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УНИВЕРСИТЕТ НАРОДНОГО ХОЗЯЙСТВА»**

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**КАФЕДРА АНГЛИЙСКОГО И РУССКОГО ЯЗЫКОВ**

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ**

**ПО ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК  
(ПРОФЕССИОНАЛЬНЫЙ)»**

**НАПРАВЛЕНИЕ ПОДГОТОВКИ 38.03.01 «ЭКОНОМИКА»,  
ПРОФИЛЬ «БУХГАЛТЕРСКИЙ УЧЕТ, АНАЛИЗ И АУДИТ»**

**УРОВЕНЬ ВЫСШЕГО ОБРАЗОВАНИЯ – БАКАЛАВРИАТ**

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**Составитель** - Кадиева Асият Абдурахмановна, кандидат филологических наук, доцент кафедры английского и русского языков ДГУНХ.

**Внутренний рецензент** – Гаджиева Наргиля Азадовна, кандидат филологических наук, доцент кафедры английского и русского языков ДГУНХ.

**Внешний рецензент** – Хасбулатова Зарипат Абазовна, старший преподаватель кафедры английского языка Республиканского Автомобильно-дорожного колледжа.

**Представитель работодателя** – Чавтарова Людмила Омаровна – главный бухгалтер АО «Комнет»

*Оценочные материалы по дисциплине «Иностранный язык (профессиональный)» разработаны в соответствии с требованиями федерального государственного образовательного стандарта высшего образования по направлению подготовки 38.03.01 Экономика, утвержденного приказом Министерства науки и высшего образования Российской Федерации от 12 августа 2020 г. № 954, в соответствии с приказом Министерства науки и высшего образования Российской Федерации от 06 апреля 2021г. № 245 «Об утверждении Порядка организации и осуществления образовательной деятельности по образовательным программам высшего образования – программам бакалавриата, программам специалитета, программам магистратуры».*

Оценочные материалы по дисциплине «Иностранный язык (профессиональный)» размещены на официальном сайте [www.dgunh.ru](http://www.dgunh.ru)

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## Назначение оценочных материалов

Оценочные материалы разрабатываются для текущего контроля успеваемости (оценивания хода освоения дисциплины), для проведения промежуточной аттестации (оценивания промежуточных и окончательных результатов обучения по дисциплине) обучающихся по дисциплине «Иностранный язык (профессиональный)» в целях определения соответствия их учебных достижений поэтапным требованиям образовательной программы высшего образования 38.03.01 Экономика, профиль «Бухгалтерский учет, анализ и аудит».

Оценочные материалы по дисциплине «Иностранный язык (профессиональный)» включают в себя: перечень компетенций с указанием видов оценочных средств в процессе освоения дисциплины; описание показателей и критериев оценивания компетенций на различных этапах их формирования, описание шкал оценивания; типовые контрольные задания или иные материалы, необходимые для оценки планируемых результатов обучения по дисциплине; методические материалы, определяющие процедуры оценивания знаний, умений, навыков, характеризующих этапы формирования компетенций

Оценочные материалы сформированы на основе ключевых принципов оценивания:

- валидности: объекты оценки должны соответствовать поставленным целям обучения;
- надежности: использование единообразных стандартов и критериев для оценивания достижений;
- объективности: разные обучающиеся должны иметь равные возможности для достижения успеха.

Основными параметрами и свойствами оценочных материалов являются:

- предметная направленность (соответствие предмету изучения конкретной дисциплины);
- содержание (состав и взаимосвязь структурных единиц, образующих содержание теоретической и практической составляющих дисциплины);
- объем (количественный состав оценочных материалов);
- качество оценочных материалов в целом, обеспечивающее получение объективных и достоверных результатов при проведении контроля с различными целями.

**РАЗДЕЛ 1. Перечень компетенций с указанием видов оценочных средств в процессе освоения дисциплины**

**1.1 Перечень формируемых компетенций**

<b>Код компетенции</b>	<b>Наименование компетенции</b>
<b>УК</b>	<b>Универсальные компетенции</b>
<b>УК-4.</b>	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)

**1.2. Перечень компетенций с указанием видов оценочных средств**

<b>Формируемые компетенции</b>	<b>Код и наименование индикатора достижения компетенции</b>	<b>Планируемые результаты обучения по дисциплине, характеризующие этапы формирования компетенций</b>	<b>Уровни освоения компетенций</b>	<b>Критерии оценивания сформированности компетенций</b>	<b>Виды оценочных средств</b>
<b>УК-4.</b> Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	<b>ИУК-4.1.</b> Использует различные формы, виды устной и письменной коммуникации и на русском и иностранном(ых) языке(ах), использует языковые средства для достижения профессиональных целей	<b>Знать:</b> основные фонетические, лексические и грамматические явления иностранного языка, позволяющие использовать его как средство коммуникации в профессионально-деловой сфере на иностранном языке;	Пороговый уровень	Частично знает основные фонетические, лексические и грамматические явления иностранного языка, позволяющие использовать его как средство коммуникации в профессионально-деловой сфере на иностранном языке;	<b>Блок А</b> -задания репродуктивного уровня – комплект заданий на коллоквиум
			Базовый уровень	Хорошо знает лексический основные фонетические, лексические и грамматические явления иностранного	

				языка, позволяющие использовать его как средство коммуникации в профессиональн о-деловой сфере на иностранном языке;	
			Продвину тый уровень	Знает на высоком уровне основные фонетические, лексические и грамматические явления иностранного языка, позволяющие использовать его как средство коммуникации в профессиональн о-деловой сфере на иностранном языке;	
		<b>Уметь:</b> – распознавать и продуктивно использовать основные лексико- грамматически е средства в коммуникатив ных ситуациях делового общения; - вести деловую переписку.	Пороговый уровень	Частично умеет распознавать и продуктивно использовать основные лексико- грамматические средства в коммуникативн ых ситуациях делового общения; вести деловую переписку.	<b>Блок В</b> - задания реконстру ктивного уровня – комплект заданий на развитие лексико- граммати ческих навыков; – комплект тестовых заданий по дисципли
			Базовый уровень	Хорошо умеет распознавать и продуктивно использовать основные лексико-	

				грамматические средства в коммуникативных ситуациях делового общения; вести деловую переписку.	не; – контрольные работы;
			Продвинутый уровень	На высоком уровне умеет распознавать и продуктивно использовать основные лексико-грамматические средства в коммуникативных ситуациях делового общения; У2 - вести деловую переписку.	
		<p><b>Владеть:</b> - иностранным языком на уровне, позволяющем осуществлять основные виды речевой деятельности; - различными методами и технологиями устной и письменной коммуникации для решения задач делового взаимодействия.</p>	Пороговый уровень	Частично владеет иностранным языком на уровне, позволяющем осуществлять основные виды речевой деятельности; различными методами и технологиями устной и письменной коммуникации для решения задач делового взаимодействия.	<p><b>Блок С</b> - задания практико-ориентированного уровня: – комплект тем для дискуссий</p>
			Базовый уровень	Хорошо владеет иностранным языком на	

				уровне, позволяющем осуществлять основные виды речевой деятельности; различными методами и технологиями устной и письменной коммуникации для решения задач делового взаимодействия.	
			Продвинутый уровень	Владеет на высоком уровне иностранным языком на уровне, позволяющем осуществлять основные виды речевой деятельности; различными методами и технологиями устной и письменной коммуникации для решения задач делового взаимодействия.	
	<b>ИУК-4.2</b> Свободно воспринимает, анализирует и критически оценивает устную и письменную деловую информацию на русском и иностранном(	- принципы построения устного и письменного высказывания на иностранном языке; - основные формулы и клише для практического	Пороговый уровень	Частично знает принципы построения устного и письменного высказывания на иностранном языке; основные формулы и клише для практического	<b>Блок А</b> -задания репродуктивного уровня – комплект тем для рефератов ;



	ых) языке(ах), выстраивает стратегию устного и письменного общения в рамках межличностн ого и межкультурн ого общения	осуществления групповой коммуникации на иностранном языке - культуру и традиции стран изучаемого языка в сравнении с культурой и традициями своего родного края.		осуществления групповой коммуникации на иностранном языке культуру и традиции стран изучаемого языка в сравнении с культурой и традициями своего родного края.
			Базовый уровень	принципы построения устного и письменного высказывания на иностранном языке; основные формулы и клише для практического осуществления групповой коммуникации на иностранном языке культуру и традиции стран изучаемого языка в сравнении с культурой и традициями своего родного края.
			Продвинут ый уровень	Знает на высоком уровне принципы построения устного и письменного высказывания на

				иностранном языке; основные формулы и клише для практического осуществления групповой коммуникации на иностранном языке культуру и традиции стран изучаемого языка в сравнении с культурой и традициями своего родного края.	
		<b>Уметь:</b> - следовать основным нормам, принятым в сфере официально-деловой коммуникации и межличностном общении на английском языке; - понимать содержание различного типа текстов на иностранном языке, в том числе узкоспециальных, при межличностном и	Пороговый уровень	Частично умеет следовать основным нормам, принятым в сфере официально-деловой коммуникации и межличностном общении на английском языке; понимать содержание различного типа текстов на иностранном языке, в том числе узкоспециальных, при межличностном и межкультурном взаимодействии.	<b>Блок В</b> - задания реконструктивного уровня – комплект текстов для развития навыков чтения и аудирования

