

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ
ФИЛИАЛ КУБАНСКОГО ГОСУДАРСТВЕННОГО УНИВЕРСИТЕТА
В Г. СЛАВЯНСКЕ-НА-КУБАНИ**

Кафедра русской и зарубежной филологии

О. Н. БАКУМЕНКО

ДЕЛОВАЯ КОММУНИКАЦИЯ НА АНГЛИЙСКОМ ЯЗЫКЕ

**Методические рекомендации
к практическим занятиям и самостоятельной работе
студентов 5-го курса бакалавриата, обучающихся по направлению
44.03.05 Педагогическое образование
(с двумя профилями подготовки – Английский язык, Немецкий язык)
очной формы обучения**

Славянск-на-Кубани
Филиал Кубанского государственного университета
в г. Славянске-на-Кубани
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Д 295 **Деловая коммуникация на английском языке:** метод. рекомендации к практ. занятиям и самостоят. работе студентов 5-го курса бакалавриата, обучающихся по направлению 44.03.05 Педагогическое образование (с двумя профилями подготовки – Английский язык, Немецкий язык) очной формы обучения / О. Н. Бакуменко. – Славянск-на-Кубани : Филиал Кубанского гос. ун-та в г. Славянске-на-Кубани, 2018. – с. 43, 1 экз.

Методические рекомендации по дисциплине «Деловая коммуникация на английском языке» составлены в соответствии с ФГОС ВО, учебным планом и учебной программой курса, содержат практические задания для аудиторной и самостоятельной работы обучающихся, представляющие собой упражнения для усвоения лексики и формирования коммуникативных навыков в области деловой коммуникации. Упражнения предназначены для текущего и промежуточного контроля знаний в течение девятого и десятого семестров обучения.

Издание адресовано студентам бакалавриата, обучающимся по направлению 44.03.05 Педагогическое образование (с двумя профилями подготовки – Английский язык, Немецкий язык) очной формы обучения.

Электронная версия издания размещена в электронной информационно-образовательной среде филиала и доступна обучающимся из любой точки доступа к информационно-коммуникационной сети «Интернет».

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СОДЕРЖАНИЕ

Цели и задачи освоения дисциплины.....	4
Компетенции обучающегося, формируемые в результате освоения дисциплины.....	4
Структура дисциплины.....	5
Содержание практических занятий.....	6
Примерная рейтинговая система оценки успеваемости обучающихся.....	28
Методические материалы, определяющие процедуры оценивания знаний, умений и навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций.....	30
Устный опрос.....	30
Практическая работа.....	30
Тестовые задания.....	33
Примерные тестовые задания для текущей аттестации.....	33
Зачет.....	35
Учебно-методическое и информационное обеспечение дисциплины.....	38
Дополнительная литература:.....	39
Периодические издания.....	40

ЦЕЛИ И ЗАДАЧИ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целью освоения дисциплины «Деловая коммуникация на английском языке» является формирование системы знаний, умений и навыков в области иностранного языка как инструмента профессиональной коммуникации, научно-исследовательской, познавательной деятельности и межличностного общения в широком спектре социокультурных и социально-политических ситуаций, формирование устойчивого познавательного интереса к разнообразной профессиональной деятельности, связанной с использованием знаний и умений в области английского языка в учреждениях образования, культуры, управления, в СМИ, в области межкультурной коммуникации, в различных областях экономической деятельности.

Изучение дисциплины «Деловая коммуникация на английском языке» направлено на формирование у студентов профессиональной компетенции ПК-4 – способность использовать возможности образовательной среды для достижения личностных, метапредметных и предметных результатов обучения и обеспечения качества учебно-воспитательного процесса средствами преподаваемых учебных предметов. В соответствие с этим ставятся следующие задачи дисциплины:

- ознакомление студентов с основами делового общения на иностранном языке;
- овладение бизнес-лексикой и языковыми клише;
- изучение вопросов, связанных с пониманием национально-исторических особенностей социокультуры англоговорящих стран;
- приобретение обучающимися достаточно полного представления о бизнес-реалиях;
- стимулирование самостоятельной деятельности по освоению содержания дисциплины и формированию необходимых компетенций;
- способствовать овладению техникой работы с основными типами справочной литературы (энциклопедические справочники и учебно-справочные издания), информационно-справочной литературой (включая файлы Интернета и электронно-справочную литературу).

КОМПЕТЕНЦИИ ОБУЧАЮЩЕГОСЯ, ФОРМИРУЕМЫЕ В РЕЗУЛЬТАТЕ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Изучение данной учебной дисциплины направлено на формирование профессиональной компетенции ПК-4 – способность использовать возможности образовательной среды для достижения личностных, метапредметных и предметных результатов обучения и обеспечения качества учебно-воспитательного процесса средствами преподаваемых учебных предметов.

№ п. п.	Ин- декс компе- тен- ции	Содержание компетенции (или её части)	В результате изучения учебной дисциплины обучающиеся должны		
			знать	уметь	владеть
1	ПК-4	способность использовать возможности образовательной среды для достижения личностных, метапредметных и предметных результатов обучения и обеспечения качества учебно-воспитательного процесса средствами преподаваемых учебных предметов	нормы межкультурного общения и этикета обмена информацией на профессиональном уровне; лексико-грамматических явлений, характерных для английского языка	понимать диалогическую и монологическую речь в сфере профессиональной коммуникации; писать аннотации и реферировать статьи на профессиональные темы	основными навыками письма, необходимыми для подготовки публикаций, тезисов и ведения переписки

СТРУКТУРА ДИСЦИПЛИНЫ

Распределение видов учебной работы и их трудоемкости по разделам дисциплины.

Разделы дисциплины, изучаемые в 9 семестре (очная форма)

№	Наименование разделов (тем)	Количество часов				
		Все- го	Аудиторная работа			Внеа- уди- тор- ная работа
			Л	ПЗ	ЛР	
1	2	3	4	5	6	7
	An air trip	13	-	-	6	7
	Travelling by train	12	-	-	6	6

	At the Customs	12,8	-	-	6	6,8
	Getting acquainted	16	-	-	8	8
	At the hotel	12	-	-	6	6
	Getting about town	12	-	-	6	6
	Shopping abroad	16	-	-	8	8
	In a restaurant	12	-	-	6	6
	Итого по дисциплине:	105,8	-	-	52	53,8

Примечание: Л – лекции, ПЗ – практические занятия / семинары, ЛР – лабораторные занятия, СР – самостоятельная работа

Разделы дисциплины, изучаемые в А семестре (очная форма)

№	Наименование разделов (тем)	Количество часов				
		Все-го	Аудиторная работа			Внеаудиторная работа
			Л	ПЗ	ЛР	СР
1	2	3	4	5	6	7
	Telephone conversation	9	-	-	4	5
	Getting a job	12	-	-	6	6
	Business correspondence	8,8	-	-	4	4,8
	Electronic correspondence	8	-	-	4	4
	A business call	12	-	-	6	6
	Companies	8	-	-	4	4
	Giving effective talks and presentations	12	-	-	6	6
	Handling your money	12	-	-	6	6
	Opening an account	12			6	6
	Communicating across cultures	12			6	6
	Итого по дисциплине:	105,8	-	-	52	53,8

Примечание: Л – лекции, ПЗ – практические занятия / семинары, ЛР – лабораторные занятия, СР – самостоятельная работа

СОДЕРЖАНИЕ ПРАКТИЧЕСКИХ ЗАНЯТИЙ

Практические занятия № 1-6 (12 часов)

Темы An air trip; Travelling by train

План практического занятия:

1. Topical words and phrases on topics «An Air Trip. Travelling by Train»
2. Reading monologues and dialogues on the topics
3. Grammar topics: Personal pronouns; to be

Задания для самостоятельной работы

Вариант 1

1. Pierre is talking about his work. Correct what he says. Mind: *to work for, to work on, to run, to manage, to work under, responsibility, in charge, to deal with, responsible for, work with*

I work for a French supermarket company. (1) I work *about* the development of new supermarkets. (2) One of my *main* is to make sure that new supermarkets open on time. (3) I'm also *charged with* financial reporting. (4) I deal *at* a lot of different organizations in my work.

