Реклама оказывает сильное влияние на покупателя.
5. Мы не можем устанавливать самую низкую цену на этот товар.
6. Мы должны разработать план производства новых продуктов.
7. Этот товар очень реагирует на изменение цены.

СЕМЕСТР 2

Тема 7. Предпринимательство

Лексико-грамматические упражнения

Background

“Angel Investments” is based in Warsaw, Poland. It provides finance for start-up or young companies which need capital to develop their businesses. AI is run by a group of extremely rich people of various nationalities who made their fortunes in the computer and financial services industries. They enjoy the excitement of working with start-ups and small companies, and believe that Central and Eastern Europe offers outstanding opportunities for investment. They are willing to take risks and support projects which seem unusual or extraordinary. However they also expect to make money, usually by taking a stake in the business or a share of the profits.

A team of AI investors is currently considering several proposals. After hearing presentations from individuals and companies, AI will decide which projects it will invest in, and how much money it will give to each one. They have €5.5 million to invest in the projects.

You are an entrepreneur who needs finance for a new project; the rest of the group are AI investors.

Key points for product presentations

1. The Business

A description of the business

- What does it do?
- What is the name of the company?
- What is the form of ownership and structure?
- Who is it for?
- Brief details about the team (age, education, experience, etc.).

2. The Product or Service

A brief description – including artwork, if possible.

- What are the advantages of the product or service?
- What are its unique features?

3. Marketing

- Who are the existing or target customers?
- Who are the competitors or possible future competitors?
- What are the competing products, if any?
- What about pricing policy?
- How will the product or service be launched and promoted?

- What are the selling and distribution methods?

4. Finance

How much finance is required and for what purposes (in detail)?

Proposals:

New magazine

You need to finance the first edition and launch of a new magazine. Amount required: € 2.5 million, to finance production, editorial, office administration, distribution costs and promotion.

Relaxation tank centres

At these centres, stressed business people can float in tanks and forget about their problems. Other services will include advice about diet and skin care, a solarium, and sun beds, etc. Amount required: € 2 million, to finance premises, equipment, staff and promotion.

New sport league

You have a background in sport and public relations. You want to set up a league for a sport which at present is not well-known, but could become very popular. Amount required: €2.5 million to finance administration and promotion, endorsements of the league by famous sports people, travel and legal costs.

International Publishing House

The company will look for young talented authors all over the world and publish their works. Amount required. € 2 m. for research, premises, equipment, staff, legal costs

Higher Educational Institution.

The College will train specialists in all economic (any other) and related spheres. Amount required: € 1,5 m. for premises, equipment, administration, promotion and inviting world-famous professors.

High-tech Company

Your company will promote alternative sources of electric power. Amount required: € 3 m. for search of ideas, production, testing, marketing, equipment.

Your own idea for a product or service

You have an idea for a product or service. You have not yet written a business plan, but the AI team are willing to listen to your presentation. Amount required: At least €3 million, to finance development, production, personnel, launch and marketing costs.

Лексико-грамматический тест**1. A book of blank paper used for writing.**

- A binder
- B bulletin board
- C *note pad*
- D paper clip

2. Any piece of property that is not easily converted to cash (e.g., building)

- A *fixed asset*
- B tax
- C gross margin
- D general and administrative costs

3. The amount of money left when cost of goods sold is subtracted from sales revenue.

- A inflow
- B outflow
- C fixed asset
- D *gross margin*

4. A device that illuminates a work space.

- A laptop computer
- B *desk lamp*
- C fax machine
- D copier

5. A wall panel that people post messages on.

- A binder
- B cubicle divider
- C *bulletin board*
- D paper clip

6. To _____ something is to create it.

- A hover
- B *generate*

C decline

D compensate

7. A device that fastens together sheets of paper by piercing them with staples.

A paper clip

B dry eraser

C binder

D stapler

8. If something is _____, it cannot be found, received, or taken.

A uncollectible

B upcoming

C optimistic

D temporary

9. A computer program that records and organizes financial information.

A adjusted trial balance

B broad-scale uniformity

C accounting software

D flash drive

10. To _____ is to test or evaluate something.

A cash a check

B assess

C generate

D interpret

11. Transaction conducted without sufficient funds.

A overdraft

B liquidity

C purchase invoice

D rules-based approach

12. To decrease rapidly.

A plummet

B recover

C stabilize

13. A _____ is an event in which money is exchanged for goods or services.

A tangible asset

B liability

C transaction

14. The act of deliberately putting false information into records.

A wholesaler

B falsification

C restructuring

D trade

15. A _____ is a legally protected symbol.

A *trademark*

B total margin

C retailer

D spike

16. A _____ is a yearly amount of money paid to an employee.

A spike

B *salary*

C sweep

17. An amount that is held in case of unforeseen needs.

A shoplift

B tangible asset

C *safety reserve*

D legal intangible

18. A _____ is a sharp increase.

A *spike*

B sweep

C trademark

D decline

19. To _____ is to steal something from a retail store.

A pay off

B *shoplift*

C exploit

D layoff

20. To _____ something is to steal it from one's employer.

A *pilfer*

B sell

C pay off

D buy off

Семестр 3

Тема 1. Бизнес-расходы

Лексико-грамматические упражнения

Task 1. Read and translate the text

Banks

If you work, you've probably got a bank account. You could keep the money you earn each month in a box under your bed but it wouldn't be very sensible. One reason is that it's not very safe. If your house gets burgled you'll lose everything you've saved. Another reason is that your money will lose value.