		<p>межкультурно м взаимодействи и.</p>	<p>Базовый уровень</p>	<p>Хорошо умеет следовать основным нормам, принятым в сфере официально- деловой коммуникации и межличностном общении на английском языке; понимать содержание различного типа текстов на иностранном языке, в том числе узкоспециальны х, при межличностном и межкультурном взаимодействии.</p>	
			<p>Продвину тый уровень</p>	<p>На высоком уровне умеет следовать основным нормам, принятым в сфере официально- деловой коммуникации и межличностном общении на английском языке; понимать содержание различного типа текстов на иностранном</p>	

				языке, в том числе узкоспециальных, при межличностном и межкультурном взаимодействии.	
		<p><b>Владеть:</b>  - методикой составления суждения в межличностном деловом общении на иностранном языке, с применением адекватных языковых форм и средств;  - навыками деловой переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке;</p>	Пороговый уровень	Частично владеет методикой составления суждения в деловом общении на иностранном языке, с применением адекватных языковых форм и средств; навыками деловой переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке;	<p><b>Блок С</b>  - задания практико-ориентированного уровня:  – комплект кейс-задач;  – комплект ролевых игр</p>
			Базовый уровень	Хорошо владеет методикой составления суждения в межличностном деловом общении на иностранном языке, с применением	

				<p>адекватных языковых форм и средств;  навыками деловой переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке;</p>	
			Продвинутый уровень	<p>На высоком уровне владеет методикой составления суждения в межличностном деловом общении на иностранном языке, с применением адекватных языковых форм и средств;  навыками деловой переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке;</p>	
		<b>Знать:</b>	Пороговый	Частично знает	<b>Блок А</b>

		<p>– методы и способы решения учебных задач; – алгоритм самостоятельного освоения всех видов речевой деятельности на иностранном языке: чтения, аудирования, письма, говорения.</p>	уровень	методы и способы решения учебных задач; алгоритм самостоятельного освоения всех видов речевой деятельности на иностранном языке: чтения, аудирования, письма, говорения.	<p>-задания репродуктивного уровня – комплект тем для презентаций.</p>
			Базовый уровень	Хорошо знает методы и способы решения учебных задач; алгоритм самостоятельного освоения всех видов речевой деятельности на иностранном языке: чтения, аудирования, письма, говорения.	
			Продвинутый уровень	Знает методы и способы решения учебных задач; алгоритм самостоятельного освоения всех видов речевой деятельности на иностранном языке: чтения, аудирования, письма, говорения на достаточно высоком уровне	
		<b>Уметь:</b>	Пороговый	Частично умеет	<b>Блок В</b>

		<p>– применять методы и средства познания для интеллектуального развития, повышения культурного уровня;</p> <p>– Самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас.</p>	<p>уровень</p>	<p>применять методы и средства познания для интеллектуального развития, повышения культурного уровня; самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас.</p>	<p>- задания реконструктивного уровня – комплект заданий на развитие навыков письма.</p>
			<p>Базовый уровень</p>	<p>Хорошо умеет применять методы и средства познания для интеллектуального развития, повышения культурного уровня; самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас.</p>	
			<p>Продвинутый уровень</p>	<p>Умеет применять методы и средства познания для интеллектуального развития, повышения культурного уровня; самостоятельно совершенствовать устную и письменную речь, пополнять</p>	

				словарный запас на высоком уровне.	
		<p><b>Владеть:</b>  - методикой составления суждения в межличностном деловом общении на иностранном языке, с применением адекватных языковых форм и средств;  - навыками деловой переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке;</p>	Пороговый уровень	Частично владеет методикой составления суждения в межличностном деловом общении на иностранном языке, с применением адекватных языковых форм и средств; навыками деловой переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке;	<p><b>Блок С</b>  - задания практико-ориентированного уровня:  – комплект тем для проектной работы.</p>
			Базовый уровень	Хорошо владеет методикой составления суждения в межличностном деловом общении на иностранном языке, с применением адекватных языковых форм и средств; В2 - навыками деловой	



				переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке;	
			Продвинутый уровень	методикой составления суждения в межличностном деловом общении на иностранном языке, с применением адекватных языковых форм и средств; В2 - навыками деловой переписки с учетом особенностей стилистики официальных писем и социокультурных различий и ведения деловых переговоров на иностранном языке.	

## **РАЗДЕЛ 2. Задания, необходимые для оценки планируемых результатов обучения по дисциплине**

Для проверки сформированности компетенции **УК-4**. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке российской федерации и иностранном(ых) языке(ах)

**ИУК-4.1.** Использует различные формы, виды устной и письменной коммуникации на русском и иностранном(ых) языке(ах), использует языковые средства для достижения профессиональных целей

## **Блок А. Задания репродуктивного уровня («знать»)**

### **А.1 Комплект тем на коллоквиум**

1. Present Simple
2. Past Simple
3. Future Simple
4. Present Continuous
5. Past Continuous
6. Future Continuous
7. Present Perfect
8. Past Perfect
9. Future Perfect
10. Future in the Past
11. Reported Speech
12. Passive Voice
13. Complex Object
14. The Gerund
15. The Infinitive
16. Modal Verbs
17. What is accounting?
18. What makes a good accounting?
19. In your opinion what one should know to be a good accountant?
20. How can a business be started?
21. Is it difficult to discuss terms of delivery with your business partner?
22. Russian economic relations with many countries of the world.
23. Is it difficult to start business in Russia?
24. What country are you going to visit?
25. Have ever been abroad?
26. What language do you speak when you go on business trips?
27. Have you ever made a reservation in the hotel?
28. What countries do our businessmen prefer to cooperate?
29. Imagine that the hotel you arrived in is overbooked. What would you do?
30. Have you ever written any business letters?
31. What information should be in the business letter?
32. What documents are necessary to open an account?
33. What documents are necessary to make payments?
34. What does the U.K. mean?
35. Where is the U.K. situated?
36. What parts does Great Britain consist of?
37. What places of interest in England do you know?
38. Where does the introduction begin and finish in the letter?
39. Where does the body begin and finish in the letter?
40. Where does the conclusion begin and finish in the letter?

41. What kind of words/phrases are not used in business letters?  
 42. What is specific about writing dates?

**Блок В. Задания реконструктивного уровня («уметь»)**

**В.1 Комплект заданий на развитие лексико-грамматических навыков**

**1. Read and translate the text. Find a conditional sentence in it, state its type.**

In the past, financial management was not a major concern for a business. The bank handled the financing and the company took care of producing and selling.

Today only a few firms operate in this way. They negotiate terms of financial transactions, compare rates among competing financial institutions. Financial management begins with the creation of a financial plan.

The financial manager develops and controls the financial plan. He also forecasts the economic conditions, the company's revenues, expenses and profits.

The financial manager's job starts and ends with the company's objectives. The financial manager compares the expenses involved to the revenues. It helps him to predict cash flow. The available cash consists of beginning cash plus customer payments and funds from financing.

The financial manager plans a strategy to make the ending cash positive. If cash outflow exceeds cash inflow, the company will run out of cash. The financial manager can trim expenses or ask the customer to pay faster.

The financial manager also chooses financial techniques. Another one is long-term financing.

**2. Give Russian equivalents to the following word combinations:**

to establish relations; to handle the financing; to take care of producing and selling; to negotiate terms of financial transactions; the inflow and outflow of money; to forecast the economic conditions; to determine the funding; to predict cash flow; beginning cash; to make the ending cash positive; to run out of cash; to trim expenses; financial techniques

**3. Match a word from A with a word from B to make phrases.**

A	B
1) to handle 2) to negotiate 3) to forecast 4) to run out of 5) to trim 6) to make the ending cash 7) to establish 8) the inflow and outflow 9) to determine 10) to compare	a) of money b) positive c) the funding d) rates e) the financing f) terms of financial transactions g) expenses h) the economic conditions i) cash j) relations

**4. Put the verbs into the correct form. Translate the sentences.**

- We (*not/use/earn*) much but everything has changed after a successful advertising campaign.
- It took me a long time to (*get/use/make*) decisions on my own.
- I (*not/get/use*) to the new system yet.
- There (*use/be*) a factory on this corner but it was knocked down.

5. It's completely different from what people (*use*).
6. I'm the boss. I'm not (*use/be*) told what to do.
7. They always (*use/ring*) me and say what they were doing.
8. I'm tired — I (*use*) to these late nights.
9. Where (*use/live*) before you moved here?
10. I (*not/use/like*) him, but now we're good friends.
11. It took weeks to (*get/use/have*) someone else around.
12. Customers (*not/use/want*) to shop from home but that's in the past.
13. Deborah (*use/work*) on difficult assignments and she copes with them excellently.