2. Complete the text with one of the prepositions: *leave for work, go to work, get to / arrive at work, be at work, be off work, be in work, be out of work*

Rebecca lives in London and works in public relations. She leaves home for work at 7.30 am. She drives (1) work. The traffic is often bad and she worries about getting (2) work late, but she usually arrives (3) work at around nine.

3. Write about each person using the words in brackets and the following: *full-time job, a part-time job, to work full-time / part-time, a permanent job, a temporary job, permanent work, temporary work. The first one has been done for you.*

e.g. I'm Alicia. I work in a public library in the afternoons from two until six. (I/job)

I have a part-time job.

1 My husband works in an office from 9 am to 5.30 pm. (he/job)

2 I'm David and I work in a café from 8 pm until midnight. (I/work)

3 Our son is working on a farm for four weeks. (he/job)

4. Which person (1-5) is most likely to do each of the five things (a-e)?

1 A software designer in an Internet company. Has to be in the office.

2 An office worker in a large, traditional manufacturing company.

3 A manager in a department store in a large city. Lives in the country.

a work in shifts

b work under a flexitime system

c telecommute

d commute to work

e clock on and off at the same time every day

Вариант 2

1. Pierre is talking about his work. Correct what he says. Mind: *to work for, to work on, to run, to manage, to work under, responsibility, in charge, to deal with, responsible for, work with*

I work for a French supermarket company. (1) In fact, I *running* the development department and (2) I *am manage* for a team looking at the possibilities in different countries. It's very interesting. (3) I'm *responsible of* planning projects from start to finish. (4) I work closely *near* our foreign partners, and so I travel a lot.

2. Complete the text with one of the prepositions: *leave for work, go to work, get to / arrive at work, be at work, be off work, be in work, be out of work*

Rebecca lives in London and works in public relations. She finishes work quite late, at about eight. «Luckily, I'm never ill,» she says. «I could never take the time (1) work.» She loves what she does and is glad to be (2) work. Some of her friends are not so lucky: they are (3) work.

3. Write about each person using the words in brackets and the following: *full-time job, a part-time job, to work full-time / part-time, a permanent job, a temporary job, permanent work, temporary work. The first one has been done for you.*

e.g. I'm Alicia. I work in a public library in the afternoons from two until six. (I/job)

I have a part-time job.

1 Our daughter works in a bank from eight till five every day. (she/work)

2 My wife works in local government and she can have this job for as long as she wants it. (she/job)

3 Our daughter is working in an office for three weeks. (she/work)

4. Which person (1-3) is most likely to do each of the five things (a-e)?

1 A manager in a department store in a large city. Lives in the country.

2 A construction worker on a building site where work goes on 24 hours a day.

3 A technical writer for a city computer company. Lives in the country.

a work in shifts

b commute to work

c telecommute

Практические занятия № 7-13 (14 часов)

Тема At the Customs; Getting acquainted

План практического занятия:

1. Topical words and phrases on topics «At the Customs; Getting acquainted»

2. Reading dialogues on the topics

3. Grammar topics: plural of nouns; possessive case

Задания для самостоятельной работы

Вариант 1

1. Correct these sentences about Ravi, using *paper qualifications, work experience, education, to graduate from, to train, to qualify, in-house training, management development, management training*. One word is wrong in each item.

1 At 18, Ravi decided to stay in full-time *training* and went to Mumbai University.

2 Ravi *qualified* three years later with a degree in philosophy and politics.

3 He taught for a while, but didn't like it. He decided to *educate* as an accountant at evening classes.

2. Are these jobs generally considered to be highly skilled, skilled, semi-skilled, or unskilled?

1. teacher

2. office cleaner

3. brain surgeon

4. bus driver

3. Complete these extracts from job advertisements using words *self-starter, proactive, self-motivated, or self-driven; methodical, systematic and organized; computer-literate; numerate; motivated; talented; team player*

1 You'll need to be _____, as you'll be working on financial budget.

2 As part of our sales team, you'll be working independently, so you have to be self-_____ and self-_____.

We're looking for someone who can work on ten projects at once. You must be _____, _____ and _____.

4. Xavier and Yvonne are talking about Xavier's new job as a photocopier salesman. Complete the conversation, using words *salary, overtime, perks, earn, wages, minimum wage, tips, basic salary, commission, bonus, fringe benefits, company car, pension, benefits package*.

1 X: I usually have to work late: I don't get paid for it, but I get a percentage for every photocopier I sell.

Y: So you don't get _____, but you do get _____.
That's good.

2 X: The people in production get a _____ if they reach their targets.

Y: Oh right. They get an extra payment for producing a certain amount.

3 X: The company pays for medical treatment too, and the company restaurant is fantastic.

Y: Wow! The company _____ sound very nice.

Вариант 2

1. Correct these sentences about Ravi, using *paper qualifications, work experience, education, to graduate from, to train, to qualify, in-house training, management development, management training*. One word is wrong in each item.

1 Ravi qualified *for* an accountant and joined a big accountancy firm in its Mumbai office.

2 When he started, he needed to develop other skills, which would come through *experiments*.

3 He received *managers'* training to help him develop these skills.

2. Are these jobs generally considered to be highly skilled, skilled, semi-skilled, or unskilled?

labourer (someone doing basic work on a building site)

car worker on a production line

airline pilot

office manager

3. Complete these extracts from job advertisements using words *self-starter, proactive, self-motivated, or self-driven; methodical, systematic and organized; computer-literate; numerate; motivated; talented; team player*

1 We need _____ journalists who are very good at their job and extremely _____ to find out as much as they can.

2 You'll be researching developments on the Internet, so you have to be _____ - _____. You must be _____, able to work on your own initiative, and a _____ - _____. But as part of a team of researchers, you need to be a good _____ - _____ too.

4. Xavier and Yvonne are talking about Xavier's new job as a photocopier salesman. Complete the conversation, using words *salary, overtime, perks, earn, wages, minimum wage, tips, basic salary, commission, bonus, fringe benefits, company car, pension, benefits package*.

1 X: And they've given me a company to go and visit clients.

Y: So you don't have to buy a car, then.

2 X: What's more, the company pays in money for us to get when we don't work any more.

Y: Yes, it's important to get a good

3 X: The total is brilliant.

X Yes, all that extra stuff is really worth having.

Практические занятия № 14-19 (12 часов)

Темы At the hotel; Getting about town

План практического занятия:

1. Topical words and phrases on topics «At the hotel; Getting about town»
2. Reading dialogues on the topics
3. Grammar topics: there is/are, demonstrative pronouns; imperative mood

Задания для самостоятельной работы

Вариант 1

1. Match the sentence beginnings (1-3) to the correct endings (a-e).

1 Career paths aren't what they used to be;

2 He worked his way up from

3 The new management have delayered the company,

a and they will be replaced by temporary workers.

b companies won't take care of us for life any more.

c but now we outsource it.

d factory worker to factory manager.

e reducing five management levels to three.

2. Carla used to work for an Italian magazine publishing company. She talks about how she lost her job. Choose the correct form of the words in brackets to complete the text

Edizione Fenice is a big magazine publishing company, and a very nice company to work for. I was director of a magazine called Casa e Giardino.