As price rise, the money in a box under your bed will be able to buy fewer and fewer things. Money in a bank savings account, however, will earn interest. The interest will help compensate for the effect of inflation. But banks are more than just safe places for your money. What other services do they offer?

The other main service is lending money. Individuals and businesses often need to borrow money and they need a lender that they can trust. This is exactly what banks are – reliable lenders. In fact, most of the money that people deposit in their bank accounts is immediately lent out to someone else.

Apart from storing and lending money banks offer other financial services. Most of these are ways of making money more accessible to customers. For example, banks help people transfer money securely. They give customers cheque books and credit cards to use instead of cash. They provide ATM machines so that people can get cash any time of the day or night.

But how do banks make a living? Basically, they make a living by charging interest on loans. Of course, when you make a deposit into a bank savings account, the bank pays you interest on that money. However, the rate they pay savers is less than the rate they charge borrowers. The extra money they make by charging interest on loans is where banks earn most of their money.

For banks, interest is also a kind of security. Sometimes people do not pay back money they borrow. This is called defaulting on a loan. When someone defaults on a loan the bank uses money earned from interest to cover the loss.

All of this means that most of the money people have saved in the bank is not there at all. A small amount of the total savings is kept by the bank so that customers can make withdrawals. The rest, however, is made available for loans. The amount that is kept is called the reserve. The reserve must be a certain percentage of all the savings received from customers – for example 20 per cent. This figure is set by the central bank and this is one of the ways that governments can control the amount of money circulating in the economy.

Task 2. Now read the text again and answer these questions in your own words

What two reasons are given for saving your money in a bank account?

Why do people prefer to borrow money from banks?

Do banks do anything else for their customers other than store and lend money?

How do banks earn money?

Who decides how much money the bank keeps in reserve?

Speaking

Give a two-minute presentation on the history of money. First, read through text 1 again and make notes below on the following.

bartering

commodity money

fiat money

You can also include recent developments not mentioned in the text, such as credit cards and digital money.

Writing

Write a promotional leaflet for a bank. The aim of the leaflet is to attract new customers and to inform existing customers about the services the bank offers.

Use an informal, friendly style like you see in advertisements. Organise the leaflet using the plan shown here.

Promotional Leaflet

Paragraph 1

Give a brief history of the bank and say how big it is today (to give confidence to customers).

Paragraph 2.

Explain what your main services are and what advantages you offer compared to other banks (for example, interest rates).

Paragraph 3.

Say what other services you offer and how they can be useful to your customers: for example, special savings schemes for certain people (students / pension schemes for workers) and Internet banking.

Paragraph 4.

Say how customers (or potential customers) can contact the bank (e-mail, web page, phone number, local branches, etc).

Write 200-250 words.

Словарный диктант

- 1 comprise - включать
- 2 chair person - председатель
- 3 board of directors - совет директоров
- 4 region - область
- 5 institutions - учреждение, заведение, организация
- 6 strengthen - укрепить
- 7 empower - наделить полномочиями, вдохновить
- 8 payment system - платежная система
- 9 ensure - обеспечить
- 10 representative - представитель
- 11 executive bodies - органы исполнительной власти
- 12 authority - власть
- 13 treasury - казначейство
- 14 credit – кредит
- 15 initially – изначально
- 16 preserve – сохранить
- 17 scope – область
- 18 employee – сотрудник
- 19 transparent – прозрачный
- 20 lobby – приёмная
- 21 preserve – сохранить
- 22 equity – справедливость
- 23 focus on -обратить внимание на ч–л
- 24 contribution -вклад
- 25 exceed - превышать
- 26 restriction -ограничение
- 27 current - текущий
- 28 participation –участие
- 30 due to - благодаря ч-л, из-за
- 31 subsidiary - филиал

