

**ФИНАНСОВЫЙ УНИВЕРСИТЕТ ПРИ ПРАВИТЕЛЬСТВЕ
РОССИЙСКОЙ ФЕДЕРАЦИИ»**

(Финансовый университет)

Курский филиал федерального государственного образовательного
бюджетного учреждения высшего образования

УТВЕРЖДАЮ
Директор филиала



Ю.В.Вертакова
«31» августа 2021г.

**РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ
ИНОСТРАННЫЙ ЯЗЫК**

Направления подготовки:

38.03.01 Экономика
38.03.02 Менеджмент
38.03.05 Бизнес-информатика

Профили:

Учет, анализ и аудит
Экономическая безопасность хозяйствующих субъектов
Финансовый менеджмент
Маркетинг
ИТ-менеджмент в бизнесе

Год утверждения программы дисциплины: 2020

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Одобрено кафедрой Гуманитарные и социально-экономические дисциплины

Протокол от «31» августа 2021г. № 1

Содержание

1. Объем дисциплины (модуля) в зачетных единицах и в академических часах с выделением объема аудиторной (лекции, семинары) и самостоятельной работы обучающихся	2
2. Содержание дисциплины, структурированное по темам (разделам) дисциплины с указанием их объёмов (в академических часах) и видов учебных занятий.....	5
2.1. Содержание дисциплины.....	5
2.2. Учебно-тематический план.....	6
2.3. Содержание семинаров, практических занятий.....	13
3. Учебно-методическое обеспечение для аудиторной и внеаудиторной самостоятельной работы (модулю).....	19
3.1. Перечень вопросов, отводимых на самостоятельное освоение дисциплины, формы внеаудиторной самостоятельной работы.....	19
3.2. Перечень вопросов, заданий, тем для подготовки к текущему контролю.....	
4. Фонд оценочных средств для проведения промежуточной аттестации обучающихся по дисциплине (модулю).....	25
5. Перечень основной и дополнительной учебной литературы, необходимой для освоения дисциплины (модуля).....	34

1. Объем дисциплины и зачетных единиц и академических часах с выделением объема аудиторной (лекции, семинары) и самостоятельной работы обучающихся

Направление 38.03.01 «Экономика»,

профиль «Учет, анализ и аудит» (очная),

профиль «Экономическая безопасность хозяйствующих субъектов» (очная)

Вид учебной работы по дисциплине	Всего (в з.е. и часах)	Семестр 1 (в часах)	Семестр 2 (в часах)	Семестр 3 (в часах)	Семестр 4 (в часах)
Общая трудоемкость дисциплины	9 з.е. 324/324	108/108	108/108	54/54	54/54
Аудиторные занятия	204/204	68/68	68/68	34/34	34/34
Практические и семинарские занятия, вт.ч.	204/204	68/68	68/68	34/34	34/34
занятия в интерактивной форме	102/102	34/34	34/34	17/17	17/17
Самостоятельная работа	120/120	40/40	40/40	20/20	20/20
В семестре	120/120	40/40	40/40	20/20	20/20
Вид промежуточной аттестации		Зачет/ зачет	Зачет/ зачет	Зачет/ зачет	Экзамен/ экзамен

Направление 38.03.01 «Экономика»,

профиль «Учет, анализ и аудит» (очно-заочная/ускоренная)

Вид учебной работы по дисциплине	Всего (в з.е. и часах)	Семестр 1 (в часах)	Семестр 2 (в часах)
Общая трудоемкость дисциплины	9 з.е. 324/216	108/64	108/80
Аудиторные занятия	36/24	16/12	20/12
Практические и семинарские занятия, вт.ч.	36/24	16/12	20/12
занятия в интерактивной форме	18/12	9/6	10/6
Самостоятельная работа	288/192	164/96	124/96
В семестре	288/246	164/96	124/96
Вид промежуточной аттестации		Зачет/ зачет	экзамен/ экзамен

*Направление 38.03.02 «Менеджмент»,
профиль «Финансовый менеджмент» (очная),
профиль «Маркетинг» (очная)*

Вид учебной работы по дисциплине	Всего (в з.е. и часах)	Семестр 1 (в часах)	Семестр 2 (в часах)	Семестр 3 (в часах)	Семестр 4 (в часах)
Общая трудоемкость дисциплины	9 з.е. 324/324	54/54	54/54	108/108	108/108
Аудиторные занятия	204/204	34/34	34/34	68/68	68/68
Практические и семинарские занятия, вт.ч.	204/204	34/34	34/34	68/68	68/68
занятия в интерактивной форме	102/102	17/17	17/17	34/34	34/34
Самостоятельная работа	120/120	20/20	20/20	40/40	40/40
В семестре	120/120	20/20	20/20	40/40	40/40
Вид промежуточной аттестации		Зачет/ зачет	Зачет/ зачет	Зачет/ зачет	Экзамен/ экзамен

*Направление 38.03.02 «Менеджмент»,
профиль «Финансовый менеджмент» (очно-заочная)/
направление 38.03.05 «Бизнес-информатика»,
профиль «IT-менеджмент в бизнесе» (очно-заочная)*

Вид учебной работы по дисциплине	Всего (в з.е. и часах)	Семестр 1 (в часах)	Семестр 2 (в часах)
Общая трудоемкость дисциплины	9 з.е. 324/324	108/64	108/80
Аудиторные занятия	36/36	16/16	20/20
Практические и семинарские занятия, вт.ч.	36/36	16/16	20/20
занятия в интерактивной форме	18/18	9/9	10/10
Самостоятельная работа	288/288	164/164	124/124
В семестре	288/288	164/164	124/124
Вид промежуточной аттестации		Зачет/ зачет	экзамен/ экзамен