Then, Fenice was bought by an international publishing group. We had to have regular performance (1) (review/reviews/reviewer) with one of the new managers. After a few months they started laying staff (2) (off/on/out). Our own journalists were put on temporary (3) (contracts/contractual/contracting) or replaced by (4) (freelancer/freelancers/freelanced).

3. Match the employees' complaints (1-3) to the health and safety issues (a-f).

1. My doctor says there's something wrong with my lungs, but I've never smoked.

2. It's either too cold and we freeze, or too hot and we all fall asleep.

3. The containers are leaking – one day someone is going to get acid burns.

a) temperature

b) passive smoking

c) repetitive strain injury or RSI

d) dangerous machinery

e) hazardous substances

f) fire hazards

4. Complete these headlines and articles with the correct form of words *bully sexual harassment, harass, discriminate, sex discrimination, glass ceiling, racial discrimination, racism, racist, affirmative action, equal opportunities*.

1. OFFICE MANAGER ACCUSED OF

A court heard today how an office worker was almost driven to suicide by a bullying office manager. James Blenkmsop, 27, told how boss Nigel Kemp victimized him by shouting at him, criticizing his work in front of others, tearing up his work and telling him to do it again.

2. NATIONAL RESTAURANT CHAIN FACES CLAIMS

Four waitresses claim they were repeatedly by male bosses in a branch of a well-known national restaurant chain. All four waitresses said they were subjected to sexist remarks at the restaurant.

3. JAPANESE WOMEN BREAK THROUGH

Naomi Tanaka, 23, last year started working on the Tokyo Stock Exchange as a trader. She complained about and said she did not want to be a 'counter lady' answering phones and serving tea at a Japanese bank. Instead she got a job as a trader at Paribas, a French firm.

Вариант 2

1. Match the sentence beginnings (1-3) to the correct endings (a-e).

1 The new management have delayered the company,

2 We used to do printing in-house,

3 Workers are afraid their organizations will be downsized

a and they will be replaced by temporary workers.

b companies won't take care of us for life any more.

c but now we outsource it.

d factory worker to factory manager.

e reducing five management levels to three.

2. Carla used to work for an Italian magazine publishing company. She talks about how she lost her job. Choose the correct form of the words in brackets to complete the text

Edizione Fenice is a big magazine publishing company, and a very nice company to work for. I was director of a magazine called Casa e Giardino.

Then they started (1) (laid/lying/laying) off more senior people like me. The new owners said they wanted to make the company (2) (flat/flatter/flatten) and (3) (lean/leant/leaner). So I was made (4) (redundant/redundancies/redundancy). They offered to help me to find another job with outplacement advice, but I refused.

3. Match the employees' complaints (1-3) to the health and safety issues (a-f).

1. I do a lot of data entry, and I've started getting really bad pains in my wrists.

2. There's all this waste paper but there is no fire extinguishers in the building.

3. There are no safety guards on the machines; you could easily get your hand caught.

- a) temperature
- b) passive smoking
- c) repetitive strain injury or RSI
- d) dangerous machinery
- e) hazardous substances
- f) fire hazards

4. Complete these headlines and articles with the correct form of words *bully sexual harassment, harass, discriminate, sex discrimination, glass ceiling, racial discrimination, racism, racist, affirmative action, equal opportunities*. One expression is used twice.

1. SHOP MANAGERESS IN CASE

A clothing shop's half-Burmese manageress, 24-year-old Marion Brown, claims her boss continually made remarks, and sacked her from her £10-a-week job when she objected. She claims that the company that owns the shop has racially against her.

2. ABOLISHED AT TEXAS LAW SCHOOL

A court made affirmative action at the University of Texas law school illegal last year, and supporters of say it has been 'a disaster'. Last year the law school admitted a class that was 5.9 per cent black and 6.3 per cent Hispanic. This year the black percentage stands at 0.7 and the Hispanic at 2.3.

Практические занятия № 20-26 (14 часов)

Тема Shopping abroad; In a restaurant

План практического занятия:

- 1. Topical words and phrases on topics «Shopping abroad; In a restaurant»
- 2. Reading dialogues on the topics
- 3. Grammar topics: to have; The Present Simple Tense

Задания для самостоятельной работы

Вариант 1

1. Three people talk about their jobs. Match the jobs (1-3) to the people (a-c) and put the words in brackets into the correct grammatical forms.

- 1 flight attendant
- 2 software developer

3 teacher

A You've got to think in a very logical way. The work can be mentally (tire), but it's very satisfying to write a program that works.

B Obviously, my work involves (travel) a lot. It can be quite physically (tire), but I enjoy (deal) with customers, except when they become violent. Luckily this doesn't happen often.

C I love my job. It's very (stimulate) and not at all (repeat): no two days are the same. It's good to see the children learn and develop.

2. Replace the underlined phrases with correct forms of the following words and expressions: *recruitment/hiring, a recruit/a hire, to employ, to join, recruiter, recruitment agency/employment agency, headhunter, to headhunt, headhunting, situations vacant page, to apply for, an application form, appointments page, CV (curriculum vitae)/resume, a covering letter/cover letter, selection process, backgrounds of applicants, experience of jobs, educational qualifications, handwritten letters of application, handwriting analysis, a candidate, a group discussion, individual interviews, psychometric tests, to shortlist, a reference, a referee, to offer, to turn down, to accept, to hire, to appoint.*

Fred had already (1) refused two job offers when he went for (2) a discussion to see if he was suitable for the job. They looked at his driving licence and contacted (3) previous employers Fred had mentioned in his application. A few days later, the supermarket (4) asked him if he would like the job and Fred (5) said yes.

3. Which expressions (*pay, benefits, compensation remuneration, compensation package, remuneration package share options/ stock options, performance-related bonus, boardroom row, a compensation payment, severance payment, severance package, fat cats*) could be used to continue each of these newspaper extracts?

FAILED AIRLINE BOSS GETS MASSIVE PAYOUT

Shareholders are angry that despite very poor results, Blighty Airlines' CEO, Mr Rob Herring, is leaving with £3 million in his pocket. They say it is ridiculous to 'reward' bad performance with this sort of ... (2 possible expressions)

MEGAFONE CEO GETS £10 MILLION 'THANK YOU' AFTER TAKE-OVER

The directors of Megafone, the world's largest mobile phone company, yesterday voted to give Mr Chris Ladyman, its chief executive, a special payment of £10 million for negotiating the company's takeover of Minnemann. The directors referred to this as a ... (1 possible expression)

4. Manuel Ortiz is the founder of a Spanish computer sales company. Use the words *site, head office, headquarter, individual office, open-plan office, administrative staff, support staff, technical support, human resources department (HRD), human resources (HR), human resource management (HRM), personnel department* to complete what he says about it.

I founded Computadoras Creativas 20 years ago. We started with a small (1) _____ in Madrid. Our (2) _____, our (3) _____ is still here, but now we have sites all over Spain, with about 500 employees. Many of the offices are (4) _____ everyone works together, from managers to (5) _____, as well as people selling over the phone, and people in technical (6) _____ giving help to customers over the phone. Recruitment is taken care of in Madrid, by the (7) _____ or (8) _____.

Вариант 2

1. Three people talk about their jobs. Match the jobs (1-3) to the people (a-c) and put the words in brackets into the correct grammatical forms.

1 accountant

2 postwoman

3 flight attendant

A Obviously, my work involves (travel) a lot. It can be quite physically (tire), but I enjoy (deal) with customers, except when they become violent. Luckily this doesn't happen often.