Лексико-грамматический тест

1. An accountant who specializes in tax regulations.

A internal auditor

B *tax accountant*

C bookkeeper

2. Money that individuals and businesses are required to pay to a government.

A outflow

B *tax*

C overdraft

3. An accountant who records transactions.

A *bookkeeper*

B budget analyst

C overdraft

4. A hand-held device that performs mathematical operations.

A bulletin board

B copier

C *calculator*

5. The act of selling good below cost.

A net income

B dividend

C *dumping*

6. Something of value that a company owes.

A *asset*

B balance sheet

C cash flow

D depreciation

7. A machine that produces duplicates of paper documents.

A calculator

B *copier*

C fax machine

D cubicle divider

8. The act of exchanging goods or services for money.

A stabilizing

B specializing

C subtracting

D *selling*

9. The act of removing money from an account.

A trainee

B *withdrawal*

C sum

D sales price

10. A person who has purchased a percentage of ownership of a company.

- A file clerk
- B dividend
- C *stockholder*
- D client

11. A device that encodes and sends paper documents over phone lines.

- A paper clip
- B laptop computer
- C *fax machine*
- D note pad

12. A state in which an item is no longer useful because it has been replaced by more advanced alternatives.

- A *obsolescence*
- B operating margin
- C payroll
- D sales revenue

13. A machine that transfers documents from computer files to paper.

- A landline phone
- B mobile phone
- C fax machine
- D *printer*

14. Cash moving out of a company.

- A inflow
- B *outflow*
- C asset
- D excise tax

15. An employee who maintains files and records.

- A budget analyst
- B trainee
- C *file clerk*
- D internal auditor

16. The period used by organizations to prepare annual financial statements.

- A *fiscal year*
- B fixed asset
- C income statement
- D inflow

17. Cash coming into a company.

- A governing body
- B *inflow*
- C income statement
- D outflow

18. An amount beyond what is needed.

- A thin
- B insufficient
- C *excessive*
- D upcoming

19. To purchase a company.

- A *buy out*
- B sue
- C withdrawal
- D transfer

20. An asset's ability to be converted to cash.

- A outflow
- B inventory
- C excise tax
- D *liquidity*

21. An amount that is less what is needed.

- A excessive
- B *insufficient*
- C immoral
- D optimistic

22. Moving money from one account to another.

- A *transfer*
- B sell
- C recover
- D inform

23. A device used to talk to people across great distances using cables.

- A *landline phone*
- B mobile phone
- C fax machine
- D printer

24. Any amount of money that a company owes.

- A overdraft
- B property tax
- C purchase invoice
- D *liability*

25. The result of adding two or more numbers.

- A multiplication
- B subtraction
- C division
- D *sum*

26. A device used to talk to people across great distances using radio waves.

- A fax machine
- B copier
- C landline phone
- D *mobile phone*

27. A certain amount of money that companies add to their costs when setting sales prices.

A liability

B payroll

C *markup*

D sales price

28. A small device that holds sheets of paper together.

A *paper clip*

B note pad

C stapler

D floppy drive

29. A document that shows a company's assets, liabilities, an equity at a certain point in time.

A bulletin board

B depreciable asset

C *balance sheet*

D dividend

30. The amount of money that remains after all expenses have been deducted from sales revenue.

A inflow

B *net income*

C outflow

D balance sheet

Тема 2. Франчайзинг

Лексико-грамматические упражнения

1. Read and translate the text

What is a Franchise?

Franchising is a method for expanding a business and distributing goods and services through a licensing relationship. In franchising, franchisors (a person or company that grants the license to a third party for the conducting of a business under their marks) not only specify the products and services that will be offered by the franchisees (a person or company who is granted the license to do business under the trademark and trade name by the franchisor), but also provide them with brand and support.

Business Format Franchising

There are two different types of franchising relationships. Business Format Franchising is the type most identifiable to the average person. In a business format franchise relationship the franchisor provides to the franchisee not just its trade name, products and services, but also training on how to implement the services. The franchisee generally receives site selection and development support, operating manuals, training, brand standards, quality control, a marketing strategy and business

Traditional or Product Distribution

While less identified with franchising, traditional or product distribution franchising is actually larger in total sales than business format franchising. In a traditional franchise, the focus is not on the system of doing business, but mainly on the products manufactured or supplied by the franchisor to the franchisee. In most, but not in all situations, the manufactured products generally need pre- and post-sale service as found in the automobile industry. Examples of traditional or product distribution franchising can be found in the bottling, gasoline, automotive and other manufacturers.

Franchising is About Relationships

Many people, when they think of franchising, focus first on the law. While the law is certainly important, it is not the central thing to understand about franchising. At its core, franchising is about the franchisor's brand value, how the franchisor supports its franchisees, how the franchisee meets its obligations to deliver the products and services to the system's brand standards and most importantly – franchising is about the relationship that the franchisor has with its franchisees. In a survey by Franchise Business Review on franchisees' relationship with their franchisors it was determined:

- 90 percent enjoy operating their business,
- 88 percent of franchisees enjoy being part of their organization,
- 85 percent feel positive about their affiliation with their franchisor,
- 83 percent respect their franchisor,
- 80 percent feel their franchisor operates with a high level of honesty,
- 78 percent would recommend their franchise brand to others, and
- 73 percent would "Do it all over again" if they had the option.