2. Содержание дисциплины, структурированное по темам (разделам) дисциплины с указанием их объемов (в академических часах) и видов учебных занятий

2.1. Содержание дисциплины

1. The business environment.
2. The company.
3. Travel.
4. Sport.
5. Sales.
6. Cultural awareness.
7. Trade fairs.
8. Advertising.
9. Fashion and stile.
10. Technology.
11. Job satisfaction.
12. Market research.
13. Bright ideas.
14. Dealing with people.
15. Getting a job.
16. Writing practice: Making contact, Hotel booking.
17. Writing practice: Thanking, Arranging a meeting.
18. Writing practice: Enquires, Following up, Complaining.
19. Writing practice: Inviting, CVs, Job application.
20. Writing practice: Giving directions, Answering enquiries, Report.
21. New jobs.
22. Buying and selling.
23. Marketing.
24. Leadership.
25. Changing the world.
26. Working abroad.
27. Ethical trading.
28. Diversity.
29. Brands and values.
30. Office life.
31. Workplace skills.
32. Presentations.
33. Big business.
34. Entrepreneurs.
35. Job hunting.
36. Writing practice: Ordering, Planning and writing memos.
37. Writing practice: Describing trends, Formal and informal language.
38. Writing practice: Making payments, Covering letter – job application, Notes and messages.
39. Writing practice: Arranging a conference, Agendas and minutes, CVs.

Дополнительные темы для направления «Бизнес-информатика»

1. Living in a digital age.
2. What's a computer?
3. What's inside and outside a PC system?

4. Bits and bytes.
5. Buying a computer.

2.2. Учебно-тематический план

Направление 38.03.01 «Экономика», профили «Учет, анализ и аудит», «Экономическая безопасность хозяйствующих субъектов»/ Направление 38.03.02 «Менеджмент», профили «Финансовый менеджмент», «Маркетинг» (очная форма)

№ п/ п	Наименование тем (разделов) дисциплины	Трудоемкость в часах						Формы текущего контроля успеваемости
		Всего	Аудиторная работа				Самос- тоятельн ая работа	
			Общая	Лек ции	Семинары, практическ ие занятия	Занятия в интеракт ивных формах		
1	2	3	4	5	6	7	8	9
1	The business environment.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
2	The company.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
3	Travel	12	8		8	4	4	Terms work, skimming, answering the questions, project work
4	Sport.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
5	Sales.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
6	Cultural awareness.	12	8		8	4	4	Terms work, skimming, answering the questions,

								project work
7	Trade fairs.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
8	Advertising.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
9	Fashion and stile.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
10	Technology.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
11	Job satisfaction.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
12	Market research.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
13	Bright ideas.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
14	Dealing with people.	12	8		8	4	4	Terms work, skimming, answering the

								questions, project work
15	Getting a job.	12	8		8	4	4	Terms work, skimming, answering the questions, project work
16	Writing practice: Making contact, Hotel booking.	7	3		3	2	4	Terms work, skimming, answering the questions, project work
17	Writing practice: Thanking, Arranging a meeting.	7	3		3	1	4	Terms work, skimming, answering the questions, project work
18	Writing practice: Enquires, Following up, Complaining.	7	3		3	2	4	Terms work, skimming, answering the questions, project work
19	Writing practice: Inviting, CVs, Job application.	8	4		4	2	4	Terms work, skimming, answering the questions, project work
20	Writing practice: Giving directions, Answering enquiries, Report.	7	3		3	1	4	Terms work, skimming, answering the questions, project work
21	New jobs.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
22	Buying and	4	4		4	2	-	Terms work, skimming,

	selling.							answering the questions, project work
23	Marketing.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
24	Leadership.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
25	Changing the world.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
26	Working abroad.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
27	Ethical trading.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
28	Diversity.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
29	Brands and values.	4	4		4	2	-	Terms work, skimming, answering the questions, project work
30	Office life.	8	4		4	2	4	Terms work, skimming,

								answering the questions, project work
31	Workplace skills.	8	4		4	2	4	Terms work, skimming, answering the questions, project work
32	Presentations.	8	4		4	2	4	Terms work, skimming, answering the questions, project work
33	Big business.	8	4		4	2	4	Terms work, skimming, answering the questions, project work
34	Entrepreneurs.	8	4		4	2	4	Terms work, skimming, answering the questions, project work
35	Job hunting.	8	4		4	2	4	Terms work, skimming, answering the questions, project work
36	Writing practice: Ordering, Planning and writing memos.	6	2		2	1	4	Terms work, skimming, answering the questions, project work
37	Writing practice: Describing trends, Formal and informal language.	6	2		2	1	4	Terms work, skimming, answering the questions, project work

38	Writing practice: Making payments, Covering letter – job application, Notes and messages	6	2		2	1	4	Terms work, skimming, answering the questions, project work
39	Writing practice: Arranging a conference, Agendas and minutes, CVs.	6	2		2	1	4	Terms work, skimming, answering the questions, project work
	Итого	324	204		204	50%	120	

Направление 38.03.01 «Экономика», профиль «Учет, анализ и аудит» (очно-заочная), Направление 38.03.02 «Менеджмент», профиль «Финансовый менеджмент» (очно-заочная), Направление 38.03.05 «Бизнес-информатика», профиль «ИТ-менеджмент в бизнесе» (очно-заочная)/

Направление 38.03.01 «Экономика», профиль «Учет, анализ и аудит» (сокращенная)