### 5. Fill in the gaps

1. Many companies are running out ... money.
2. Towards the end of the 20th century, business management came to consist ... six separate branches.
3. The company used to take care ... the financing.
4. The life of the product ends ... the decline in its sales.
5. The government was criticized for the way it handled ... the crisis.
6. The company is negotiating ... a new contract with the union.
7. A computer can store a vast amount ... information.
8. Analysts are forecasting ... an increase in profits of up to 16%.
9. The results are then compared ... the results of previous studies.
10. We need to trim ... the budget by a further £5mln.

### 6. Oral speech practice. Answer the following questions

1. Why didn't financial management use to be a major concern for a business?
2. Who handles the financing nowadays?
3. What is a financial plan?
4. What is the financial manager guided by in his work?
5. How does the financial manager determine the funding?
6. What financial techniques are there?

### 7. Indicate for the following organizations whether they are considered to be companies or non-profit organizations:

**Длительность выполнения задания – 5 мин.**

- a. Energy supplier Eneco.
- b. Municipal police.
- c. The Dutch railway company.
- d. Technical University In Holland.
- e. The Red Cross.

### 8. Match up these terms with definitions.

**Длительность выполнения задания – 10 мин.**

1. cash card	a) doing banking transactions by telephone or from one's personal
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	computer; linked to the bank via a network.
2. cash dispenser	b) a loan; usually to buy property; which serves as a security for the loan.
3. credit card	c) one that generally pays little or no interest; but allows the holder to withdraw his or her cash without any restrictions.
4. home banking	d) an arrangement by which a customer can withdraw more from a bank account than has been deposited in it; up to an agreed limit; interest on the debt is calculated daily.
5. loan	e) a plastic card issued to bank customers for use in cash dispensers.
6. mortgage	f) an instruction to a bank to pay fixed sums of money to certain people or organizations at stated times.
7. overdraft	g) a computerized machine that allows bank customers to withdraw money; check their balance etc.
8. standing order	h) one that pays interest; but usually cannot be used for paying cheques; and on which notice is often required to withdraw money.
9. current (UK) or checking (US) account	i) a card which guarantees payment for goods and services purchased by the cardholder; who pays back the bank or finance company at a later date.
10. deposit (GB) or time/notice (US) account	j) a fixed sum of money on which interest is paid; lent for a fixed period; and usually for a specific purpose.

**9. The expressions below are all used to describe unusual or difficult conditions in banking. Match the words with the correct definitions.**

1. bear squeeze	a) a policy barrier between the trust department and the rest of the bank to prevent inside information from being released to other departments.
2. dirty-float	b) money which is moved out of a country in the case of a political or economic crisis.
3. problem bank	c) a warning that something may not be right when reviewing a credit application.
4. belly up	d) a corporation or lender which is unable to pay its obligations or creditors.
5. red flag	e) a series of sudden cash withdrawals caused by lack of confidence or fear that a bank may be in trouble.
6. bank run	f) the official intervention by central banks in the FX markets to force currency speculators who are short-selling a currency to cover their position.
7. Chinese wall	g) a bank with a high ratio of non-performing loans to its total capital.
8. rubber cheque	h) a cheque which is drawn on an account with insufficient funds to cover it.

9. flight capital	i) a foreign exchange rate which is influenced by market intervention by the country of issue's monetary body.
10. watch list	j) a list of banks which are in danger of bankruptcy or suspected of having financial troubles.

**10. Supply the prepositions where necessary**

The Nature of Banking.

The nature \_\_\_\_ banks can best be understood \_\_\_\_\_ examining both their long-established functions and new emerging roles. The former include the provision of payment services and intermediation services. The latter include the merging \_\_\_\_\_ investment and commercial banking activities. The banking firm is recognized as a major force \_\_\_ the financial markets. As intermediaries they collect the deposits of the household sector, held \_\_\_ the form of demand and savings deposits, and recycle them \_\_\_\_\_ real investment capital. They perform maturity transformation - lending long and borrowing short. Banks provide the real sector \_\_\_\_\_ funds, the major source of financing for the industrial sector. Besides, banks are viewed now as evaluators of investment opportunities available \_\_\_\_\_ both the primary and secondary markets. The bank's role is to screen potential projects, to determine expected return and risk \_\_\_\_\_ the \_\_\_\_\_ not-always-objective data presented \_\_\_\_\_ the demanders of funds.

What differentiates banks from other financial intermediaries? First, banks issue liabilities that are media of exchange in that the transactions velocities of chequable deposits tend to be much higher than the transactions velocities of other assets. Second, banks differ \_\_\_\_\_ other financial intermediaries with regard \_\_\_\_\_ the nature of the assets they hold. While most of the assets held \_\_\_\_\_ mutual funds are publicly traded, bank assets tend not to be traded \_\_\_\_\_ securities markets.

**11. Match the definitions on the right to the words on the left. There are TWO definitions you will not need.**

<ul style="list-style-type: none"> <li>1. bond</li> <li>2. insurance</li> <li>3. bankrupt</li> <li>4. stock</li> <li>5. deposit</li> <li>6. interest</li> <li>7. account</li> <li>8. loan</li> <li>9. withdraw</li> <li>10. circulation</li> </ul>	<ul style="list-style-type: none"> <li>a) to go out of business</li> <li>b) to take money out of an account</li> <li>c) movement</li> <li>d) document that shows that the government will pay back money it has lent from you</li> <li>e) to put money in a bank</li> <li>f) the extra money you get for giving a bank money</li> <li>g) a small plastic card that lets you buy things</li> <li>h) the money you pay to a company in case something bad happens</li> <li>i) place where you keep your money</li> <li>j) money you borrow from a bank</li> <li>k) share of a company</li> </ul>
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	1) the money you get every month for doing your job
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## 12. Give Russian equivalents

**Длительность выполнения задания – 5 мин.**

On deposit, to borrow money, to process checks, to provide a service for, deposit accounts, foreign currency accounts, for depositing cash, to make loans, commercial banks, state banks, are supervised by, are chartered by, Federal Reserve System, national banks, to hold membership in, manufacturers, trust accounts, state-chartered banks.

## 13. Give English equivalents

**Длительность выполнения задания – 5 мин.**

Выписывать чеки на сумму по вкладу, иметь деньги на счету, брать деньги заем, обрабатывать чеки, давать деньги в долг, депозитный счет, счет заработной платы, предоставлять ссуду, коммерческий банк, банк штата, сберегательный счет, депонировать чеки и наличные, заемный счет, счет в иностранной валюте, выплачивать процент, банковская рабочая книжка, Федеральная Резервная Система, национальный банк, учреждать и контролировать; банк, учрежденный штатом; присоединиться к Федеральной Резервной Системе.

## 14. Complete the sentences with prepositions and retell the text

**Длительность выполнения задания – 10 мин.**

Bank is one \_\_\_\_\_ many financial institutions which performs a variety \_\_\_\_\_ services such as lending, borrowing, caring \_\_\_\_\_ money, acting as a depository \_\_\_\_\_ valuables, financing business operations and so on. Banks may be chartered under the laws \_\_\_\_\_ the state \_\_\_\_\_ which they are located, or \_\_\_\_\_ the National Bank Act. In the latter case, the bank is permitted to use the term national bank \_\_\_\_\_ its title. Bank which occupies a central position \_\_\_\_\_ the monetary and financial system \_\_\_\_\_ the country \_\_\_\_\_ which it operates is called Central bank. Usually it is controlled \_\_\_\_\_ the government and has power to issue currency and supervise other banks. The nearest thing \_\_\_\_\_ a central bank \_\_\_\_\_ the USA is the Federal Reserve System.

## 15. Read the text. Guess what words are need to fill in the gaps

**Длительность выполнения задания – 15 мин.**

Federal Reserve System is (1) \_\_\_\_\_ in the United States, the "Fed", established by the Federal Reserve Act of 1913 and comprising the 12 district Federal Reserve Banks and their 24 branch offices, the Federal Reserve Board of Governors in Washington, D.C, the Federal Open Market Committee, the Federal Advisory Council, and member banks owning stock in the Federal Reserve Bank in their region. (2) \_\_\_\_\_ have the option of becoming (3) \_\_\_\_\_ although only about 1,100 state chartered banks have done so. As its name implies, the Federal Reserve System is a federal (4), \_\_\_\_\_ with operational responsibilities shared by the Board of Governors and the 12 regional banks. The Federal Reserve System regulates the cost and availability of (5) \_\_\_\_\_ through monetary policy

decisions of the Federal Open Market Committee; sets the (6) \_\_\_\_\_ banks pay when borrowing from a Federal Reserve Bank; approves interstate banking mergers; supervises bank holding companies, and oversees (7) \_\_\_\_\_ through agreements with other central banks.

### 16. Test. Fill in the gaps choosing the word from the box

account	advice	aid	circulation	commercial	deposit	development
financial	individuals	insurance	interest	loan	raise	reserve
responsible	services	stocks	withdraw			

A bank is a place that works with money. If you want to save your money you can \_\_\_\_\_ it in a bank \_\_\_\_\_ and get \_\_\_\_\_ for it. If you want to buy a house or a new car a bank offers you a \_\_\_\_\_ that you can pay back within months or years. Banks also give businesses the money they need to grow and expand.