Franchising is About Brands

A franchisor's brand is its most valuable asset and consumers decide which business to shop at and how often to frequent that business based on what they know, or think they know, about the brand. To a certain extent consumers really don't care who owns the business so long as their brand expectations are met. If you become a franchisee, you will certainly be developing a relationship with your customers to maintain their loyalty, and most certainly customers will choose to purchase from you because of the quality of your services and the personal relationship you establish with them. But first and foremost, they have trust in the brand to meet their expectations, and the franchisor and the other franchisees in the system rely upon you to meet those expectations.

Franchising is About Systems and Support

Great franchisors provide systems, tools and support so that their franchisees can live up to the system's brand standards and ensure customer satisfaction. And, franchisors and all of the other franchisees expect that you will independently manage the day-to-day operation of your businesses so that you will enhance the reputation of the company in your market area. When selecting a franchise system to invest in, you want to evaluate the types of support you will be provided and how well the franchisor is managing the evolution of the products and services so that it keeps up with changing consumer expectations. Some of the more common services that franchisors provide to franchisees include:

- A recognized brand name,
- Site selection and site development assistance,
- Training for you and your management team,
- Research and development of new products and services,
- Headquarters and field support,
- Initial and continuing marketing and advisory services

You want to select a franchisor that routinely and effectively enforces system standards. This is important to you as enforcement of brand standards by the franchisor is meant to protect franchisees from the possible bad acts of other franchisees that share the brand with them. Since customers see franchise systems as a branded chain of operations, great products and services delivered by one franchisee benefits the entire system. The opposite is also true.

Franchising is also a Contractual Relationship

While from the public's vantage point, franchises look like any other chain of branded businesses, they are very different. In a franchise system, the owner of the brand does not manage and operate the locations that serve consumers their products and services on a day-to-day basis. Serving the consumer is the role and responsibility of the franchisee.

Franchising is a contractual relationship between a licensor (franchisor) and a licensee (franchisee) that allows the business owner to use the licensor's brand and method of doing business to distribute products or services to consumers. While every franchise is a license, not every license is a franchise under the law. Sometimes that can be very confusing.

In the United States, a franchise is a specific type of licensing arrangement defined by the Federal Trade Commission and also by several states. In the United States a franchise generally exists when:

- The franchisor licenses a franchisee the right to use its trade or service mark;
- To identify the franchisee's business in marketing a product or service using the franchisor's operating methods;
- The franchisor provides the franchisee with support and exercises certain controls; and,
- The franchisee pays the franchisor a franchise fee.

The definition of a franchise is not uniform in every state. Some states for example, may also include a marketing plan or community of interest provision in the definition. The definition of what is a franchise can vary significantly under the laws in some states and it is important that you don't simply rely on the federal definition of a franchise in understanding any particular state's requirements.

Put another way, in a franchise a business (the franchisor) licenses its trade name (the brand, such as BrightStar Care or Sport Clips) and its operating methods (its system of doing business) to a person or group operating within a specific territory or location (the franchisee), which agrees to operate its business according to the terms of a contract (the franchising agreement). The franchisor provides the franchisee with franchising leadership and support and exercises some controls to ensure the franchisee's adherence to brand guidelines.

In exchange, the franchisee usually pays the franchisor a one-time initial fee (the franchise fee) and a continuing fee (known as a royalty) for the use of the franchisor's trade name and operating methods. The franchisee is responsible for the day-to-day management of its independently owned business and benefits or risks loss based on his own performance and capabilities.

Investing in a franchise or becoming a franchisor can be a great opportunity. But before you select any franchise investment and sign any franchise agreement, do your homework, understand what the franchise system is offering and get the support of a qualified franchise lawyer and business advisor.

2. Now read the text again and answer these questions in your own words

1. What are the primary differences between "Business Format Franchising" and "Traditional or Product Distribution Franchising," and which type accounts for larger total sales according to the source?
2. Beyond legal aspects, how does the text emphasize the importance of relationships, brands, and systems/support as core elements of franchising?
3. According to the text, what specific types of support services do "great franchisors" typically provide to their franchisees to ensure brand standards and customer satisfaction?
4. How is a franchise generally defined in the United States by the Federal Trade Commission, and why is it crucial for potential franchisees not to rely solely on this federal definition when considering state requirements?

5. What are the typical financial obligations a franchisee has to a franchisor, and what are the franchisee's main responsibilities and potential outcomes regarding their independently owned business?