№ п/ п	Наименование тем (разделов) дисциплины	Трудоемкость в часах						Формы текущего контроля успеваемости
		Всего	Аудиторная работа				Самос- тоятельн ая работа	
			Общая	Лек ции	Семинары, практическ ие занятия	Занятия в интеракт ивных формах		
1	2	3	4	5	6	7	8	9
1	The business environment.	18/12	2/2		2		16/14	Terms work, skimming, answering the questions, project work
2	The company.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
3	Sales.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions,

								project work
4	Trade fairs.	18/12	2/2		2		16/14	Terms work, skimming, answering the questions, project work
5	Advertising.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
6	Technology.	18/12	2/2		2		16/10	Terms work, skimming, answering the questions, project work
7	Job satisfaction.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
8	Market research.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
9	Getting a job.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
10	New jobs.	18/12	2/2		2		16/10	Terms work, skimming, answering the questions, project work
11	Buying and	18/12	2/1		2		16/10	Terms work,

	selling.							skimming, answering the questions, project work
12	Marketing.	18/12	2/2		2		16/14	Terms work, skimming, answering the questions, project work
13	Leadership.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
14	Changing the world.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
15	Working abroad.	18/12	2/2		2		16/10	Terms work, skimming, answering the questions, project work
16	Ethical trading.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
17	Brands and values.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
18	Office life.	18/12	2/1		2		16/10	Terms work, skimming, answering the questions, project work
	Итого	324/	36/24		36/24	50%	288/192	

		216						
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2.3 Содержание семинаров, практических занятий

Наименование темы (раздела) дисциплины	Перечень вопросов для обсуждения на семинарских, практических занятиях, рекомендуемые источники из разделов 8,9	Формы проведения занятий
1. The business environment.	Getting on in business, research a well-known company, daily office routine, meeting people. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
2. The company.	How to manage your time, a company's structure, describing current activities, e-commerce, phone calls. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
3. Travel.	Travelling tips, researching an airline, bad travel experience, hotel adverts, apologizing and booking a hotel. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
4. Sport.	How to concentrate, researching sports sponsorship, favorite sport, describing qualifications and experience, sport as a big business, a phone message. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
5. Sales.	Find your own USPs, researching eBay, sales techniques, making and accepting invitations, arranging a meeting. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
6. Cultural awareness.	How to make a good impression, researching advice on how to behave in a particular country, how to talk to an American, glocalization. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.

	Интернет	
7. Trade fairs.	Attending a careers fair, researching an entrepreneur, discussing freebies for a trade fair, trade fairs and exhibitions, giving advice, eating out. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
8. Advertising.	Improve your creativity, creating an advert promoting careers in sport, radio adverts, advertising techniques, checking information. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
9. Fashion and stile.	How to dress for the international business world, presenting your company, people who work in fashion industry, camper shoes, making requests. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
10. Technology.	Staying up to date, e-mail tips, how the Internet works, netiquette – e-mail manners, bad experiences with technology, taking and having a phone message. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
11. Job satisfaction.	Are you getting job satisfaction, researching good employers, taking about working conditions, the best UK companies to work for, checking and reassuring. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
12. Market research.	Who is a good listener, interviews in the street, a market research report, ethnographers – watching people shop, making polite requests. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.

13. Bright ideas.	How to become more inventive, researching a Trivial Pursuit, interview about Trevor Baylis, the best office inventions, the business of invention, agreeing and disagreeing. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
14. Dealing with people.	Dealing with your anger, your emotional intelligence, making and dealing with complaints, e-mail complaining about an incorrect order. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
15. Getting a job.	Key interview questions, finding a suitable job on-line, job interviews, how to impress, talking about plans, filling in a job application form. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
16. Writing practice: Making contact, Hotel booking.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
17. Writing practice: Thanking, Arranging a meeting.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
18. Writing practice: Enquires, Following up, Complaining.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
19. Writing practice: Inviting, CVs, Job application.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
20. Writing practice: Giving directions, Answering enquiries, Report.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.

21. New jobs.	How to avoid time-wasting, describing routines in a job, how to survive in a new job, agreeing and disagreeing. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
22. Buying and selling.	How to get energized at work, writing a report about purchasing, describing purchases, market forces, requests. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
23. Marketing.	Mobile phone etiquette, talking about my generation, opinions. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
24. Leadership.	Are you a born leader, talking about first bosses, inspirational leaderships, thinking time. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
25. Changing the world.	How to search in the Internet, reviewing and comparing two websites, adding and contrasting information. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
26. Working abroad.	How to improve your English, researching culturally appropriate behavior in a country, talking about cultural issues, changing countries, job adventures, suggestions and objections. <i>Рекомендуемые источники:</i> 8.2., 8.3., сайты, указанные в п.8 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
27. Ethical trading.	Green office tips, researching the ethics of a large multinational company, discussing companies and their ethics, giving reasons. a large <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.

28. Diversity.	Meeting and working with disabled people, discrimination against women in the workplace, presentation about improving diversity in the workplace, correcting yourself. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
29. Brands and values.	Preparing a personal statement, inviting and presenting a new product, discussing sponsorship, building great brands. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
30. Office life.	How to irritate your co-workers, planning an ideal office space, surprising news, a letter of application for a job. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
31. Workplace skills.	Team work, writing tips on soft skills, giving instructions and describing mistakes, tips for better discussions, turn-taking. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
32. Presentations.	Effective meetings, presenting and answering questions about a business idea, how to give a good presentation, writing a handout about your workplace. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
33. Big business.	Task management, performing a SWOT analysis on a large company, SWOT analysis, behind big business, writing a SWOT report for a large company. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
34. Entrepreneurs.	Are you a born entrepreneur, writing a report on an entrepreneur, giving financial advice, compliments and saying no. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.