B I like (work) with figures, but my job is much less (bore) and routine than people think. The work (involve) a lot of human contact and teamwork, working with other managers.

C Of course, it involves getting up quite early in the morning. But I like (be) out in the open air. And I get a lot of exercise!

2. Replace the underlined phrases with correct forms of the following words and expressions: *recruitment/hiring, a recruit/a hire, to employ, to join, recruiter, recruitment agency/employment agency, headhunter, to headhunt, headhunting, situations vacant page, to apply for, an application form, appointments page, CV (curriculum vitae)/resume, a covering letter/cover letter, selection process, backgrounds of applicants, experience of jobs, educational qualifications, handwritten letters of application, handwriting analysis, a candidate, a group discussion, individual interviews, psychometric tests, to shortlist, a reference, a referee, to offer, to turn down, to accept, to hire, to appoint.*

Harry didn't hear anything for six weeks, so he phoned the company. They told him that they had received a lot of (1) requests for the job. After looking at the (2) life stories of the (3) people asking for the job and looking at (4) what exams they had passed during their education, the company (5) had chosen six people to interview, done tests on their personality and intelligence and they had then given someone the job.

3. Which expressions (*pay, benefits, compensation remuneration, compensation package, remuneration package share options/ stock options, performance-related bonus, boardroom row, a compensation payment, severance payment, severance package, fat cats*) could be used to continue each of these newspaper extracts?

MULTILEVER'S EXECUTIVE PAY

It was today revealed that Mr Carl Lang, head of consumer foods giant Multilever, earns a basic salary of \$22 million with stock options potentially worth an additional \$10 million. Other payments bring to \$35 million his total ... (2 possible expressions)

ANGRY SHAREHOLDERS ATTACK EXECUTIVE PAY

National Energy's shareholders yesterday attacked the directors of the company for paying themselves too much. Profits fell by 30 per cent last year, but directors are being paid 30 per cent more. «They should be paid 30 per cent less,» said one shareholder. «These people are just ... » (1 possible expression)

4. Manuel Ortiz is the founder of a Spanish computer sales company. Use the words *site, head office, headquarter, individual office, open-plan office, administrative staff, support staff, technical support, human resources department (HRD), human resources (HR), human resource management (HRM), personnel department* to complete what he says about it.

I founded Computadoras Creativas 20 years ago. We started with a small (1) _____ in Madrid. Our (2) _____, our (3) _____ is still here, but now we have sites all over Spain, with about 500 employees. Many of the offices are (4) _____ everyone works together, from managers to (5) _____, as well as people selling over the phone, and people in technical (6) _____ giving help to customers over the phone. Recruitment is taken care of in Madrid, by the (7) _____ or (8) _____.

Практические занятия № 27-31 (10 часов)

Тема «Telephone conversation; Getting a job»

План практического занятия:

1. Topical words and phrases on topics «Telephone conversation; Getting a job»

2. Reading dialogues on the topics
3. Grammar topics: The Past Simple Tense; the Present Continuous Tense

Задания для самостоятельной работы

Вариант 1

1. Match each task (1-3) to the manager most likely to be responsible for doing it (*sales manager, marketing director, customer services manager, research director, human resources director*).

1 Meet with advertising agency to discuss new advertisements for the company's holidays.

2 Study possible new holiday destinations in detail.

3 Contact newspapers to advertise new jobs.

2. Who's who on this company board? Choose from:

President, chief executive officer (CEO), chief operating officer (COO) – non-executive directors.

Chief financial officer (CFO), vice president (VP) marketing, vice president (VP) human resources, vice president (VP) research – senior executives / top executives / executive directors

– My name's Montebello and I'm president and CEO. We have some excellent people on our board, including two who are not involved in the day-to-day running of the company: Gomi and Jones.

– My name's Smith and it's my job to look after the accounts and balance the books. I work closely with Chang and Roberts, as they tell me what their departments need for marketing and research, and I allocate them an annual budget.

– My name's Dawes and I head up personnel, on the same level in the company as Chang and Roberts.

Montebello – President and CEO

Gomi –

Smith –

Dawes –

3. Use the words *businessman, businesswoman, businessperson, businesspeople, entrepreneur, found, founder, start-up, entrepreneurial, grow, business empire, business leader, leadership skills* to complete this text.

The big place at the moment for entrepreneurs is, of course, the Internet. Take John Pace. «After an engineering degree at Stanford and an MBA at Harvard, I worked for a while in a computer games company. But I always felt I was an (1) _____ kind of guy. In 1997, I (2) _____ an Internet site for cheap travel: flights, hotels, renting cars and so on. I obtained money for investment in the (3) _____ from friends.»

4. Correct the mistakes using words and expressions *corporate culture, corporate headquarters, corporate image, corporate ladder, corporate logo, corporate profits*

1 Before we employ people, we like to put them in job situations to see how they do the work and fit into the corporate ladder.

2 The company has built a grand corporate logo as a permanent symbol of its power.

3 Our stylish new corporate culture shows our wish to be seen as a more international airline.

Вариант 2

1. Match each task (1-3) to the manager most likely to be responsible for doing it (*sales manager, marketing director, customer services manager, research director, human resources director*).

1 See the research director to discuss new holiday destinations.

2 Deal with complaints from customers.

3 Discuss sales figures with sales team.

2. Who's who on this company board? Choose from:

President, chief executive officer (CEO), chief operating officer (COO) – non-executive directors.

Chief financial officer (CFO), vice president (VP) marketing, vice president (VP) human resources, vice president (VP) research – senior executives / top executives / executive directors

– My name's Montebello and I'm president and CEO. We have some excellent people on our board, including two who are not involved in the day-to-day running of the company: Gomi and Jones.

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– My name's Dawes and I head up personnel, on the same level in the company as Chang and Roberts.

Montebello – President and CEO

Jones -

Chang -

Roberts -

3. Use the words *businessman, businesswoman, businessperson, businesspeople, entrepreneur, found, founder, start-up, entrepreneurial, grow, business empire, business leader, leadership skills* to complete this text.

The big place at the moment for entrepreneurs is, of course, the Internet. Take John Pace. Now the site has 300,000 customers, and Pace is very rich, with a

big apartment in Manhattan and a house in the Bahamas. «I don't want to sell the company,» he says. «I've had offers from some big companies, but I want to stay independent. I want to (1) _____ the business and do things my way. Unlike many entrepreneurs, I think I have the (2) _____ skills to lead and inspire a large organization. I can see the day when I'm in charge of a large business (3) _____.»

4. Correct the mistakes using words and expressions *corporate culture, corporate headquarters, corporate image, corporate ladder, corporate logo, corporate profits*

1 The economy is growing and corporate headquarters are rising.

2 The rules were introduced to protect women working in factories, but today they make it harder for women to climb the corporate image.

3 Companies hit by computer crime are not talking about it because they fear the publicity will harm their corporate profits.

Практические занятия № 32-38 (14 часов)

Темы «Business correspondence; Electronic correspondence; A business call»

План практического занятия:

1. Topical words and phrases on topics «Business correspondence; Electronic correspondence; A business call»

2. Reading monologues and dialogues on the topics

3. Grammar topics: The Present Perfect Tense; The Past Perfect

Задания для самостоятельной работы

Вариант 1

1. Look at the words *freelance, freelancer, self-employed, sole trader, partnership, limited company, public limited company*. What type of organization is each of these?

1 A group of engineers who work together to provide consultancy and design services. There are no outside shareholders.

2 A large British engineering company with 30,000 employees. Its shares are bought and sold on the stock market.

3 An American engineering company with outside shareholders.

2. Complete this newspaper article with the correct form of the words *mutuals, member, building societies, demutualized, demutualization*.