3. Словарный диктант

1. Franchising
2. Franchisor
3. Franchisee
4. Brand
5. System
6. Support
7. License
8. Contractual Relationship
9. Royalty
10. Business Format Franchising

4. Лексико-грамматический тест

1. **Vocabulary (Roles in Franchising)** A _____ is a person or company that grants the license to a third party for the conducting of a business under their marks.
A) franchisee
B) franchisor
C) licensee
D) consumer
2. **Concept (Types of Franchising)** While less identified with franchising, _____ is actually larger in total sales than business format franchising, focusing mainly on the products manufactured or supplied by the franchisor.
A) Business Format Franchising
B) Traditional or Product Distribution Franchising
C) Service Franchising
D) International Franchising
3. **Grammar/Vocabulary (Franchisee Satisfaction)** According to a survey mentioned in the text, 90 percent of franchisees _____ operating their business.
A) hesitate to
B) enjoy
C) regret
D) neglect

4. Vocabulary (Franchisor's Asset) A franchisor's _____ is its most valuable asset, as consumers decide which business to shop at based on what they know about it.

- A) legal team
- B) operating manual
- C) brand**
- D) initial fee

5. Concept (Nature of Relationship) Franchising is described as a _____ relationship between a licensor (franchisor) and a licensee (franchisee).

- A) casual
- B) temporary
- C) contractual**
- D) voluntary

6. Grammar/Vocabulary (US Definition Criteria) In the United States, a franchise generally exists when, among other conditions, the franchisee _____ the franchisor a franchise fee.

- A) receives from
- B) pays**
- C) owes to
- D) lends to

7. Vocabulary (Franchisee's Responsibility) The franchisee is responsible for the _____ management of its independently owned business.

- A) strategic
- B) long-term
- C) day-to-day**
- D) financial

Промежуточный контроль

Перечень вопросов для подготовки к зачету УК-3 (1-6)

1 семестр

Тема 1. Основы бизнеса

Виды бизнеса и бизнес-компаний

Организационная структура частной бизнес-компании

Тема 2. Стажировки

Виды стажировок

Тема 3. Работа с клиентами

Общение с клиентами

Телефонные разговоры

Разговорные клише для делового общения по телефону

Деловая переписка

Виды деловых писем. Правила оформления деловых писем

Тема 4. Производственный процесс

Производственный цикл

Тема 5. Устройство на работу

Резюме и сопроводительное письмо

Собеседование при устройстве на работу

Тема 6. Маркетинг и продажа товаров

Виды деятельности отдела маркетинга и отдела продаж

2 семестр

Тема 7. Предпринимательство

Виды предпринимательства

Риски при создании новой бизнес-компании

Как начать свой бизнес?

Тема 8. Информационные технологии

Компоненты компьютерной информационной системы

Информационные технологии как академическая дисциплина

Преимущества и недостатки информационных технологий

Тема 9. Профессии в области информационных технологий

Разработчики программного обеспечения

Системные аналитики

Тема 10. Компьютерные системы

Типы компьютерных систем

Главные компоненты компьютерных систем

Тема 11. Периферийные устройства

Различные периферийные устройства

3 семестр

Тема 1. Бизнес-расходы

Фиксированные и переменные затраты бизнес-компаний

Инвестиции

Прибыль, затраты и платежи

Фиксированные и переменные затраты личного бюджета

Тема 2. Франчайзинг

Франчайзинг – суть понятия и механизмы

Тема 3. Информация и информационные системы

Информационная система и её составляющие

Управление информационными системами

*Перечень вопросов для подготовки к экзамену
УК-3 (1-6)*

Тема 1. Основы бизнеса

Виды бизнеса и бизнес-компаний

Организационная структура частной бизнес-компании

Тема 2. Стажировки

Виды стажировок

Тема 3. Работа с клиентами

Общение с клиентами

Телефонные разговоры

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Деловая переписка

Виды деловых писем. Правила оформления деловых писем

Тема 4. Производственный процесс

Производственный цикл

Тема 5. Устройство на работу

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Риски при создании новой бизнес-компании

Как начать свой бизнес?

Тема 8. Информационные технологии

Компоненты компьютерной информационной системы

Информационные технологии как академическая дисциплина

Преимущества и недостатки информационных технологий

Тема 9. Профессии в области информационных технологий

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Тема 11. Периферийные устройства

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Инвестиции

Прибыль, затраты и платежи

Фиксированные и переменные затраты личного бюджета

Тема 2. Франчайзинг

Франчайзинг – суть понятия и механизмы

Тема 3. Информация и информационные системы

Информационная система и её составляющие

Управление информационными системами

Тема 4. Технологические и социальные составляющие компьютерных информационных систем

Элементы компьютерной информационной системы

Бизнес-информатика как академическое направление обучения

Тема 5. Классификация и функции информационных систем

Виды информационных систем, их преимущества и недостатки

Схема функционирования информационных систем

Тема 6. Разработка стратегии использования информационных систем

Стратегии использования информационных систем

Использование информационных систем в бизнесе

Перечень вопросов по грамматике для подготовки к зачету
УК-3 (1-6)