35. Job hunting.	Handling a challenging interview, advising an entrepreneur on a new product, successful job hunting, going for a job (case interviews), dealing with difficult conversations. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
36. Writing practice: Ordering, Planning and writing memos.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
37. Writing practice: Describing trends, Formal and informal language.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
38. Writing practice: Making payments, Covering letter – job application, Notes and messages.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.
39. Writing practice: Arranging a conference, Agendas and minutes, CVs.	Tips in writing letters, requests, answers. <i>Рекомендуемые источники:</i> в п.5 настоящей РПД, источники сети Интернет	Discussion, reading (skimming), writing essays, grammar exercises, case study.

3 Перечень учебно-методического обеспечения для самостоятельной работы обучающихся по дисциплине

3.1 Перечень вопросов, отводимых на самостоятельное освоение дисциплины, формы внеаудиторной самостоятельной работы

Направление 38.03.01 «Экономика», профили «Учет, анализ и аудит», «Экономическая безопасность хозяйствующих субъектов», Направление

38.03.02 «Менеджмент», профили «Финансовый менеджмент», «Маркетинг» (очная форма)

Направление 38.03.01 «Экономика», профиль «Учет, анализ и аудит» (очно-заочная), Направление 38.03.02 «Менеджмент», профиль «Финансовый менеджмент» (очно-заочная), Направление 38.03.05 «Бизнес-информатика», профиль «ИТ-менеджмент в бизнесе» (очно-заочная)/
Направление 38.03.01 «Экономика», профиль «Учет, анализ и аудит» (сокращенная)

	Наименование разделов, тем входящих в дисциплину	Формы внеаудиторной самостоятельной работы	Трудоемкость	Указание разделов и тем, отводимых на самостоятельное освоение обучающимися
1	The business environment.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/14	Researching a well - known company.
2	The company.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Researching a company's structure.
3	Travel.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Researching an air-line.
4	Sport.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Researching sports sponsorship.
5	Sales.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Researching eBay.

		presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)		
6	Cultural awareness.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Researching behavior in a particular country.
7	Trade fairs.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/14	Researching an entrepreneur.
8	Advertising.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Researching an advert of big company.
9	Fashion and stile.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Presenting your company.
10	Technology.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Researching a company's Webs.
11	Job satisfaction.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Researching good employers.
12	Market research.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Researching market rules.

13	Bright ideas.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Researching Trivial Pursuit.
14	Dealing with people.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Researching your emotional intelligence.
15	Getting a job.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Finding a suitable job on-line
16	Writing practice: Making contact, Hotel booking.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
17	Writing practice: Thanking, Arranging a meeting.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
18	Writing practice: Enquires, Following up, Complaining.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
19	Writing practice: Inviting, CVs, Job application.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
20	Writing practice: Giving directions, Answering	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from	4	Analyzing data

	enquiries, Report.	original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)		
21	New jobs.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	- 16/10	Report on a magazine
22	Buying and selling.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	- 16/10	Report about purchases
23	Marketing.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	- 16/14	How to market
24	Leadership.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	- 16/10	Emailing
25	Changing the world.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	- 16/10	Reviewing and comparing websites
26	Working abroad.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	- 16/10	Job adventures
27	Ethical trading.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of	- 16/10	Ethics of a multinational company

		cases, writing an essay)		
28	Diversity.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	-	Discrimination (types)
29	Brands and values.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	- 16/10	PPP “My product”
30	Office life.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4 16/10	Planning an ideal office place
31	Workplace skills.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Tips on soft skills
32	Presentations.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	PPP accessories
33	Big business.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	SWOT analysis on a big company
34	Entrepreneurs.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Writing an report on an entrepreneur
35	Job hunting.	The tasks recommended by the educational benefits. Working with	4	Advising an entrepreneur on a new

		audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)		product
36	Writing practice: Ordering, Planning and writing memos.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
37	Writing practice: Describing trends, Formal and informal language.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
38	Writing practice: Making payments, Covering letter – job application, Notes and messages.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
39	Writing practice: Arranging a conference, Agendas and minutes, CVs.	The tasks recommended by the educational benefits. Working with audio files. The selection of texts from original sources (preparing PowerPoint presentations). The creative tasks (preparing for the role-play, analysis of cases, writing an essay)	4	Analyzing data
	Итого за 1 год		120 288/ 192	

4. Фонд оценочных средств для проведения промежуточной аттестации обучающихся по дисциплине **Вариант контрольной работы**