Today's banks offer their customers a large range of \_\_\_\_\_. They operate ATMs where you can \_\_\_\_\_ money, even if the bank is closed. A credit card is a piece of plastic that allows you to buy things all over the world. Most banks give you \_\_\_\_\_ on how to get the most out of your savings. They deal with \_\_\_\_\_ and bonds, some of them even offer \_\_\_\_\_ policies.

There are different types of banks. \_\_\_\_\_ banks are among the most important. Everyone can open an account or borrow money from them. Investment banks normally do not work with money from \_\_\_\_\_. They help organizations and large businesses \_\_\_\_\_ money on the international \_\_\_\_\_ markets.

Central banks control the \_\_\_\_\_ of money in a certain area. The European Central Bank in Frankfurt is \_\_\_\_\_ for the value of the Euro, the Federal \_\_\_\_\_ bank controls circulation and the value of the US dollar.

\_\_\_\_\_ banks help Third World countries not only with loans but also send \_\_\_\_\_ workers and give them

### 17. Translate into Russian:

profit and loss statement  
balance  
balance sheet  
trading profit  
depreciation  
rent received  
interest paid  
profit before tax  
profit retained



assets  
liabilities  
accounts receivable  
accounts payable

### 18. Choose the right variant

1. Profit and Loss Statement shows
  - a) how business may grow in future
  - b) the net worth or book value of the company
  - c) the income or loss of the company for the period
  - d) petty cash of the company
2. Profit and Loss Statement is made on the basis of
  - a) accounts of the Ledger
  - b) Balance Sheet
  - c) auditors report
  - d) deposit accounts
3. Trial Balance is prepared by
  - a) Accountants
  - b) Bookkeepers
  - c) Auditors
  - d) Controllers
4. Balance Sheet shows
  - a) how business may grow in future
  - b) the net worth or book value of the company
  - c) the income or loss of the company for the period
  - d) petty cash of the company
5. Profit and Loss Statement is prepared
  - a) before Trial Balance
  - b) after Trial Balance
  - c) simultaneously with Trial Balance
  - d) before the end of the year

### 19. Crack a code.

Thevambookpakeepvamerpadealsvaminpacashvamflowpa, cashvamrepaceiptsvam,  
cashpadisvambursepamentsvam.

Heparevamcordsvamappparovampriapatevamfipaguvamrespainvamthepabooksvamofpao  
vamripagivamnlpavmrypa,

thenvamhepapoostsvamthepatovamtalspaofvamthepabookvamofpathevamoparivamgipana  
lvamentparyvaminpatovamthepaprovamperpapavamgepaofvamthepaLedvamgerpa.

ThevamLedpagervamshowspaallvamthepaeavvamningspaandvamexpapenvamdipaturesv  
amofpathevamcompapavamnypa.

OnvamthepabavamsispaofvamthepaLedvamgerpathevambookpakeepvamerpaprevampap  
aresvamapaTrivamalpaBavamlancepa.

Thevamaccopaunvamtantpadevamterpaminesvamthepawaysvamofpaexvampanpasionva  
mofpathevamcompapavamnypa.

(0.1 point for each word including articles and prepositions)

**20. Test. Match professions (1 - 10) with corresponding definitions (a - j):**

- |                    |   |
|--------------------|---|
| 1) a marketera.    | a) a person or an organization that promotes and sells products and services in a certain market  |
| 2) a managerb      | b) a student of or an expert in economics   |
| 3) an accountant   | c) a person whose job is to collect taxes   |
| 4) a book – keeper | d) a person who is employed to control, organize and direct part or all of a business or organization   |
| 5) a financier     | e) a person who audits accounts   |
| 6) an auditor      | f) a person whose job is to sell goods  |
| 7) a salesperson   | g) a person whose job is recording business transactions  |
| 8) an economist    | h) a person engaged in financing businesses, etc on a large scale   |
| 9) a tax inspector | i) an owner, a director or a manager of a bank  |
| 10) a banker       | j) professionally trained person whose job is to keep and check the financial records of an organization or to advise people on income, spending, tax, etc. |

**21. Complete the sentences with the best verb.**

In my job I have to ...

**advise answer serve**

- 1 \_\_\_\_\_ customers on their choice of financial products
- 2 \_\_\_\_\_ customers who need cash or to make payments
- 3 \_\_\_\_\_ telephone enquiries

**analyse forecast set**

- 1 \_\_\_\_\_ what will happen to consumer demand for the next twelve months
- 2 \_\_\_\_\_ the financial results for last year
- 3 \_\_\_\_\_ a budget for spending in each department

**borrow issue lend raise**

- 1 \_\_\_\_\_ shares or bonds
- 2 \_\_\_\_\_ capital by issuing shares on the financial markets
- 3 \_\_\_\_\_ money to customers
- 4 \_\_\_\_\_ money from the banks in short -term loans

**investigate manage prepare**

- 1 \_\_\_\_\_ the accounts at the end of each quarter
- 2 \_\_\_\_\_ the accounts to check for accuracy
- 3 \_\_\_\_\_ the cash in our current accounts.

**22. Match the phrasal verbs in A with their formal equivalent in B.**

## A

I'd like you to ...

1. ... go through the figures for last year.
2. ... fill in these client application forms.
3. ... put together some figures for us.
4. ... break down the figures by region.
5. ... deal with the problem now.
6. ... work out the cost of building a new warehouse.

## B

- a) prepare from different sources
- b) calculate
- c) complete (a document)
- d) separate items into their parts
- e) examine
- f) resolve

### 23. Give Russian equivalents

The flip side of, put effort into building deposits, to have funds available, to fuel the economy, to put money into circulation, in the form of savings, terms and conditions, sales receipts, may be stretched over a period, to make the down payment, to use the property as security, to span a period, fluctuating interest rates, a liability to the purchaser, to set funds aside, to meet claims, against the letter of credit, to guarantee payment, to draw \$20,000 against the letter of credit, to reimburse them, letter of credit account, on behalf of its customer, payable by the issuing bank, trade financing, is forwarded to a correspondent bank, to become credit obligations of the accepting bank, irrevocable letter of credit, can be amended at any time, correspondent will honor drafts, contingent (future) obligation, under the terms of a contract, off-balance sheet liabilities, back-to-back credit, the import agent's commission.

### 24. Give English equivalents

Обратная сторона, пускать деньги в обращение, финансовое учреждение, в форме накоплений, ссуды выдаются на разный срок, краткосрочная ссуда, долгосрочная ссуда, выплата растягивается на пять лет, банкам разрешили выдавать ссуды под недвижимость, делать первый взнос, использовать имущество в качестве залога, колеблющиеся процентные ставки, являются для покупателя долговым обязательством, откладывать средства, выплатить деньги по аккредитиву, дорожный чек, получить деньги по чеку, по частям, купить оборудования на \$25,000; выдать аккредитив на \$25,000; получить \$20,000 по аккредитиву; компенсировать, вернуть сумму; операция завершена, гарантируют оплату третьей стороне, торговый аккредитив, аннулировать аккредитив, вносить изменения в аккредитив, по условиям контракта, компенсационный аккредитив.

### 25. Explain the meaning of the words given below

To put money into circulation, cyclical activity, a short-term loan, a long-term loan, to make a down-payment, to use property as security, fluctuating interest rates, to be

negotiated on a piecemeal basis, to draw a sum against a letter of credit, to reimburse somebody.

## 26. Translate the words in italics into English

Legally, a loan is a contract between the заемщик и кредитор. The сроки и условия for a payment of a loan, including процентная ставка, are specified in a loan agreement. A loan may be payable on demand, in equal ежемесячные взносы (an installment loan), or they may be good until further notice or due at maturity (a time loan). There are various methods lenders use to categorize loans, both for internal control and for reporting lending activity to governmental agencies, for example, classification by сроки платежа, industry, залог, and type of borrower. Bank loans are normally classified by: (1) коммерческие and industrial loans to business organizations; (2) межбанковские ссуды, which are mostly federal funds transactions, from one bank to another; (3) loan participations, or loans to a single borrower shared by several banks; (4) real estate loans, which may be subdivided into construction loans and long-term ипотечный кредит; and (5) loans to consumers, such as auto loans and other forms of consumer installment credit.

## 27. Fill in a preposition to complete the sentence:

- (1) If you owe money, you are \_\_\_ debt.
- (2) If you have a savings account, you are keeping your money \_\_\_ the bank.
- (3) If you take money out of your bank account, you are withdrawing funds \_\_\_ your account.
- (4) If you move money from a savings account to a chequing account, you are transferring funds \_\_\_ chequing.