ANGRY SCENES AS MEMBERS REJECT (1) ...

There were angry scenes at the Suffolk (2) 's annual meeting as the society's (3) rejected by two to one a recommendation from its board that the society be demutualized.

3. Match the sentence beginnings (1-3) to the correct endings (a-e).

1 British companies donate around £500 million a year to charities

2 She organized fund-raising

3 Voluntary sector employees earn five to ten per cent

a with loss-making companies!

b in cash and, increasingly, as goods, services and time.

c parties for the charity.

d when they are helping people in their own social class.

e less than they would in the private sector.

4. Companies in particular industries need to avoid particular problems. Match each problem to one of the industries *aerospace, cars, computer hardware, construction, defence, food processing, household goods, pharmaceuticals, steel, textiles, financial service, healthcare, leisure, media, property, telecommunications, tourism*

1. Buying a new building and being unable to find people to rent it.

2. Causing public anger by building mobile phone masts in beautiful countryside.

3. Making vehicles whose tyres burst at high speed.

4. Holidaymakers arriving to find that their hotel is not finished.

5. Lending to someone who cannot repay the loan.

Вариант 2

1. Look at the words *freelance, freelancer, self-employed, sole trader, partnership, limited company, public limited company*. What type of organization is each of these?

1 An American engineering company with outside shareholders.

2 An engineer who works by herself providing consultancy. She works from home and visits clients in their offices.

3 An independent British engineering company with 20 employees. It was founded by three engineers, who are shareholders and directors of the company. There are five other shareholders who do not work for the company.

2. Complete this newspaper article with the correct form of the words *mutuals, member, building societies, demutualized, demutualization*. One expression is used twice.

The Suffolk society's members rejected by two to one a recommendation from its board that the society be (1).....

The Suffolk's chief executive, Mr Andrew Davies, said «This is a sad day for the Suffolk. We need to (2) to bring the society forward into the 21-st century. Our own resources are not enough and we need capital from outside shareholders.» Gwen Armstrong, who has saved with the Suffolk for 32 years said,

«Keeping (3) status is a great victory. Profits should stay with us, and not go to outside shareholders.»

3. Match the sentence beginnings (1-3) to the correct endings (a-e).

1 Voluntary sector employees earn five to ten per cent

2 Non-profit organizations are not to be confused

3 Research shows that volunteers give the best service

a with loss-making companies!

b in cash and, increasingly, as goods, services and time.

c parties for the charity.

d when they are helping people in their own social class.

e less than they would in the private sector.

4. Companies in particular industries need to avoid particular problems.

Match each problem to one of the industries *aerospace, cars, computer hardware, construction, defence, food processing, household goods, pharmaceuticals, steel, textiles, financial service, healthcare, leisure, media, property, telecommunications, tourism*

1. Selling weapons to governments that people do not approve of.

2. Buying players who do not score goals.

3. Making drugs that poor countries cannot afford.

4. Rejecting a book that is then brought out by another publisher and sells 30 million copies.

5. Removing the wrong leg in an operation.

Практические занятия № 39-43 (10 часов)

Тема «Companies; Giving effective talks and presentation»

План практического занятия:

1. Topical words and phrases on topics «Companies; Giving effective talks and presentation»

2. Reading monologues and dialogues on the topics

3. Grammar topics: modal verbs

Задания для самостоятельной работы

Вариант 1

1. Choose the correct forms to complete these sentences.

1. White came up with (a design/design) that combined lightness and warmth.

2. Sometimes (an invention/invention) is so obvious that it is hard to believe nobody thought of it before.

3. McGrew is vice president of (a development/development) and product planning.

4. He discovered (an innovation/innovation) that has enabled him to build guitars more efficiently.

2. Complete this presentation. Put the words in brackets into their correct form.

Hi, I'm Raj (1) I'm head (2) product (3 develop) at (4) Indian Rice Research Centre. I'm in charge of research (5) development (6) our (7 researching) centre in Delhi. Our (8 laboratory) are (9) of the most (10 innovation) (11) agriculture.

3. Match the expressions (1-3) with their meanings (a-f).

1 copyright infringement

2 intellectual property

3 patent application

a a payment to the owner of a design, or to an author

b an arrangement between the owner of a design and someone else, allowing them to use the design for money

c when someone uses another's text, pictures, etc. without permission

d when an inventor asks the authorities to officially recognize an invention as his/her property

e designs, ideas, etc. that belong to someone

f the law relating to designs, ideas, etc. that belong to someone

4. Rearrange these lines to make a text

1. work. Of course, we still have a lot of assembly

2. plant producing TVs in Singapore. We have two production

3. My name's George Chen, and I'm director of a manufacturing

4. lines working 24 hours a day. We use CAD

5. line workers, so it's still quite labour-

6. intensive. But with the help of computer-

7. CAM, and robots do some assembly

8. assisted design and automation, productivity is increasing.

5. Match the headlines (1-4) to the extracts they relate to (a-g).

1 Food shortages hit Eastern Africa

2 Airline reports big productivity rise

3 Too much building leads to glut of office place

4 Local plant at full capacity

a Overall production in the country rose by five per cent last year ...

b ... Rainfall has been below average in this part of Africa for the past five years. Not enough food has been grown ...

c ... Too much oil has been produced recently in relation to world demand ...

d ... There have never been so few people aged between 17 and 21 since 1950. The result: too many places at private colleges and universities ...

e ... The plant's capacity is 3,000 computers a week, and it's producing 3,000 ...

f ... Northern is running more flights with fewer pilots and staff. That was the message from Northern's CEO Frank Delaney to shareholders yesterday ...

g ... There has been too much building in the city centre, and now there is a lot of office space standing empty ...

Вариант 2

1. Choose the correct forms to complete these sentences.

1. There's an exhibition on architecture and (the design/design) at the Museum of Modern Art.

2. Electric light was (an invention/invention) which enabled people to stay up later.

3. Channel Four has always encouraged experimentation and (an innovation/innovation) in its films.

4. The FDA has approved (a development/development) for treating tooth disease, a new laser machine.

2. Complete this presentation using. Put the words in brackets into their correct form.

We have recently (1) some big (2 breakthrough) in increasing rice production.

I love (3 technological), using scientific knowledge (4) improve people's lives. (5) technology (6) rice development (7) a good example (8) this.

We are at the (9) edge of rice-growing techniques. Everything we do (10) state-of-the-art, using the most advanced biological (11 know) available.

3. Match the expressions (1-3) with their meanings (a-f).

1 proprietary information

2 royalty payment

3 licensing agreement

a a payment to the owner of a design, or to an author

b an arrangement between the owner of a design and someone else, allowing them to use the design for money

- c when someone uses another's text, pictures, etc. without permission
- d when an inventor asks the authorities to officially recognize an invention as his/her property
- e designs, ideas, etc. that belong to someone
- f the law relating to designs, ideas, etc. that belong to someone

4. Rearrange these lines to make a text.

1. work. Of course, we still have a lot of assembly
2. plant producing TVs in Singapore. We have two production
3. My name's George Chen, and I'm director of a manufacturing
4. lines working 24 hours a day. We use CAD
5. line workers, so it's still quite labour-
6. intensive. But with the help of computer-
7. CAM, and robots do some assembly
8. assisted design and automation, productivity is increasing.