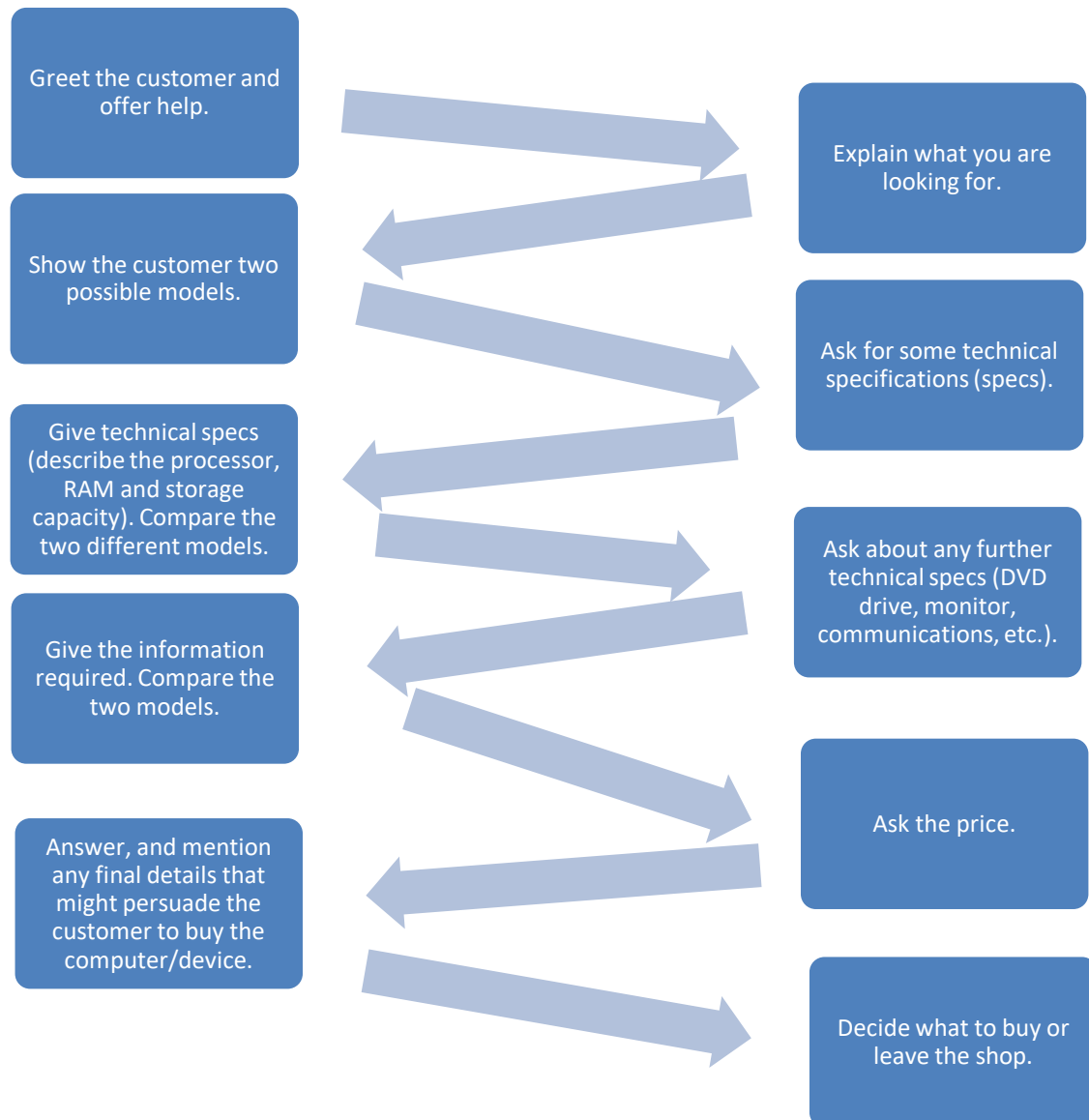
Test # 1

1. Role-play. Buying a computer

- **Work in pairs. One of you wants to buy a computer/device, the other is the shop assistant. Use the diagram and product descriptions below to role play the conversation.**

Shop assistant

Customer



- Asus N53SN-S1208V**
- Display: 15.6" FHD (Non Glossy) (1920 x 1080)
 - CPU: Intel® Core™ I7-2630QM
 - Graphics: NVIDIA® GeForce® GT 550M, 2 GB
 - Storage: 750GB 7200 RPM
 - Memory: 8GB
 - USB 3.0 x 1 , USB 2.0 x 3
 - OS: 64bit windows 7 Home Premium
 - **£876.00**

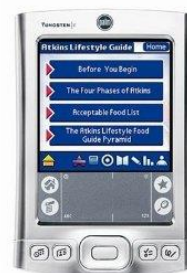
- LIBRE Touch eBook Reader**
- TFT Full Color LCD 7" TouchScreen
 - Built-In 4GB Memory & WiFi Capability
 - SD Card Slot Adds Up to 16GB of Storage
 - Supports eBook & Text Files
 - Supports Video, Audio & Photo Files
 - Supports Email & Mobile Browsing

- PalmOne Tungsten E Handheld**
- Listen to MP3s, watch video clips and view photos wherever you go
 - Easy-to-read, high resolution, 320x320 transfective color screen
 - Operating System: Palm OS 5.2.1
 - RAM Memory Size: 32 MB
 - Display Technology: TFT active matrix



- MP3 Player & Background Playback Support
- Auto Page Turn & Bookmark Function
- Adjustable Font Size & Screen Rotation
- PC & Mac Compatible
- \$134.99

- Input Device: Touch-screen, 5-way navigation button, Stylus
- OS: Apple MacOS 9.1 or later, Apple MacOS X 10.1.2 or later, Apple MacOS X 10.2.6, Microsoft Windows 98/ME/2000/XP
- \$119.99



2. Go the link below ...

http://www.cambridge.org/us/esl/catalog/subject/project/custom/item2489380/?site_locale=en_US

... find the Interactive Workbook, and complete the exercises online (Units 1-4).

a. Self-assessment

- Wright an essay “Now I know ... so I can ...”

Типовые контрольные задания или иные материалы, необходимые для оценки знаний, умений, навыков, характеризующих этапы формирования компетенций в процессе освоения образовательной программы.

Вариант письменного зачета:

1. Listening.

A. Listen to this interview with Daniel Sturdy, the manager of an Internet cafe in London. Then say whether these sentences are true (T) or false (F).