## 28. Match English words with Russian equivalents

- |                     |                           |
|---------------------|---------------------------|
| 1. Fixed            | a. сделка                 |
| 2. Exchange rates   | b. валюта                 |
| 3. Currency         | c. переоцененный          |
| 4. Promissory note  | d. недооцененный          |
| 5. Overvalued       | e. соглашение             |
| 6. Undervalued      | f. пенсионный фонд        |
| 7. Agreement        | g. фиксированный          |
| 8. Float a currency | h. обменный курс          |
| 9. Transaction      | i. вводить плавающий курс |
| 10. Pension fund    | j. долговое обязательство |

## 29. Match the beginning of the sentences (1-6) with their parts (a-f)

**Длительность выполнения задания -7 минут**

- |                                   |   |
|-----------------------------------|---|
| 1. To 'peg' a currency against    | A. the amount of a country's money that |
| 2. A clean floating exchange rate | something means to residents were able  |

- |  |  |
|--|--|
| <p>3. Exchange controls used to limit</p> <p>4. Speculators buy or sell currencies</p> <p>5. Market forces' means</p> <p>6. Hedging' means</p> | <p>to change into foreign currencies.</p> <p>B. fix its value in relation to it.</p> <p>C. make a profit by making capital gains or by investing at higher interest rates</p> <p>D. is determined by supply in order to and demand.</p> <p>E. trying to insure against favourable price movements by way of futures contracts.</p> <p>F. the determination of price by supply and demand (the quantity available and the quantity bought and sold)</p> |
|--|--|

**30. Read paragraphs A and B, determine the function of the verb «to be»**

Between 1944 and 1971, many currencies pegged against the US dollar, i.e. their parities with the US dollar fixed. In this period, a US dollar was a promissory note issued by the United States Treasury. Under this system, overvalued or undervalued currencies could only be adjusted with the agreement of the International Monetary Fund. Such adjustments are called devaluations and revaluations. Gold convertibility was replaced by a system of floating exchange rates.

(Today, the US dollar - the unofficial world currency - merely a piece of paper on which is written 'In God We Trust.' God, not gold!) A freely (or clean) floating exchange rate determined purely by supply and demand. Theoretically, in the absence of speculation, exchange rates should reflect purchasing power parity the cost of a given selection of goods and services in different countries. Yet they underestimated the impact of speculation, and the fact that companies and investors frequently follow short-term money market trends even if these contrary to their own long-term interests.

**31. Find sentences in Passive Voice and translate them**

For weeks, all the world's financial institutions and rich individuals had been selling their pounds, as everyone except the British Government believed that the pound seriously ever since it joined the ERM in 1990. When the British central bank ran out of reserves and could no longer buy pounds, the currency from the ERM and to float, instantly losing about 15% of its value against the D-mark.

The next year, speculators attacked five other European currencies, and the European Monetary System. It later in a looser form. (Since exchange controls, currencies including the US\$ and the ? sterling have in turn appreciated by up to 100% and then depreciated by more than 50% against the currencies of major trading partners.)

**V.2 Комплект тестовых заданий по дисциплине**

## Tect 1

1.Accounts... refers to the money that is owed to the company by its clients/customers.			
a)receivable	b) receptive	c) respected	d) restricted
2.Another word for accounting is...			
a)finance	b) bookkeeping	c) money counting	d) auditing
3.An accounting period is a period of time over which ...are calculated.			
a)prophets	b) profiteering	c) profits	d) profit
4.Bank customers who are not business customers are called....customers			
a)personal	b) individual	c) general	d) total
5.A device which the retailer uses to receive electronic payments is called...			
a)an ATM	b) a cash machine	c) an electronic purse	d) an automat
6.The bank granted a loan for a two-year...			
a)repayment	b) time	c) term	d) condition
7.The customer signed the contract to show that he ...the terms and conditions.			
a)admitted	b) accepted	c) received	d) assessed
8.Banks which provide basic services to individuals and businesses through their branch network are called ...			
a)high street banks	b) merchant banks	c) commercial banks	d) central banks
9.To accrue means to accumulate or ...			
a)to decrease	b) to regret	c) to increase	d) to multiply
10.My house has... (= increased in value) by 10% in the past 9 months			
a)appreciated	b) depreciated	c) approximated	d) grew
11.All the expenses on your balance ...are called liabilities			
a)sheet	b) paper	c) note	d) card
12.These expenses which occur regularly are called...			
a)pragmatic	b) prodigal	c) periodic	d) long term
13.Possessions acquired by a company for long-term use (e.g. buildings) are called...			
a)long-term assets	b) current assets	c) tangible assets	d) continuous assets
14.Unearned Revenues is such kind of account as...			
a)assets	b) liabilities	c) owner's equity	d) current assets
15.The financial document that reports the revenues and expenses for a period of time such as a year or a month is the...			
a)balance sheet	b) income statement	c) statement of cash flows	d) loss statement
16. I ..... our profits for the previous accounting period.			
a)called	b) gathered	c) calculated	d) took
17. Your job will be to .....and maintain financial records.			
a)promise	b) prepare	c)make	d) get
18. An accounting period is a period of time over which			

a) prophets	b) profits	c) profiteering	d) prophecy
19. Accounts ..... refers to the money that is owed to the company by its clients/customers.			
a) receivable	b) receptive	c) received	d) respected
20. To accrue means to accumulate or .....			
a) decrease	b) regret	c) increase	d) decree
21. My house has _____ (= increased in value) by 10% in the past 9 months.			
a) appreciated	b) depreciated	c) depressed	d) approximated
I indicated all the accrued expenses on your balance _____.			
a) sheet	b) paper	c) page	d) note
These expenses are typically _____. (= they occur regularly)			
a) pragmatic	b) practical	c) prodigal	d) periodic
Another word for accounting is _____.			
a) finance	b) bookkeeping	c) business	d) money counting
A good accountant will help you keep _____ of your business's finances			
a) track	b) trace	c) score	d) path

## Tect 2

1. What is the average rate on savings accounts?		
5 percent	13 percent	0.5 percent
2. Retail banks are financial institutions that serve		
Investors	Customers	Banks
3. The history of modern banking begins in:		
Italy	France	The United Kingdom
4. The following terms are used for a deposit account, except for:		
Money market account	Current account	Savings account
5. The largest bank in the world in terms of capitalization is:		
Bank of America	The Industrial and Commercial Bank of China	Wells Fargo
6. Central banks have different functions such as:		
Monetary functions	Economic functions	All listed
7. What is the main difference between banks and credit unions?		
The latter are community-focused	Banks offer lower interest rates	Credit unions offer more services
8. In ancient Mesopotamia the _____ served as banks:		
Temples	Courts	Palaces
9. Customers who open a regular savings account are usually paid interest:		
Quarterly	Monthly	Annually

10. The oldest financial institution in existence is:			
Monte dei Paschi di Siena	Bank of America	CIBC	
11. The going ..... for the job is \$ 7 an hour.			
pay	price	rate	wage
12. When you buy a house you can claim tax ..... on the mortgage.			
aid	assistance	benefit	relief
13. Inflation is the first problem that the new government will have to .....			
clasp	grasp	seize	tackle
14. Mr Teenager's ..... will be held in trust for him until he is 21. Then he will be free to spend it.			
dowry	heirloom	heritage	inheritance
15. When the company was declared bankrupt, all its fixed ..... were claimed by its creditors.			
assets	benefits	sums	funds
16. Our country has never had a large ..... in its balance of payments.			
abundance	addition	overflow	surplus
17. Miss Cheating is in trouble because she has not paid her National Insurance ..... for ten years.			
contributions	subscriptions	subsidies	tributes
18. People in financial difficulties sometimes fall ..... to unscrupulous money lenders.			
fool	prey	sacrifice	scapegoat
19. Because Mr Sacked has just lost his job, his aunt's legacy came as a useful .....			
advantage	benefit	profit	windfall
10. The government has introduced ..... currency controls which will make it more difficult to holiday abroad.			
extreme	striking	stringent	strong
21. If you don't complete your income tax ....., you may have to pay more than is necessary.			
account	document	report	return
22. As a result of increased productivity, the workers received a ..... pay increase.			
fundamental	palpable	substantial	tangible
\$ 150? \$250? Let's ..... the difference and say \$200.			
agree	avoid	decrease	split
24. Newly ..... coins always look clean and shining.			
minted	moulded	pressed	printed
25. For some jobless people, joining the ..... queue is a humiliating experience.			
benefit	dole	grant	ration

### **V.3 Комплект контрольных работ**

#### **Test paper 1**



LANGUAGE

**A Complete the text with the correct form (past simple, past continuous or present perfect) of the verbs in brackets.**

I (1)\_\_\_\_\_ (be) a manager for the past ten years but I (2)\_\_\_\_\_ (not study) management at university. My degree is in history. While I (3)\_\_\_\_\_ (work) on my degree, I (4)\_\_\_\_\_ (become) interested in computer software, specifically in interactive software for teaching. So when I (5)\_\_\_\_\_ (finish) university, I (6)\_\_\_\_\_ (take) a job in IT. At that time, the company (7)\_\_\_\_\_ (develop) interactive software for teaching history to primary school students. It (8)\_\_\_\_\_ (be) the perfect job for me. I (9)\_\_\_\_\_ (work) for the same company for my entire career and I couldn't be happier with my job.