5. Match the headlines (1-4) to the extracts they relate to (a-g).

- 1 Local plant at full capacity
- 2 Fall in student numbers leads to education overcapacity
- 3 Oil overproduction leads to price fall
- 4 National output at all-time high

- a Overall production in the country rose by five per cent last year ...
- b ... Rainfall has been below average in this part of Africa for the past five years. Not enough food has been grown ...
- c ... Too much oil has been produced recently in relation to world demand ...
- d ... There have never been so few people aged between 17 and 21 since 1950. The result: too many places at private colleges and universities ...
- e ... The plant's capacity is 3,000 computers a week, and it's producing 3,000 ...
- f ... Northern is running more flights with fewer pilots and staff. That was the message from Northern's CEO Frank Delaney to shareholders yesterday ...
- g ... There has been too much building in the city centre, and now there is a lot of office space standing empty ...

Практические занятия № 44-49 (12 часов)

Тема «Handling your money; Opening an account»

План практического занятия:

1. Topical words and phrases on topics «Handling your money; Opening an account»
2. Reading monologues and dialogues on the topics
3. Grammar topics: Participle I; Participle II

Задания для самостоятельной работы

Вариант 1

1. Someone is talking about the word combinations: *commercial airline, commercial artist, commercial television, commercial disaster, commercial land*. Which are they referring to each time?

- 1 It carries passengers and goods, it's not military.
- 2 It's going to be used for offices and factories, not houses.
- 3 It receives no money from the state to make its programmes.

2. Use expressions *free enterprise, private enterprise, enterprise culture, enterprise economy, enterprise zone* to complete this text.

Margaret Thatcher often talked about the benefits of (1) or (2) She said that her achievement was to establish an (3) in Britain, an economy where people were encouraged to start their own companies and where it was acceptable to get rich through business: an (4)

In some areas, the government reduced the number of laws and regulations to encourage businesses to move there. Businesses were encouraged to set up in the London Docklands, for example. The Docklands were an (5)

3. A person is talking about the work in product development. Correct the mistakes in italics.

(a) *Market researches showed* there was a real need for this service, but before offering it, we had to test it in a (b) *beta copy* with small groups of users over several months to eliminate all the bugs. Even so, (c) *after lunch*, some users said they could get into other people's accounts!

4. Complete this talk by a marketing specialist using words *original concept, market research, questionnaires, surveys, consumer panel, focus group, sales forecast, beta version, bugs, designers, CAD/CAM (computer-assisted design / computer-assisted manufacturing), prototypes, researchers, laboratories, testing, trialling, trials, effective, safe, industrial scale, rollout, product launch, design defect, design fault, recall*.

A few years ago a famous car company launched a new car, based on a completely new (1) They'd done years of technical research and (2) research with focus (3) and (4) panels and analysis of responses to questionnaires.

Вариант 2

1. Someone is talking about the word combinations: *commercial airline, commercial artist, commercial television, commercial disaster, commercial land*. Which are they referring to each time?

- 1 It receives no money from the state to make its programmes.

- 2 He does advertisements: you can't find his work in art galleries.
- 3 It was an artistic success, but unfortunately it lost a lot of money

2. Use expressions *free enterprise, private enterprise, enterprise culture, enterprise economy, enterprise zone* to complete this text.

Margaret Thatcher often talked about the benefits of (1) or (2) She said that her achievement was to establish an (3) in Britain, an economy where people were encouraged to start their own companies and where it was acceptable to get rich through business: an (4)

In some areas, the government reduced the number of laws and regulations to encourage businesses to move there. Businesses were encouraged to set up in the London Docklands, for example. The Docklands were an (5)

3. A person is talking about the work in product development. Correct the mistakes in italics.

The more you eat, the thinner you get, and (a) the focal groups said they liked the taste, but first we had to prove to the authorities that it was (b) secure. Another problem was making it on an (c) industrial level: at first we could only make it in small quantities in the laboratory, but making it in bigger quantities was impossible.

4. Complete this talk by a marketing specialist using words *original concept, market research, questionnaires, surveys, consumer panel, focus group, sales forecast, beta version, bugs, designers, CAD/CAM (computer-assisted design / computer-assisted manufacturing), prototypes, researchers, laboratories, testing, trialling, trials, effective, safe, industrial scale, rollout, product launch, design defect, design fault, recall*.

A few years ago a famous car company launched a new car. They'd done years of technical research with the focus on the analysis of responses to questionnaires and (1) Then came the (2) Sales of the car were very good until a Swedish newspaper reported the results of its 'elk test'. They found that the car had a tendency to tip over if you turned quickly to avoid an elk. This was due to a (3) fault in the car, so they had to (4) all the cars they'd sold in order to correct it.

Практические занятия № 50-52 (6 часов)

Тема «Communicating across cultures»

План практического занятия:

1. Topical words and phrases on topics «Communicating across cultures»
2. Reading monologues and dialogues on the topics
3. Grammar topics: Passive Voice; Infinitive

Задания для самостоятельной работы

1. Which of these sentences are correct? Correct the mistakes. Translate the sentences into Russian.

1 It would be good to see Anna soon. I'll phone to her and see when she's free.

2 I gave Brian a call yesterday and we had a long chat.

3 Why don't you ring up at Pizza Palace and order some takeaway pizza?

4 I rung them five minutes ago but there was no answer.

5 Call me up next time you're in New York.

6 Give me a ring when you're next in London.

7 I'll give her the bell and we'll fix up a meeting.

8 When you get some news, make me a buzz.

2. Annelise Schmidt is trying to phone James Cassidy. Put the conversation into a logical order. Translate the dialogue into Russian.

1 Annelise: Good morning. Can I speak to James Cassidy in Sales?

2 Annelise: Is that James Cassidy?

3 Annelise: No, I'm afraid I don't.

4 Annelise: Thanks. Oh no, I've been cut off.

5 Switchboard operator: Do you know the extension?

6 Switchboard operator: Sorry to keep you waiting. ... I'm putting you through.

7 John Cassidy: Cassidy.

8 John Cassidy: No, this is John Cassidy. You've come through to Accounts. I'll try and transfer you back to the switchboard.

3. Translate the dialogues and the expressions into Russian.

Sending Faxes

Jaime Vasconcelos in Los Angeles, USA is on the phone to Anna Friedman in Sydney, Australia.

Anna: Yes, I think you'll be interested in our latest designs.

Jaime: Can you send them by fax?

Anna: Sure. I'll fax you right now. What's your fax number?

Jaime: 1 for the US, then 213 976 3421.

Anna: OK. I've got that.

Jaime: Can you fax the information you think we need?

Anna: I'll fax you everything we have. There are about 30 pages.

Jaime: If you could fax it all over to us, that would be great!

to send something by fax

to fax someone

to fax something

to fax someone something

to fax something (over/across) to someone

Receiving faxes

Anna: Did you get my fax?

Jaime: You're not going to believe this, but the paper got stuck and the machine jammed.

Anna: No problem. I'll send it through again.

15 minutes later ...

Anna: Did the fax go through OK this time?

Jaime: Yes, but pages two and three weren't legible: I couldn't read them.

Anna: No problem. I'll resend them.

to get somebody's fax

to send something through again

to go through (about the fax)

to be legible

to resend something

4. Complete this email using the correct form of the underlined expressions. Translate the whole text into Russian.

Tina, Thanks for your plans on reducing the budget of the sales department. I'd be grateful if you could (1) send copies to Chris Jones of any emails you send to me. (2) With this email, you'll find a Word document with my comments. Please let me know if for any reason you can't open the (3) document that comes with this email. (4) I'm sending your proposals to all members of the board.