- 1 A cybercafé is a cafe where you can have access to the Internet and related services.
- 2 You can talk to people over the Internet as if you were speaking on the phone.
- 3 They don't help people who have problems while using the Internet.
- 4 A private e-mail account costs £10 a month.
- 5 At the moment they have got many international users.
- 6 You have to pay long-distance rates on the Internet.
- 7 In the cafe area you can sit, drink coffee and chat to people.
- 8 Most of the computers are in an upstairs area.

Tapescript

Journalist: What exactly is a cybercafé?

Daniel: Essentially it's a place where you can use computers to access the Internet. Once you've accessed the Internet, it's up to you what you do. There's a range of services that we'll allow people to use, from browsing the Web to Internet telephone.

Journalist: And what about people who need some help with using this?

Daniel: Not a problem. We always try and be available to help people if they've got problems during the day. Um, for beginners we prefer to give them a tutorial to get them going.

Journalist: And how much do you charge for using the computers?

Daniel: What most of our customers do is buy a private e-mail account from us. This costs 5,7 a month and gives you half price access to the machines. So what people do is pay the £7 for a month, come in ten minutes a day, it's a pound. Can't be bad.

Journalist: And what sort of people tend to come?

Daniel: We've got huge numbers of Latin American users, we've got Americans, Greeks, Russians. We pretty much cover the globe at the moment. Um, we don't tend to get that many English users. Probably because they've got access at home, but we're able to provide communication services to people that would otherwise have to make long-distance telephone calls. And we can be considerably cheaper than that.

Journalist: Is it possible to have the friendly atmosphere of a traditional cafe?

Daniel: I think we try to. We've had to separate out the computers from the cafe a little bit. So upstairs is the cafe area where you can sit and drink coffee and play chess and cards and backgammon and sit and chat to people. There are computers upstairs but we've moved most of them downstairs so that people can have a bit of privacy.

Cambridge University Press 2002

B. Listen to Diana Wilson, a member of the Internet Safety Foundation. She is talking about cyberspace's dangers and benefits for children. Complete the notes in this table.

Benefits

- The Internet brings benefits for
(1) and entertainment.

Risks

- manipulation of children
- invasions of (2).....
- child (3).....
- violence and neo-Nazi (4).....

Solutions

- There are websites (5)for children.
- Internet (6)programs let parents block objectionable Web sites.
- Websites should (7) their content with a label, from child-friendly to over 18-only.

But this may limit free expression.

Tapescript

Journalist: The Internet is a great resource for kids, but some parents are concerned about the presence of 'indecent' material. Can the Internet be dangerous for children?

Mrs Wilson: Well, I think the Internet brings a lot of benefits for education and entertainment, but it's not always a friendly place for children. We all have heard of things like commercial manipulation of children, invasions of privacy, child pornography, violence and neo-Nazi propaganda, and other risks.

Journalist: And what sort of precautions should parents take?

Mrs Wilson: Um, it's impossible for parents to be with their children at every moment. But there are plenty of websites oriented for children and some Internet programs can help parents to control information. But this isn't a substitute for education. It's the parents' role to make their children aware of both the benefits and dangers of the Internet.

Journalist: And what else can parents do? I mean, are there any technological solutions?
 Mrs Wilson: Yes, software companies have produced Internet filtering programs like Cyber Patrol and SurfWatch that let parents block objectionable websites and restrict access to specific aspects of the Internet. Some organizations have also proposed that Web sites should rate their content with a label, from child-friendly to over-18 only. Other people think that Internet ratings are not good because they limit free expression on the Net.
 Journalist: Um, I guess that's a very controversial matter. And what is your final recommendation?
 Mrs Wilson: Well, in my opinion we should forget about online demons. Let's teach our children to enjoy the advantages of the Internet and to avoid the negative things.

Cambridge University Press 2002

2. Reading.

A. Read the text and match a heading to a paragraph.

Ready for the Internet

Fast, secure and reliable

What's Windows 2000?

Built-in support for new devices

Easy to use

1

Microsoft Windows® 2000 is the operating system for the next generation of PCs. It offers a user-friendly interface, NT technology, integrated web capabilities, and support for mobile computers and new devices. There are two main Windows systems: Windows 2000 Professional for desktops and laptops, and Windows 2000 Server family for networks, web servers and high-performance workstations.

2

Windows 2000 includes a built-in safeguard called Windows File Protection, which prevents core system files from being deleted or changed by users or applications. If a system file is altered, this feature repairs that file avoiding many system crashing found in previous versions.

Windows 2000 is 25 per cent faster than Windows 9x on systems with 64 MB and lets you run more programs and do more tasks at the same time than previous versions. It protects your hard drive by using encryption and decryption systems. It also supports Kerberos, an Internet standard which protects corporate networks or intranets.

3

The graphical user interface has been improved. You can personalise the Start menu and display applications you use most often. You can use step-by-step wizards for numerous tasks. The Hardware Wizard lets users add and configure peripherals. The Network Connection Wizard helps you connect to networks. The Microsoft Installer helps you install, configure and upgrade software easily.

With IntelliMirror Technology, based on Active Directory service, desktop administrators can easily manage and back up user's data.

4

With Internet Explorer integrated into the desktop, Windows 2000 allows you to search files and folders on your PC, find pages on your company intranet or surf the web. Internet Explorer automatically corrects mistakes on common URL conventions such as http, .com and .org. It also lets you download complete web pages with graphics for viewing off-line.