**B Complete the sentences with words from the box.**

forward	out	part
---------	-----	------

- 10 Did you take Mr Wei \_\_\_\_\_ for a meal?  
11 The entire team took \_\_\_\_\_ in a training day last week.  
12 We're looking \_\_\_\_\_ to doing business with you.

VOCABULARY

**A Complete the text with words from the box.**

balance	deadline	environment	life	lifestyle	need
opportunity	workaholic				

I'm a freelance accountant and bookkeeper for small businesses so obviously I meet a (13)\_\_\_\_\_ that every business has. When I tell people what I do, they often say, 'Oh, I guess you love the freelance (14)\_\_\_\_\_ ! You can work whenever you choose!' I usually just smile and agree but, actually, for a freelancer, finding the right work-life (15)\_\_\_\_\_ is difficult. When a job comes along, I have to take advantage of the (16)\_\_\_\_\_ and accept the work, even if I'm already busy. If I have an important (17)\_\_\_\_\_ to meet, I often start work at 8:00 in the morning and finish at 8:00 at night. This usually happens near the end of the tax year. Fortunately, I don't work twelve hours every day all year long – I'm not a (18)\_\_\_\_\_. I have a family and a lot of interests outside of work. Overall, my quality of (19)\_\_\_\_\_ is really good. I have a small, comfortable office in my home and I really like being in control of my working (20)\_\_\_\_\_.

**B Choose the best word to complete the sentences.**

- 21 I had a very heavy (work / workload) last month but this month it isn't too bad.  
22 I don't print most e-mails because my company is trying to (reduce / raise) waste in the office.  
23 Manufacturing companies now do more to (extend / protect) the environment than they did in the past.  
24 For business dinners with only five or six people, I like the (cosy / medium) atmosphere of our local Japanese restaurant.  
25 Lunch meetings need to be very quick so I always choose a restaurant that I know will have (efficient / local) service.

- 26 I never drink wine or beer at a business dinner. In fact, I always just order (alcohol-free / tap) water.
- 27 Can you recommend a hotel that has meeting rooms for hire at (reasonable / draught) prices?
- 28 We don't want to spend too much time getting to the conference venue so let's choose somewhere with a (vintage / convenient) location.

#### SKILLS

#### **A Match the sentences (29–35) with the responses (a–g).**

- 29 How's business?
- 30 Would you like to have dinner with us next Friday evening?
- 31 Do you mind if I take a brochure?
- 32 Liz, have you met Dmitri?
- 33 Beatta, this is Layla.
- 34 How do you feel about Duncan's suggestion?
- 35 What do you mean by a slight pay increase?
- a) Help yourself.
- b) Pleased to meet you.
- c) I mean three to five per cent.
- d) We're having a great year.
- e) Yes, I have. Good to see you again!
- f) Thank you very much for asking but I'm afraid I can't make it then.
- g) I totally agree.

### Test Paper 2

#### LANGUAGE

#### **A Choose the correct word or phrase to complete the sentences.**

- 1 (Would / Could) you like something to eat?
- 2 Listen! Is that Alicia playing? She (would / can) play the piano very well!
- 3 (Could / Can) you speak Spanish before you lived in Argentina?
- 4 Hello, this is Darren speaking. (Would / Can) I help you?
- 5 It's raining. (Can / Would) you like to borrow my umbrella?
- 6 This is the employees' car park so don't park here. Visitors (have to / shouldn't) park in the visitors' car park.
- 7 You (should / shouldn't) learn some Japanese if you're going to do business in Japan.

#### **B Complete the sentences using the correct form (present simple or present continuous) of the verb in brackets.**

- 8 Mariela \_\_\_\_\_(visit) a client this morning but she'll be back in the office this afternoon.

- 9 I always \_\_\_\_\_ (have) my mobile phone switched on.
- 10 Luke usually \_\_\_\_\_ (practise) a presentation several times before he gives it.
- 11 The photocopier in my office \_\_\_\_\_ (not work) today. Can I use yours?
- 12 The business is doing very well at the moment. We \_\_\_\_\_ (open) a new store every month.

## VOCABULARY

### A Complete the text with words from the box.

a living	a subsidiary	company	ladder	move	office
opportunities	parent company				

Fawaz makes (13) \_\_\_\_\_ as an accountant in the Finance Department of a multinational engineering (14) \_\_\_\_\_. Every business needs accountants so there are a lot of career (15) \_\_\_\_\_ for Fawaz. 'I'm climbing the career (16) \_\_\_\_\_,' he says. 'I want to be a manager.' Right now, he works in (17) \_\_\_\_\_ in Bahrain. He works hard because he wants a promotion. 'I need \_\_\_\_\_ more experience' he says. He's hoping for a big career (18) \_\_\_\_\_ : a job in \_\_\_\_\_ the UK. 'The (19) \_\_\_\_\_ has its head (20) \_\_\_\_\_ in London,' \_\_\_\_\_ he says. 'I study English every day because I want a job there.'

### B Choose the correct word to complete the sentences.

- 21 When a company announces good results, often its (share / turnover) price increases.
- 22 Our (return / net) profit is lower this year because sales are down.
- 23 We're offering interest-free (stock / credit) this month for first-time buyers.
- 24 We give customers a full (guarantee / refund) if they return an unused product within 30 days.
- 25 Can you give me a 10 per cent (discount / delivery) if I buy in bulk?
- 26 There's usually a 14-day cooling-off (period / supplier) for financial products.
- 27 Most supermarkets offer a (warehouse / loyalty card) scheme with reward points.
- 28 Give me your credit card (details / manufacturer) and I'll send your order today.

## Блок С. Задания практикоориентированного уровня для диагностирования сформированности компетенций («владеть»)

### C1. Комплект кейс-задач.

#### 1. Case study

Elizabeth van Dam considers opening a small retail store, which will sell exotic tea varieties. She has the required expertise and is very knowledgeable on the subject of tea. However, she lacks the knowledge required to make an informed decision on the legal form of her new business. As her friend Egbert offers to participate in her plans, the legal forms that she can consider are sole proprietorship, a partnership and a limited liability company. Assist Elizabeth in her decision-making by creating an overview for the three

legal forms indicating the consequences with respect to: responsibility, continuity, disclosure requirements and fiscal position.

## 2. Case study

The opening capital of a private entrepreneur is 2,000 CU (Currency Units).

During Period 1 of trading he bought goods for 2,000 CU and sold  $\frac{3}{4}$  of the goods for 2,250 CU.

1. What cash flow (incoming and outgoing cash) did the entrepreneur have at the end of Period 1?

2. What profit did the entrepreneur receive at the end of Period 1?

3. How many assets did the entrepreneur accrue at the end of Period 1?

(Solution:

Cash Flow Statement (according to direct method): Opening cash balance for the period 2,000 CU + incoming cash 2,250 CU - outgoing cash 2,000 CU = cash balance at the end of period 250 CU

Income statement: Revenue (as per financial accounts) or sales 2,250 CU - costs (as per financial accounts) or cost of goods sold 1,500 CU ( $\frac{3}{4}$  of 2,000 CU) = profit 750 CU

Balance sheet: Assets Cash 2,250 CU Stock 500 ( $\frac{1}{4}$  of 2,000)

Total: 2750 CU Equity + Liabilities Opening capital 2,000 CU Profit 750 CU Total: 2,750 CU )

## 3. Case study

Company HTM, Ltd. has acquired, the 1st of January of X5, a portfolio of bonds that are intended to be held until maturity. The nominal value in the moment of acquisition was 500,000 €, with a discount at emission of 5%. The commission paid to the dealer at the acquisition was 100 €. The bond yields no interest and the reimbursement value, the 1st of January of X10, is 600,000 €.

REQUIRED: Register the operation in years X5, X6, X7 and X8, and indicate which the amortised cost of the financial asset is at the end of X8.

## 4. Case study

Company FP, Ltd has performed the following transactions with financial instruments: Year 200X-1: ) 30th of January: Acquisition of 1,000 shares of FCC at a price of 60.5 € per share. The shares are paid in cash. ) 31st of December: The market price of the FCC's shares is 65 €. Year 200X: ) 30th of June: The shares of FCC are sold in cash at a price of 68 €.

REQUIRED: Register the operations, considering the following options: A) The shares are classified by the company in the portfolio of "held for trading" financial assets. B) The shares are classified by the company in the portfolio of "available for sale" financial assets.

## 5. Case study

Company ECPN, Ltd. has performed the following operations with financial instruments: Year 200X-1: f 30th of June: Acquisition of 2 portfolios of shares of companies X and Y. The shares are paid in cash and bought with the purpose of holding them over the long term. The values of these equity holdings at that date are the following: o Shares of company X: 1,000,000 o Shares of company Y: 10,000 f 31st of December: The fair value of the equity holdings is the following: o Shares of

company X: 1,500,000 o Shares of company Y: 9,000 Year 200X: f 31st of December: The information regarding the equity holdings is the following: o Shares of company X: these shares are sold in cash at a price of 1,600,000 o Shares of company Y: fair value 9,500

REQUIRED: Register the operations.