(5) Greetings,

Robert

ПРИМЕРНАЯ РЕЙТИНГОВАЯ СИСТЕМА ОЦЕНКИ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ

№	Наименование раз-дела	Виды оцениваемых работ	Максимальное кол-во баллов
1	2	3	4
9 семестр			
1	An air trip	Составление монологов и диалогов на тему Выполнение упражнений на грамматические темы	2 4
2	Travelling by train	Составление диалогов на тему Выполнение упражнений на грамматические темы	2 4
3	At the Customs	Составление монологов и диалогов на тему	2

		Выполнение упражнений на грамматические темы	4
4	Getting acquainted	Составление диалогов на тему Выполнение упражнений на грамматические темы	2 4
5	At the hotel	Составление диалогов на тему Выполнение упражнений на грамматические темы	2 4
6	Getting about town	Составление монологов и диалогов на тему Выполнение упражнений на грамматические темы	2 6
7	Shopping abroad	Составление монологов и диалогов на тему Выполнение упражнений на грамматические темы	4 4
8	In a restaurant	Составление монологов и диалогов на тему Выполнение упражнений на грамматические темы Контрольная работа	2 4 6
Компьютерное тестирование (текущая аттестация)			40
ВСЕГО			100
А семестр			
1	Telephone conversation	Составление диалогов на тему Выполнение упражнений на грамматические темы	4 2
2	Getting a job	Составление диалогов на тему Выполнение упражнений на грамматические темы	2 4
3	Business correspondence	Составление делового письма. Выполнение упражнений на грамматические темы	4 2
4	Electronic correspondence	Составление электронного письма. Выполнение упражнений на грамматические темы	4 2
5	A business call	Подготовка вопросов для делового телефонного звонка. Выполнение упражнений на грамматические темы	4 2
6	Companies	Поиск в Интернет и подготовка к аудиторному сообщению об	6

		успешной компании	
7	Giving effective talks and presentations	Подготовка презентации на свою тему Выполнение упражнений на грамматические темы	4 2
8	Handling your money	Составление диалогов на тему Выполнение упражнений на грамматические темы	2 4
9	Opening an account	Составление диалогов на тему Контрольная работа	2 4
10	Communicating across cultures	Поиск в Интернет и подготовка к аудиторному выступлению об особенностях делового общения в разных странах Выполнение упражнений на грамматические темы	4 2
	Компьютерное тестирование (текущая аттестация)		40
	ВСЕГО		100

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРЫ ОЦЕНИВАНИЯ ЗНАНИЙ, УМЕНИЙ И НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ

Устный опрос

Одной из форм текущего контроля является устный опрос, позволяющий оценить освоение лекционного материала.

Критерии оценивания устного опроса:

- полнота и правильность ответа;
- степень осознанности, понимания изученного;
- языковое оформление ответа.

Обучающемуся засчитывается результат ответа при устном опросе, если обучающийся дает развернутый ответ, который представляет собой связанное, логически последовательное сообщение на заданную тему, показывает его умение применять определения, правила в конкретных случаях.

И не засчитывается, если обучающийся обнаруживает незнание большей части соответствующего вопроса, допускает ошибки в формулировке определений и правил, искажающие их смысл, беспорядочно и неуверенно излагает материал.

Практическая работа

Практическая работа представляет собой перечень заданий, которые охватывают основные разделы дисциплины. Практическая работа предназначена для контроля теоретических знаний и решения задач.

Каждая практическая работа должна быть выполнена и сдана в установленные сроки. В период экзаменационной сессии работы на проверку не принимаются.

Критерии оценки практической работы:

- аккуратность выполнения;
- выполнение в положенные сроки;
- верно получены ответы.

Оценка «отлично» ставится, если аккуратно и в указанные сроки правильно, с описанием всех этапов решения выполнено более 90% заданий.

Оценка «хорошо» ставится, если аккуратно и в указанные сроки правильно выполнено от 65% до 90% заданий, при этом допущены не принципиальные ошибки.

Оценка «удовлетворительно» ставится, если практические работы выполняются не систематично, при решении допускаются ошибки.

Оценка «неудовлетворительно» ставится, если выполнено менее 50% заданий, практические работы сдаются не в установленные сроки.

Исходя из полученной оценки, студенту начисляются рейтинговые баллы (в процентах от максимально возможного количества баллов).

Примерные практические задания

Match the employees' complaints (1-3) to the health and safety issues (a-f).

1 My doctor says there's something wrong with my lungs, but I've never smoked.

2 It's either too cold and we freeze, or too hot and we all fall asleep.

3 The containers are leaking – one day someone is going to get acid burns.

g) temperature

h) passive smoking

i) repetitive strain injury or RSI

j) dangerous machinery

k) hazardous substances

l) fire hazards

Complete these headlines and articles with the correct form of words
bully sexual harassment, harass, discriminate, sex discrimination, glass ceiling, racial discrimination, racism, racist, affirmative action, equal opportunities.

OFFICE MANAGER ACCUSED OF

A court heard today how an office worker was almost driven to suicide by a bullying office manager. James Blenkmsop, 27, told how boss Nigel Kemp victimized him by shouting at him, criticizing his work in front of others, tearing up his work and telling him to do it again.

NATIONAL RESTAURANT CHAIN FACES CLAIMS

Four waitresses claim they were repeatedly by male bosses in a branch of a well-known national restaurant chain. All four waitresses said they were subjected to sexist remarks at the restaurant.

JAPANESE WOMEN BREAK THROUGH

Naomi Tanaka, 23, last year started working on the Tokyo Stock Exchange as a trader. She complained about and said she did not want to be a 'counter lady' answering phones and serving tea at a Japanese bank. Instead she got a job as a trader at Paribas, a French firm.

Insert prepositions

1. Nick is planning to go ... England ... summer. He is planning to go as a tourist.
2. Mr. Hill had a good time. The flight was quite smooth. The plane came ... time.
3. Have you ever been ... London?
4. Let me help you ... the suitcase.
5. That's very kind ... you.

Translate into English

1. Вы хорошо долетели?
2. Да, полет был вполне спокойным.
3. Я рад, что самолет прибыл вовремя.
4. Как вам нравится так много снега вокруг?
5. Я люблю русскую зиму.
6. Наша зима совсем другая.
7. Она намного мягче.
8. Повторите, пожалуйста.
9. Я еще не знаю английский достаточно хорошо.
10. Разрешите помочь вам донести чемодан?
11. Спасибо, вы очень любезны.

Translate into Russian:

1. Oxford is known for its University.
2. 62 students were killed.
3. The townspeople were punished for killing 62 students.
4. The University was given control of the town.
5. The University was started in 1315.
6. We may also say it was founded in 1315.

Insert articles:

1. ... participants enjoyed... performance immensely.
2. They had... very nice meal and... few drinks.
3. ... few toasts were pronounced.
4. To... success of our business!
5. Thank you for... nice stay we had here in London.
6. I thank you... lot.
7. We've really enjoyed... visit.

Тестовые задания

Тест представляет собой набор тестовых заданий, отражающих вопросы по аттестуемому разделу или в целом по учебной дисциплине. Из предложенных вариантов ответов необходимо отметить правильный (один или более в зависимости от поставленного вопроса). Отметки о правильных вариантах ответов в тестовых заданиях делаются разборчиво. Неразборчивые ответы не оцениваются, тестовое задание считается не выполненным.

При тестировании используется 100-процентная шкала оценки. Исходя из полученной, оценки студенту начисляются рейтинговые баллы (в процентах от максимально возможного количества баллов).

Оценка «отлично» ставится, если выполнено более 90% тестовых заданий.

Оценка «хорошо» ставится, если выполнено от 65% до 90% тестовых заданий.

Оценка «удовлетворительно» ставится, если выполнено 50% -64% тестовых заданий.

Оценка «неудовлетворительно» ставится, если выполнено менее 50% тестовых заданий (баллы при этом не начисляются).