NetMeeting video-conferencing software enables participants to talk to and see each other, share programs and ideas. It supports Dynamic HTML and Extensible Markup Language (XML) which help programmers create new ways of exchanging and displaying information.

5

It supports the latest technologies, from digital cameras and music players to USB devices. USB (Universal Serial Bus) lets you easily connect and remove peripherals without configuring or rebooting your PC. It also offers support for storage devices such as DVD and Device Bay. Mobile users can share files between wireless devices (laptops or desktop PCs) through the IrDA (Infrared Data Association) protocol.

B. Read the text again and find:

1. the tool that protects important system files.
2. the protocol adopted for network authentication and security.
3. the web browser included with the operating system.
4. the Internet tool used to do video-conferencing.
5. the component that allows you to add and remove hardware devices without restarting the computer.
6. A popular infrared protocol used in wireless communication.

C. Vocabulary search. Find the words in the text that correspond to the following:

Paragraph 1

1. pieces of hardware
2. portable computers

Paragraph 2

3. characteristic
4. internal corporate networks

Paragraph 3

5. set up a system in a particular way
6. improve a piece of software

Paragraph 4

7. browse (the web)
8. web address

Paragraph 5

9. restarting the computer
10. without cables

3. Writing.

A. Imagine that you work in a school office which is fully computerized. Write two or three paragraphs about the things that you can do to reduce the cost of paper.

Useful ideas

- use e-mail instead of fax
- prepare the school budget with a spreadsheet program
- scan printed material, then edit it and distribute it in electronic format
- post messages and information on the school website
- publish exercises for students to complete online
- arrange for enrolments for courses to be administered via the website

B. Angela Russell is interested in the job of *Computer sales assistant* (exercise 1). Use her CV to write a letter applying for the job. Follow these steps:

Greeting: Dear Sir / Madam,

Paragraph 1: reason for writing

Paragraph 2: education and qualifications

Paragraph 3: work experience / present job

Paragraph 4: Other details (e.g. interests)

Paragraph 5: availability for interview

Closing: Yours faithfully,

Тексты для подготовки к экзамену

Selecting

When you choose a computer, it is suggested to think about what you want to do with it. If all you plan to do is surf the web, send a few e-mails and write someone a letter, any new computer you find for sale will work well. Currently available computers have more than enough processing power for the tasks most people use. The more expensive models provide extra performance or software that you may or may not use. In fact, even computers as old as five years may be more than adequate for your needs. You can save a bundle by buying a refurbished or used computer from a big company (like Dell or HP) or from a small, local reseller (like Computer Renaissance -- a franchise/chain). Most people spend more than they need.

What you need to get is determined by what you plan to do with your computer. If you don't plan to play high end games, you don't need a \$500 video card, a \$1000 top of the line processor, and a \$400 hard drive. If you are typing letters to your grandkids there is no way you can type faster than even the slowest new computers. Consider what you plan to do, how much you want to spend and choose your computer from there. Don't be the guy who bought a performance computer and 24" LCD screen when he just wanted to play games!

There are a few choices you have to make:

Desktop v. Laptop

It comes down to a choice between size and price. Desktop computers (those with a tower case and a separate monitor) offer better value for money. They are usually cheaper and faster than laptops. Laptops, on the other hand, are easy to carry from place to place and can be set-up on any table or your lap (although lap use tends to be discouraged by manufacturers due to heat issues, and most have gone so far as to discourage the use of the term "laptop", preferring "notebook" instead).

If mobility is a must, or in other words would like to be able to take your computer with you anywhere you go, spend the extra to get a laptop. An important factor to consider with laptops is that, due to their compact design, they are also more prone to hardware failure, making an

extended warranty a must. If you just plan to use your computer at your desk at home, save a few bucks and get a desktop. For computer gaming, desktops are generally considered greatly superior, as laptops manufacturers are forced to cram lots of hardware into a small chassis. Most laptops are oriented for business use.

The term "Netbook" refers to an increasingly common subgroup of laptops, small-sized devices which are approximately the size of a small book and so highly portable and easy to carry, able to connect to a network and make use of the Internet. In general, they are significantly less powerful than most computers, CPU wise even the average normal size laptop.

For an idea of how big the difference typically is, a laptop will generally cost 20-30% more than a comparable desktop.

Optical Drives

Almost all computers come with some sort of Compact Disc drive. With a standard CD drive you can play music CDs and install software stored on CDs.

For a little extra you can get a drive that will play both CDs and DVDs. That means you can watch movies on your computer. The next step after that is what is called a recordable CD (CD-R). This allows you to be able to record your own Compact Discs. You can create music CDs or save data to a disc for safe keeping. Some CD-R can also play DVDs and are called combo drives.

The top of the line are DVD recorders (DVD-R, DVD+R or DVD-/+R). They can create both read and write CDs and DVDs. Most home DVD players will play DVDs that you create on your computer. There are two types of DVD recorders: the +R and the -R. Try to get a recorder that works with both formats. If one will fit into your budget, get a DVD recorder.

Currently, a new type of optical disk, the Blu-ray disk, has been released as the successor to double-layered/doubled sided DVD's. At 50GB storage, it is approximately 3 times as large as the largest DVD. However, Blu-ray disks are expensive, but the price of them has fallen down recently. They are generally used to watch High-Definition Movies (or HD movies) and to store large files.