1. Множественное число существительных
2. Притяжательный падеж существительных
3. Артикль (основные правила употребления)
4. Местоимения (личные, притяжательные, указательные, some, any)
5. Числительные (количественные и порядковые, дробные)
6. Степени сравнения прилагательных и наречий
- 7.оборот there is/there are
8. Система времен английского глагола - Present, Past, Future (Simple, Continuous, Perfect, Perfect Continuous)
9. Неправильные глаголы
10. Согласование времен
11. Страдательный залог
12. Модальные глаголы и их эквиваленты: can, may, must, have to, should
13. Неличные формы глагола. Инфинитив: функции инфинитива
14. Причастие I и II
- 15.оборот «объектный падеж с инфинитивом и причастием»
16. Герундий. Сослагательное наклонение

Варианты зачетных билетов (1 семестр)

I вариант

Trade is buying and selling goods and services. Trade occurs because people need and want things that others produce.

Trade that takes place within a single country is called domestic trade. International trade is the exchange of goods and services between nations. It is also called world trade or foreign trade.

Trade in the USA is carried out mainly by private persons and businesses. Government is more important as a buyer than as a seller. The United States is one of the world's leading trading nations.

About 40% of annual US production of cotton, tobacco and wheat is exported. Businesses producing computer equipment machinery also export their goods.

Americans import many raw materials and foods. They include: coffee, copper, nickel, oil and tea.

Trade helps people enjoy a higher standard of living. People can obtain more goods and services at lower price.

1. Прочитайте текст и дайте ответы на следующие вопросы:

1. What is trade?
2. Why do you think trade occurs?
3. What is called domestic trade?
4. What is called world trade?
5. What do Americans import?

2. Напишите 3 утверждения, не соответствующие содержанию текста.

3. Найдите соответствия (укажите стрелками)

- | | |
|-------------|---------------|
| 1. domestic | 1. production |
| 2. annual | 2. materials |
| 3. raw | 3. trade |
| 4. higher | 4. price |
| 5. lower | 5. standard |

4. Отреагируйте на утверждения, подчеркните верное.

1. Trade in the USA is carried out mainly by private persons. Quite right/
You are mistaken

2. Businesses producing computer equipment never export their goods.
Quite right/ You are mistaken

3. People can obtain more goods at higher price Quite right/ You are
mistaken

5. Составьте план пересказа

6. Озаглавьте текст

7. Раскройте скобки

1. Today Simon (to walk)_____home from school.
2. Simon always (to walk)_____because he (to hate)_____the bus.
3. Now he (to run) _____because he is hungry.
4. I (to be)_____in a hurry.
5. My friends (to wait)_____for me now.
6. My brother (to go)_____to the country with us next year.
7. We (to go)_____to the institute tomorrow.
8. I (to meet)_____just our teacher.
9. I never (to visit)_____this place.
10. I (to work)_____at the office at 3 o'clock yesterday.

8. Поставьте следующие предложения в вопросительную и отрицательную формы.

1. The contract will be ready the day after tomorrow.
2. We have done business with this firm.
3. She has phoned you this morning.

II вариант

International trade is the exchange of goods and services between countries. It is distinguished from domestic trade, which takes place entirely within a single country. International trade is sometimes called world trade or foreign trade.

International trade permits countries to specialize in producing things they make with resources they have.

By the early 1990's world trade amounted about \$ 3.5 trillion a year. The world's leading exporting nations were Germany, the United States, Japan, France, and the United Kingdom. Most world trade is carried out by private exporters and importers.

Various international organizations cooperate in world trade matters.

For example, the Organization for Economic Cooperation and Development was formed to help the economic growth of its members. Its members include Canada, Mexico, the USA, Japan, and most of the nations of Western Europe.

1. Прочитайте текст и дайте ответы на следующие вопросы:

1. What is international trade?
2. What is domestic trade?
3. What are the world's leading exporting countries?
4. What can you say about the amount of world trade by 1990?
5. Why was the Organization for Economic Cooperation formed for?

2. Напишите 3 утверждения, не соответствующие содержанию текста.

3. Найдите соответствия (укажите стрелками)

- 1. international 1. matters
- 2. exporting 2. producing
- 3. trade 3. growth
- 4. to specialize in 4. nations
- 5. economic 5. trade

4. Отреагируйте на утверждения, подчеркните верное.

- 1. International trade is sometimes called world trap. 1. Just on the contrary/ Quite right
- 2. Domestic trade takes place entirely within one country 2. Just on the contrary/ Quite right
- 3. Various international organizations can't cooperate in world trade matters
3. Just on the contrary/ Quite right

5. Составьте план пересказа

6. Озаглавьте текст

7. Раскройте скобки

- 1. Our office (to sell)_____a lot of goods to foreign firms.
- 2. The director usually (to receive)_____businessmen at half past ten.
- 3. We often (to communicate)_____by fax.
- 4. He (to be)_____translating a letter now.
- 5. We (to be)_____going to the performance now.
- 6. Ann (to be)_____working at 5 o'clock yesterday.
- 7. When I came home my wife (to be)_____cooking dinner.
- 8. Last Tuesday I (to finish)_____my work at 6 o'clock yesterday.
- 9. Yesterday I (to get)_____a good mark.