## 6. Case study

The following information about transactions of company SCE, Ltd. is available: Year 200X-1: f 15th of January: During the year the company has sold a portfolio of shares of company Z classified as “available for sale” for a price of 18,000 € received in cash. The accounting value at the end of 200X-1 was 18,000 €. There were positive adjustments in value of 5,000 € for this asset that had been recognized directly in equity in year X-2. This was the only increase/decrease in value recognized for these stocks since its acquisition in year X-3. ) 30th of June: Acquisition of a portfolio of shares of company X for 15,000 €. The shares are paid in cash and classified by the company in the portfolio of “available for sale” financial assets. ) 31st of December: The fair value of the equity holdings (shares of company X) is 14,500 €. in 200X: ) 31st of December: The fair value of the equity holdings (shares of company X) is 13,000 €.

REQUIRED: ) Register the operations. ) Which is the value of the accounts “Long-term holdings in equity” and “Adjustments for changes in value” in the Balance Sheet at the end of 200X-1 and 200X?

## **C2. Комплект ролевых игр**

### 1. Role play

You are the manager and Student A is your assistant. Ask your assistant to do the tasks on your list.

1. Find out the grants available for building new factories.
2. Phone the human resources department for figures on pension costs.
3. Ask the bank to convert £200,000 into US dollars.

Now change roles. Student A is now your manager.

Listen to his / her requests, agree to help, and offer other help with one of the suggestions below.

1. Check the other customer accounts at the same time?
2. Get quotes from different companies?
3. Ask about borrowing or issuing shares?

### 2. Role play

*Make up and role-play the dialogues on the theme “Banking”*

(Use the following words and word combinations as a guide line)

ATM, teller, to open an account, ruble an currency account, savings account, cash, deposit, withdrawal, amount of money

### 3. Role play

Clients go into the bank and inquire about a financial product such as a credit card or a mortgage. The banker explains the financial products available at the bank. The client takes notes. Finally the client decides which product they will apply for.



**Profession:**  
You are a musician. You earn about \$2,000 a month or \$25,000 a year.


**Housing:**  
You don't own a house. You rent an apartment. Your monthly rent is \$600

**Car:**  
You don't own a car.

**Credit Cards:**  
You have a visa. You owe \$200 on your visa.

**Debts**  
You don't have any other debts.

**Instructions:**  
Visit your bank and:  
(1) Open an account.  
(2) Apply for a new credit card.  
(3) Apply for a new mortgage. You are moving into a larger house.  
(4) Apply for a loan to buy new equipment for your band.



**Profession:**  
You are a waiter. You earn about \$3400 a month. Last year you earned \$38,000.

**Housing:**  
You rent an apartment. Your monthly rent is \$700.

**Car:**  
You don't own a car.

**Credit Cards:**  
You don't have a credit card.

**Debts**  
You don't have any debts.

**Instructions:**  
Visit your bank and:  
(1) Open an account.  
(2) Apply for a new credit card.  
(3) Apply for a mortgage. You want to buy a house.  
(4) Apply for a loan to buy a car.

#### 4. Role play

You are one of the interviewers for the position of Marketing Manager. Candidate A is articulate, well-built, tall and has the qualifications required by your company. Meanwhile, Candidate B is an articulate person but is short, confident and bald but has the qualification, which exceeds your companies requirement. As a manger, what are the weaknesses of Candidate B that limit your choice in selecting him?

#### 5. Role play

The group is divided into "correspondents" and "international affairs experts." The chairperson's responsibilities include the announcement of opening the press conference open (closed), representation of the word acting, etc. organizational issues. "Correspondents" should ask questions "experts", i.e. actually take an interview.

#### 6. Role play

**Длительность выполнения задания – 20 мин.**

### **Role A — Overtime**

You think overtime is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, boredom or customers.

### **Role B — The Boss**

You think the boss is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): overtime, boredom or customers.

### **Role C — Boredom**

You think boredom is the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, overtime or customers.

### **Role D — Customers**

You think customers are the biggest stress for workers. Tell the others three reasons why. Tell them how their things can be less stressful. Also, tell the others which is the least stressful of these (and why): the boss, boredom or overtime.

## **7. Role play**

**Длительность выполнения задания – 20 мин.**

### **Role A – CNN New Products Director**

You have created a new product for CNN. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to CNN.

### **Role B – CNN Marketing Director**

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

### **Role C – CNN Market Researcher**

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

### **Role D – CNN Shareholder**

You know a lot about CNN's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.

## **Блок D. Задания для использования в рамках промежуточной аттестации**

### **D.1 Комплект устных тем на экзамен.**

1. My future profession.
2. Insurance in Russia.

3. The meaning of English in business communications.
4. The development of accounting Russia.
5. The development of accounting in UK.
6. Auditing.
8. Insurance in UK.
9. Balance sheet.
10. Profit and loss account.
11. The payroll of the company.
12. Various services of banks.
13. Russia's GDP.
14. The UK GDP
15. Taxation in Russia.
16. Taxation in the UK.

**ИУК-4.1.** Использует различные формы, виды устной и письменной коммуникации на русском и иностранном(ых) языке(ах), использует языковые средства для достижения профессиональных целей

#### **Блок А. Задания репродуктивного уровня («знать»)**

##### **А1 комплект тем для рефератов**

1. The history of financial management;
2. The essence of financial management;
3. China Construction bank
4. The history of the Federal Reserve System
5. Islamic banking system
6. History of money
7. US Federal Reserve System
8. Taxes and law
9. VAT in Russia
10. The taxpayer's rights and responsibility
11. Modern economic problems
12. Universal global economic problems
13. Environmental economic problems
14. Social economic problems
15. Economic problems of combined character

##### **А2. Комплект текстов для дополнительного чтения**

**1**



What do the following abbreviations mean? Check your answers in the article below.

GAAP • IFRS • IAS • IASC

## International accounting

International companies can choose how they present financial information to outside parties. The rules and regulations between countries vary significantly. Accountants worldwide are familiar with the words 'Generally Accepted Accounting Principles (GAAP)'. Some of the basic principles are:

- the going concern principle
- the prudence principle
- the matching principle
- the consistency principle.

The development of these principles has greatly differed between countries. For example, in most English-speaking countries it is often accepted practice to offset unrealized gains

from unrealized losses, or to re-value long term assets upwards, provided sufficient proof of the current value can be shown. This means that accounts can have very different values, depending on whether the company chooses to follow local accounting standards, International Financial Reporting Standards (IFRS) – formerly the International Accounting Standards (IAS) – or U.S. GAAP. Whether the company can choose is governed by the laws of the country where it is registered. For example, the U.S.A. and Japan currently allow publicly-traded companies to prepare their financial statements using the standards of the International Accounting Standards Committee (IASC), but they must also include a reconciliation to domestic GAAP.

## Becoming an accountant

### CPA

The body which represents the interests of accountants in the U.S. is the American Institute of Certified Public Accountants (AICPA). To become a CPA, the applicant must meet the requirements of the state where he/she wishes to practise, as established by the law of that state and administered by the state boards of accountancy.

To qualify for certification, the applicant must:

- 1 study accountancy at a college or university
- 2 pass the CPA examination, which consists of four sections:
  - Business Law and Professional Responsibilities
  - Auditing
  - Accounting and Reporting – Taxation, Managerial, and Governmental and Not-for-Profit Organizations
  - Financial Accounting and Reporting – Business Enterprises
- 3 have professional work experience in public accounting.

Most states require a qualified CPA to carry out regular professional training.

2

### Chartered Accountant

The major accounting body in the U.K. is the Institute of Chartered Accountants in England and Wales (ICAEW).

To become a Chartered Accountant, the applicant must:

- 1 have sufficient school or university education
- 2 apply for a training contract with a recognized company, which will give him/her three years' work experience
- 3 pass the ICAEW's exams on:
  - Accounting
  - Audit and Assurance
  - Business Finance
  - Business Management
  - Financial Reporting
  - Taxation
- 4 as well as prove his/her knowledge on Commercial and Company Law, and then with further exams on:
  - Business Environment
  - Business Life Cycle
  - Advanced Case Study

### OVER TO YOU

How does the process of becoming an accountant in your country compare to those described above?

Describe the general accounting rules and practices in your country. What standards are used to prepare financial information? How is off-balance-sheet accounting treated in your country? How is leasing reported in accounts?

3

Read this example of an extract from an independent auditors' report in the U.S.A. and answer the questions.

### To Share Owners and Board of Directors of Megatrap Corp

We have audited the accompanying statement of financial position of Megatrap Corp and consolidated affiliates as of December 31, 2007 and 2006, and the statements of earnings, changes in share owners' equity and cash flows for each of the years in the three-year period ended December 31, 2007. These consolidated financial statements are the responsibility of the Company's management. We have to express an opinion on these consolidated financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Under these standards we have to plan and perform the audit to obtain reasonable assurance that the financial statements do not have any material

misstatement. We examined on a test basis the evidence supporting the figures and disclosures in the financial statements. We also assessed the accounting principles used and significant estimates made by management, and we evaluated the presentation of the statements.