Hard Drives

Hard drives are like big filing cabinets for your computer. Although they are all the same physical size (except in desktop v. laptop comparison), hard drives come in different capacities. When it comes to hard drives, bigger is better, within reason. As of early 2010 the bottom end is about a 160GB (gigabytes*). This would allow you to install a quite a few programs and still have room left for your data. An upgrade to a 500GB or 1TB (TB = Terabyte) is a good idea, to give yourself that little bit extra room. If you plan to do lots of video editing, or playing lots of games, you might want to consider drives larger than 1 TB. If you start to run out of room for your stuff you can always add a second hard drive later. Remember, there's no sense in buying a 1TB hard drive if you only surf the Net.

As of 2010, A new category of Hard Drives has appeared. They make use of flash memory, a non-moving component, to store information. It's like a filing cabinet, but it doesn't open or close. Since there are no moving parts, reading from and writing to the disk is now much faster. So far capacity and availability is limited, however as it gets cheaper it is likely drives like these will be found everywhere

When sorting through HD controllers, SATA150 is better than IDE, SATA 300 is twice as good as SATA150. IDE and SCIS controllers are rarely found nowadays.

CPU (Processor)

The processor is the brains of the computer; it does all the calculating. Simply put, faster is better. However, faster is generally more expensive, produces more heat and uses more energy. Unless you plan on playing the latest games, or doing a lot of video editing, buy a middle of the pack processor. You can save some money by going with a slower processor, or spend a few extra for a little more speed. This book recommends that you stay away from the very high end as you spend a lot more money for only a small increase in performance. For instance, the highest-end processor in the Core i7 line, labeled the "Extreme Edition" (EE), will add approximately \$1,000 to the price of the chip for only about a 10% speed increase.

There are two main CPU manufacturers, Intel and AMD. Competition keeps them fairly evenly matched. Intel offers the high-end Core i7's and the low-end Core i3's processors while AMD has the high-end Phenon II lines, and the mid-range and low-range 64-bit Athlon 64, respectively. The low-end processors (i3 and Athlon 64) tend to offer 75% of the performance of their big brothers, at about 50% of the price - although this varies between applications.

Вариант письменного экзамена

Name:

1 Complete this customer review from a website by typing in the words from the box.

perform word processor online download digital
built-in store personal monitor data

4 of 4 people found the following review helpful:

5 out of 5 stars: **The best professional laptop on the market**

12 Feb 2008

By nrobinson – See all my reviews

I bought a new MacBook Pro last month, and I've been very happy with it so far. The Intel Core 2 Duo processor is a real bonus, allowing the computer to (1) tasks faster than earlier MacBook models; the 160GB hard drive is large enough to (2) all of my music, photos and videos; and I didn't even need to buy an external (3) – the widescreen 17" display is easy to look at, even for long periods of time.

Another great feature is the (4) iSight camera; it can be used for webchats, to make video podcasts, or even just to take (5) photos. Software updates are easy, too: if you're (6) – just surfing the Web or checking email – and an update becomes available, a box appears asking if you want to (7) the update. You just click OK, and it's done. I don't even have to worry about security either. Every time I transmit (8) from my computer on the Internet, Apple's Safari web browser protects my (9) information, such as bank details and credit card numbers, using a firewall.

The only criticism I have is the lack of a good (10) , such as Microsoft Word. I had to buy a copy of Microsoft Office 2008 in the end, which cost an extra £99.95 – and that's with a student discount!

2 Look at these extracts from various websites. Are the words in bold verbs, nouns, adjectives or adverbs? Choose from the drop-down menu.

1 Click here to begin your **download**.

2 **Download** the MP3 file now!

3 Buy now by visiting our **store**.

4 We will not **store** your details for more than 14 days.

5 Click here for an **online** discount.

6 Buy **online** by clicking here.



Now listen to the sentences.

3 Choose the correct verb to complete these collocations. Choose from the drop-down menu.

HELP?

1 texts

4 data

2 calls

5 records

3 transactions

4 Complete these extracts from websites by typing in collocations from Exercise 3. Use the correct verb forms.

1 We will not of your online activities.

2 The Toyota Prius has a built-in monitor which about your location, speed and fuel consumption.

3 Skype lets you over the Internet for free.

4 With our latest online tariff, you can to your friends for free.

5 Our secure server allows you to with absolute confidence.

5. Перечень основной и дополнительной учебной литературы, необходимой для освоения дисциплины (модуля).

Основная

1. Английский язык для экономических специальностей: Учебное пособие / Чикилева Л.С., Матвеева И.В., - 2-е изд., перераб. и доп. - М.:КУРС, НИЦ ИНФРА-М, 2019. - 160 с. - Текст: электронный. - URL: <http://znanium.com/catalog/product/1012463>

Дополнительная

2. English for students of economics: Английский язык для студентов-экономистов: учебник / Л.А. Халилова. - 4-е изд., перераб. и доп. — М.: ФОРУМ: ИНФРА-М, 2019. - 383 с. - (Среднее профессиональное образование). - Режим доступа: <http://znanium.com/catalog/product/1012515>
3. Маньковская, З. В. Английский язык для современных менеджеров: Учебное пособие / З.В. Маньковская. - 2-е изд., испр. и доп. - Москва: Форум: НИЦ ИНФРА-М, 2015. - 152 с. (Высшее образование). - Текст: электронный. - URL: <https://znanium.com/catalog/product/486368>
3. Шевелева, С. А. Шевелёва, С.А. English on Economics: учеб. пособие для студентов вузов / С.А. Шевелёва. - 3-е изд., перераб. и доп. - М. : ЮНИТИ-ДАНА, 2017. - 439 с. - (Серия «Special English for Universities, Colleges»).. - Текст: электронный. - URL: <https://znanium.com/catalog/product/1028634>