8. Поставьте следующие предложения в вопросительную и отрицательную формы.

- 1. He will do business with us next month.
- 2. Many companies have produced computer equipment lately.
- 3. Mr.Bunin has never been to London.

III вариант

Trade is important both for developed and developing nations. The economic systems of most countries have a certain specialization. Specialization makes trade necessary because people do not produce everything they need themselves.

The geographic extent of trade differs greatly. In some cases, the buyers and sellers are from all parts of the world.

Large amounts of goods and services are purchased by individual buyers who buy such things as dresses, food, etc.

Businesses buy the raw materials and capital equipment. For example, France is a highly developed industrial country.

It is rich and powerful. France has great automobile, chemical and steel industries. France stands fifth among the countries of the world in its trade with other nations, as measured by exports.

France is a major producer of industrial machinery and does business with many countries of the world.

Her trade contracts are developing from year to year. Now France has trade contacts with a lot of countries and foreign trade helps her to have good profits.

1. Прочитайте текст и дайте ответы на следующие вопросы:

1. Why do you think specialization makes trade necessary?
2. What do buyers buy?
3. What do businesses buy?
4. What is France rich in?
5. Whom does France do business with?

2. Напишите 3 утверждения, не соответствующие содержанию текста.

3. Найдите соответствия (укажите стрелками)

- | | |
|--------------|-------------------|
| 1. economic | 1. goods |
| 2. amount of | 2. country |
| 3. developed | 3. contracts |
| 4. trade | 4. specialization |
| 5. certain | 5. system |

4. Отреагируйте на утверждения, подчеркните верное.

1. Trade is important only for developed countries 1. Yes, quite so/ I don't think so
2. The geographic extent of trade differs greatly. 2. .Yes, quite so/ I don't think so
3. France stands first among the countries of the world in its trade. 3. .Yes, quite so/ I don't think so

5. Составьте план пересказа

6. Озаглавьте текст

7. Раскройте скобки

1. My friend (to work)_____at an office.
 2. They (to want)_____to publish this book.
 3. Henry usually (to wear)_____glasses.
 4. Last week she (to write)_____a funny story about her friend.
 5. Her brother (to make)_____a tour of Europe last summer.
 6. We (to discuss) _____the contract tomorrow.
 7. They (to have)_____a holiday next month.
 8. He (to be)_____never in Paris.
 9. We (to do business)_____ with this firm lately.
 10. We (to translate)_____an article when you came in.
 11. Mr. Black (to answer)_____an enquiry at 9 o'clock in the morning.
8. . Поставьте следующие предложения в вопросительную и отрицательную формы.
1. I shall phone you in half an hour.
 2. Our country has already exported different kinds of goods.
 3. I have never swum in the sea.

Варианты зачетных билетов (2 семестр)

1 вариант

Credit - transactions between two parties in which one (the creditor or lender) supplies money, goods, services, or securities in return for a promised future payment by the other.

Credit given is an indication of trust in that person to pay for the goods given or money lent. Credit transactions normally include the payment of interest to the lender. Credit may be extended by public or private institutions to finance business activities, agricultural operations, consumer expenditures, or government projects. Most modern credit is extended through specialized financial institutions, of which commercial banks are the oldest and most important.

The lender must judge each loan he makes on the basis of the character of the borrower, his capacity to repay, and his collateral (property or other goods that you promise to give someone if you cannot pay back the money they lent you). Loan is an amount of money that you borrow from a bank. Customers and lenders may publicly regulate the terms of credit transactions to prevent abuses.

I. Прочитайте текст и напишите ответы на следующие вопросы:

1. What is meant by the term “credit”?
2. How is the modern credit extended?
3. What does the debtor’s collateral imply?
4. Who may publicly regulate the terms of credit?

II. Отреагируйте на утверждение. Подчеркните соответствующую речевую форму.

1. Credit doesn’t include the payment of interest to the lender. (That’s right/ That’s wrong)
2. The lender must appreciate each loan. (No doubt/ You are mistaken)
3. The lender must judge the borrower’s pledge. (Sure/ Of course not)
4. Credit transactions normally include the payment of interest to the lender. (You’re mistaken/ You’re right)

III. Найдите определения, соответствующие терминам:

Definition	Term
1.is someone who money is owned to	a. loan
2. is someone who owes money	b. creditor
3.the amount of money received during a given period	c. debtor
4. is an amount of money that you borrow from a bank	d. income

IV. Охарактеризуйте:

1. кредитные операции
2. кредитора

V. Напишите 5 утверждений, не соответствующих значению текста

VI. Выпишите как можно больше словосочетаний со словами:

credit lender loan

VII. Напишите план пересказа текста по пяти пунктам.

VIII. Ответьте на проблемный вопрос:

Why do you think the lender must judge each loan?