Примерные тестовые задания для текущей аттестации

1. Choose the correct answer

Jobs, and the people who do them, can be described as: (4 ответа)

highly skilled (e.g. car designer)

skilled (e.g. car production manager)

semi-skilled (e.g. taxi driver)

unskilled (e.g. car cleaner)

pro-skilled (e.g. driver)

2. Choose the correct equivalents: *highly-skilled* (2 ответа)

teacher

office cleaner

brain surgeon

labourer (someone doing basic work on a building site)

car worker on a production line

bus driver

airline pilot

office manager

3. Choose the correct equivalents (на сопоставление)

highly skilled

skilled

semi-skilled

unskilled

car designer

car production manager

taxi driver

car cleaner

4. Choose the correct equivalents

self-starters, proactive, self-motivated, or self-driven

methodical, systematic and organized

computer-literate

numerate

motivated

good at working on their own

can work in a planned, orderly way

good with computers

good with numbers

very keen to do well in their job

5. Choose the correct equivalent: *talented* (один ответ)

naturally very good at what they do

good at working on their own

can work in a planned, orderly way

very keen to do well in their job

6. Choose the correct equivalents: *team players* (один ответ)

people who work well with other people

naturally very good at what they do

good with numbers

good with computers

7. Choose the correct equivalent: *good at working on their own* (один ответ)

self-starters, proactive, self-motivated, or self-driven

methodical, systematic and organized

talented

team players

motivated

8. Choose the correct equivalents: *can work in a planned, orderly way* (один ответ)

self-starters, proactive, self-motivated, or self-driven

methodical, systematic and organized

talented
team players
motivated

good at working on their own
can work in a planned, orderly way
good with computers
good with numbers
very keen to do well in their job

9. Find the synonym for «mutuals»
partnerships

limited companies life insurance companies donations

10. Find the synonym for «charities»

non-profit organizations donations building societies mutual

11. Find Russian equivalent for «public limited company»

закрытое акционерное общество открытое акционерное общество общество с ограниченной ответственностью страховое агентство

12. Find American English equivalent for «sole trader»
self-employed

sole owner volunteer member

13. Find the explanation for «PLC»

poor liability contract plain contract public liability corporation public limited company

14. Find the explanation for «LTD»

limited trading limited donations limited company liable demutualization

15. Find the explanation for «INC»

Incorporation incorporated inefficient corporation ineffective contract

Зачет

Зачет выставляется обучающемуся по результатам успешного выполнения теоретических, практических, лабораторных, самостоятельных и контрольных работ, предусмотренных рабочей программой дисциплины в объемах, позволяющих объективно оценить степень усвоения обучающимся учебного материала в течение семестра. При выставлении зачета баллы, набранные за текущий контроль, переводятся в оценку

0-59 баллов – «не зачтено»;

60-100 баллов – «зачтено».

При наборе менее 60 баллов зачет сдается по материалам, предусмотренным рабочей программой. При этом результаты текущего контроля не влияют на получение зачета.

Зачет по дисциплине преследует цель оценить сформированность требуемых компетенций, работу обучающегося за курс, получение теоретических знаний, их прочность, развитие творческого мышления, приобретение

навыков самостоятельной работы, умение применять полученные знания для решения практических задач. Развернутый ответ обучающегося должен представлять собой связное, логически последовательное сообщение на определенную тему. Теоретические положения иллюстрируются при этом соответствующими примерами.

Зачет проводится в устной форме. В ходе зачета происходит собеседование по теоретическим вопросам и выполнение практических заданий к зачету. Преподаватель имеет право задавать обучающимся вопросы по всей учебной программе дисциплины. Время проведения зачета устанавливается нормами времени. Результат сдачи зачета заносится преподавателем в зачетную ведомость и зачетную книжку.

При оценке ответа обучающегося следует руководствоваться следующими критериями:

- 1) полнота и фактуальная правильность ответа;
- 2) степень осознанности, понимания изучаемого материала;
- 3) знание терминологии и ее правильное использование;
- 4) соответствие требованиям учебной программы по дисциплине.

Критерии оценок «удовлетворительно», «хорошо», «отлично» соответствуют оценке «зачтено». Критерии оценки «неудовлетворительно» соответствуют оценке «не зачтено».

Оценка «отлично» выставляется, если студент:

- 1) свободно ориентируется в излагаемом материале, владеет базовой терминологией в объеме, предусмотренном учебной программой по дисциплине;
- 2) подкрепляет теоретические положения примерами, почерпнутыми не из лекций, а из опыта самостоятельной работы;
- 3) способен ответить на дополнительные вопросы спонтанно, без подготовки.

Оценка «хорошо» выставляется, если:

- 1) ответ обучающегося отвечает тем же требованиям, что и для оценки «отлично», однако он менее глубок;
- 2) отвечая на дополнительные вопросы, обучающийся допускает ошибки, но сам же их и исправляет.

Оценка «удовлетворительно» выставляется, если:

- 1) обучающийся обнаруживает знание и понимание основных положений темы;
- 2) излагает материал неполно и допускает неточности в определенном понятии или в формулировке правил;
- 3) приводит примеры, почерпнутые только из лекций.

Оценка «неудовлетворительно» выставляется в случае незнания обучающимся большей части материала, терминологии дисциплины, неумения иллюстрировать теоретические положения соответствующими примерами.

Примерные вопросы к зачету

Проверяемые компетенции: ПК-4

Учитывая прикладной характер дисциплины, на зачете обучающемуся предлагается беседа с преподавателем на одну из изученных устных тем:

- 1 An air trip;
- 2 Travelling by train;
- 3 At the Customs;
- 4 Getting acquainted;
- 5 At the hotel;
- 6 Getting about town
- 7 Shopping abroad;
- 8 In a restaurant
- 9 Telephone conversation;
- 10 Getting a job;
- 11 Business correspondence;
- 12 Electronic correspondence;
- 13 A business call;
- 14 Companies;
- 15 Giving effective talks and presentation;
- 16 Handling your money;
- 17 Opening an account;
- 18 Communicating across cultures.

Оценочные средства для инвалидов и лиц с ограниченными возможностями здоровья выбираются с учетом их индивидуальных психофизических особенностей.

– при необходимости инвалидам и лицам с ограниченными возможностями здоровья предоставляется дополнительное время для подготовки ответа на экзамене;

– при проведении процедуры оценивания результатов обучения инвалидов и лиц с ограниченными возможностями здоровья предусматривается использование технических средств, необходимых им в связи с их индивидуальными особенностями;

– при необходимости для обучающихся с ограниченными возможностями здоровья и инвалидов процедура оценивания результатов обучения по дисциплине может проводиться в несколько этапов.

Процедура оценивания результатов обучения инвалидов и лиц с ограниченными возможностями здоровья по дисциплине предусматривает предоставление информации в формах, адаптированных к ограничениям их здоровья и восприятия информации:

Для лиц с нарушениями зрения:

- в печатной форме увеличенным шрифтом;
- в форме электронного документа.

Для лиц с нарушениями слуха:

- в печатной форме;
- в форме электронного документа.

Для лиц с нарушениями опорно-двигательного аппарата:

- в печатной форме;
- в форме электронного документа.

Данный перечень может быть конкретизирован в зависимости от контингента обучающихся.

УЧЕБНО-МЕТОДИЧЕСКОЕ И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

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Методические рекомендации
к практическим занятиям и самостоятельной работе
студентов 5-го курса бакалавриата, обучающихся по направлению
44.03.05 Педагогическое образование
(с двумя профилями подготовки – Английский язык, Немецкий язык)
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