IX. Закончите предложения, в соответствии с содержанием текста:

1.Credit means_____

2. Credit transactions include_____

2 вариант

Bank – an institution that deals in money and provides other financial services. Banks accept deposits and make loans and derive a profit from the difference in the interest rates.

The two major classes of banks are commercial and central banks. Commercial banks accept savings deposits, make loans and other investments, and offer financial services that facilitate the exchange of funds among individuals and institutions. In addition to the profit derived from the difference in the interest rates, commercial banks charge fees for various services.

Central banks are involved in the issue of money and maintain the country's foreign currency reserves. Central banks maintain the accounts of other banks and supervise their activities. Central banks act as bankers to governments and as lenders to commercial banks in the case of a financial crisis. Central banks also play a significant psychological role as guarantors of the monetary system.

I. Прочитайте текст и напишите ответы на следующие вопросы:

1. What is meant by the term “bank”?
2. What are the two major classes of banks?
3. What do commercial banks accept?
4. What do central banks maintain?

II. Отреагируйте на утверждение. Подчеркните соответствующую речевую форму.

1. Bank gives various financial services. (That's right/ That's wrong)
2. Central banks act as bankers to organized crime. (No doubt/ You are mistaken)
3. Central banks act as the designers of default. (Sure/ Of course not)
4. Banks receive deposits. (Just on the contrary/ Sure)

III. Найдите определения соответствующим терминам

Definition	Term
1. the amount of money received during a given period	a. manager
2. agreement to supply goods, do work etc. at a fixed price	b. lender
3. person who lends money	c. contract
4. person who controls the business, a hotel etc.	d. income

IV. Охарактеризуйте:

1. коммерческий банк
2. центральный банк

V. Напишите 5 утверждений, не соответствующих значению текста

VI. Выпишите как можно больше словосочетаний со словами:

bank savings financial

VII. Напишите план пересказа текста по пяти пунктам

VIII. Ответьте на проблемный вопрос:

Why do you think banks make loans?

IX. Закончите следующие предложения в соответствии с текстом

1. _____ savings deposits, make loans and other investments.
2. Central banks are involved _____

3 вариант

Credit union – a system, popular in North America, by which people with a common bond – membership of the same club, church, tenant's associations or trade union – can get to put their savings (all the money that one has saved, especially in a bank) into a joint fund. Members can then apply to borrow from the fund and make repayments at an annual rate of interest of 12 per cent. The loans are usually short-term consumer loans, mainly for automobiles, household needs, medical debts, and emergencies. In less developed countries these loans are particularly important, constituting the only credit source for many people, and are used primarily for farm production and small business enterprise.

Credit unions generally operate under government charter and supervision. At annual meetings, the members elect the directors, the credit committee, and the supervisory committee. The Credit Union Act 1979 included the following: 1. the minimum membership shall be 21 and the maximum 500; 2. the maximum savings permitted per person too be 3000\$; 3. the unions must be non-profit making and the purpose is to provide a service to its members.

I. Прочитайте текст и напишите ответы на следующие вопросы:

1. Can the members of credit unions apply to borrow from the fund?
2. What is the annual rate of interest?
3. How do credit unions operate?
4. Whom do the members elect annually?

II. Отреагируйте на утверждение. Подчеркните соответствующую речевую форму.

1. People can cooperate together to put their savings into joint fund. (That's right/ That's wrong)
2. The members make repayments at rate of interest of 15%. (No doubt/ You are mistaken)
3. These loans compose the only credit source for major concerns. (Sure/ Of course not)
4. The unions must be non-profit making. (Just on the contrary/ Sure)

III. Найдите определения соответствующим терминам

Definition	Term
1. is a piece of plastic, bearing the name and computer number of the holder	a. loan
2. the risk that a lender will not be able to give back the loan	b. credit card
3. one whose occupation is the keeping of accounts	c. credit risk
4. is an amount of money that you borrow from a bank etc.	d. accountant

IV. Охарактеризуйте:

1. кредитные союзы в развивающихся странах
2. кредитные союзы в развитых странах

V. Напишите 5 утверждений, не соответствующих значению текста

VI. Выпишите как можно больше словосочетаний со словами:

union loan savings

VII. Напишите план пересказа текста по пяти пунктам

VIII. Ответьте на проблемный вопрос:

Why do people join credit unions?

IX. Закончите следующие предложения в соответствии с текстом

1. Members can then apply to borrow_____
2. Credit unions generally operate_____