In our opinion, the aforementioned financial statements present fairly, in all material respects, the financial position of Megatrap Corp and consolidated affiliates at December 31, 2007 and 2006, and the results of their operations and their cash flows for each of the years in the three-year period ended December 31, 2007, in conformity with accounting principles generally accepted in the United States of America.

#### OVER TO YOU

According to the report, an audit does several things. What is mentioned?  
What documents did the auditors look at?  
In what ways is this report different to those used in your country?



### Taxation planning

The governments of some countries use the taxation system to promote investment. Taxation laws are enacted to encourage domestic and international



corporations to either invest or raise capital, and tax breaks are given to specific industries or to certain types of expenses to attract investors and

consumers. As a result of these taxation measures, there is significant scope for taxation planning in some countries and companies would be well advised to use such opportunities to structure their business in the most tax effective manner.

For effective taxation planning, companies rely on tax specialists who must have an excellent understanding of both their clients' business and the various taxation laws. Companies turn to their tax advisers for help on all the taxes for which they are liable, such as income tax, sales tax, property tax and payroll tax. These tax specialists are normally Chartered Accountants and CPAs who are not only involved in the preparation of tax returns (compliance), but who also give advice on a multi-national company's domestic and foreign operations (consulting). Furthermore, they represent their clients before the tax authorities.

### OVER TO YOU

- Can you think of any tax breaks which the government in your country has introduced recently?
- Where can a potential investor go for advice?
- What tax advice would you give to an individual who comes to live and work in your country?

## 5 Bring a real budget to class, present it, then be ready to answer questions about it

# The future of accounting

The traditional view of accountants as merely 'bean counters' is slowly becoming a thing of the past. For centuries, accountants have been employed to report on the numbers. They have sat there in their little corner, surrounded by stacks of paper and computer printouts, and have told us whether or not we have made a profit. But more and more, accountants are finding that management doesn't need them to report on the numbers. With today's technology, management already has access to software programs which do this work for them.

So what will the future accountant do? According to Mr Hamilton-Smythe, the Managing Director of KHZ Enterprises, the large international manufacturing

company, accountants will be employed "to help companies *change* the numbers. Their expertise, and knowledge of the business will be called upon to prepare strategies. They will become consultants and advisers. And their skills will need to change accordingly. They will be involved in international meetings, in giving presentations, running international teams, writing reports, and making decisions."

This is going to require a significant change in the general public's opinion of accountants, who in turn will need to develop skills not traditionally associated with the job. The image of the guy in the corner with the stacks of paper will change to one of a high flyer, someone who is critical to the success of the organization.

6

## Блок В. Задания реконструктивного уровня

## **V.1 Комплект заданий на развитие навыков письма.**

**Task 1. This is part of a letter from a pen friend. Write back to him/her answering the questions. Write 100- 150 words.**

### Letter 1.

*... I'd like to improve my English. How long have you been leaning it? Do you enjoy it? How do you learn new vocabulary? My friend said I should watch films in English. What do you think is the best way of learning English?*

### Letter 2.

*... Guess what! My parents say I can have a pet for my birthday. Isn't that fantastic? I'm not sure what kind of pet to get, though. Have you got a pet? What do you think I should get? Do you think dogs are too much trouble to look after? Maybe I should get a cat, or a hamster. Let me know what you think!*

**Task 2. You have received a letter from your English-speaking pen-friend Molly. Write a letter to Molly. In your letter – answer her questions – ask 3 questions about her visit to New York. Write 150 words. Remember the rules of letter writing**

*...I looked after my little sister. Do you think babysitting is a hard work? Do you agree to look after kids when parents ask you to do it? Would you like to be a single child in the family? Why? Moreover, I'm going to visit New York with my cousin soon and stay there for a week.*

**Task 3. You have received a letter from your English-speaking pen-friend Rachel. Write a letter to Rachel. In your letter – answer her questions – ask 3 questions about her guitar playing. Write 150 words. Remember the rules of letter writing**

*...It's my parents' 20th wedding anniversary next month. We could have a party, or go out for a meal, or maybe something else. What do you think would be a good idea? What do I need to do to organise it? How can I make it a really special evening for them? As for other news, I've just started learning how to play the guitar...*

**Task 4. Last summer you worked for a month for an international company that organises adventure holidays. Your friend Carlo wants to do the same job this year, and has written to you asking for information. Read the extract from Carlo's letter and from your diary below, and write a letter to Carlo saying whether or not you would recommend the job and why. Write your answer in 200 words in an appropriate style**

Should I apply for the job? I love adventure sports and it would be great to do them for free! I'd like to improve my English, and the work experience would look good on my CV.

What do you think?

Carlo.

AUGUST	
1	Busy day - too much paperwork! No chance to do anything else.
...	
7	Still haven't done sports. Helped others - enjoyed explaining things to people of different nationalities. English getting better!
...	
10	Organised presentation for important English visitors. Good experience.
...	
21	Finally went canoeing!

**Task 5. Which phrase or type of language would you find in a formal letter? Which phrase or type of language would you find in an informal letter? Put the letter 'F' next to those phrases or language types that are used in formal letters and 'I' next to those used in informal letters.**

- |   |  |
|---|--|
| ..... I am sorry to inform you that...      | ..... short sentences                            |
| ..... phrasal verbs                         | ..... Dear Tom,                                  |
| ..... I am very grateful for...             | ..... Dear Ms Smithers,                          |
| ..... Why don't we...                       | ..... Best wishes,                               |
| ..... I will not be able to attend the...   | ..... Yours faithfully,                          |
| ..... idioms and slang                      | ..... I'm really sorry I...                      |
| ..... contracted verb forms like we've,     | ..... Unfortunately, we will have to postpone... |
| I'm ..... Give my regards to...             | ..... We had a little bit of luck...             |
| ..... I look forward to hearing from you... | ..... polite phrases                             |
| ..... Let me know as soon as...             | ..... fewer passive verb forms                   |

**Task 6. Choose the right variant**  
**Letter 1**

To: Paradise Hotel	From: Jens Muller
Fax No.: +46 121 6475254	Fax No.: 0049 30 33 44 5587
Tel. No.:	Tel. No.: 0049 30 33 44 5507
Subject: Reservation	
Page/s: 1of1	Date: 04.02.2013

1 \_\_\_\_\_

2 \_\_\_\_\_ 3 \_\_\_\_\_ a single room at your hotel \_\_\_ 4 \_\_\_\_\_ of 19<sup>th</sup>-26<sup>th</sup> February.  
 5 \_\_\_\_\_ a room with a view of the gardens, a telephone, and a private bathroom  
 with shower.  
 6 \_\_\_\_\_ my booking \_\_\_ 7 \_\_\_\_\_, and 8 \_\_\_\_\_ your rates per night  
 including breakfast.  
 9 \_\_\_\_\_, could you please provide me with the address of suitable hotel in Birmingham  
 area?  
 10 \_\_\_\_\_

J. Muller

1. Обращение

a) Dear Sir    b) To Paradise Hotel    c) Dear Sir/Madam    d) Dear Mr. Muller

2. Выражение пожелания:

a) I require    b) I would like    c) I want    d) I wish

3. Забронировать номер:

a) to book    b) to rent    c) to hire    d) to have

4. На неделю:

a) in the week    b) during the week    c) for the week    d) to the week

5. Мне нужен:

a) I require    b) I would be interested in    c) It would be nice to have    d) I need

6. Просьба подтвердить

a) I would be grateful if you could confirm    b) Can you confirm    c) Please  
 register    d) Confirm me please

7. Как можно скорее:

a) as soon as possible    b) very quickly    c) at your convenience    d) quickly  
 as I can

8. Представьте мне информацию:

a) show me    b) provide me with    c) give me information on    d) tell me

9. Если у Вас нет свободных номеров

a) If you have no vacancies    b) If you haven't got any rooms    c) If there is no  
 space left    d) If there is no vacant room

10. Заключительная формула прощания

a) Yours faithfully    b) Best wishes    c) Best regards    d) Good luck

## Letter 2

Re: Appointment

Date: 10.02.2013

From: [j.muller@luxiphone.de](mailto:j.muller@luxiphone.de)

To: [a.johnson@electron.co.uk](mailto:a.johnson@electron.co.uk) (Angela Johnson)

1 \_\_\_\_\_  
 2 \_\_\_\_\_ me e-mail of January 12<sup>th</sup>, 3 \_\_\_\_\_ in Birmingham next week for the  
 International Telecommunications Fair.

4 \_\_\_\_\_ that 5 \_\_\_\_\_ brought out a number of new models, and would be pleased to demonstrate them to you at some point during the week.  
6 \_\_\_\_\_ Tuesday 18<sup>th</sup> at 4 o'clock at your office?  
7 \_\_\_\_\_ convenient, you might like to propose an alternative arrangement.  
8 \_\_\_\_\_ this appointment as soon as possible?  
Should you have any further queries regarding our products,  
9 \_\_\_\_\_  
I look forward to our next meeting  
10 \_\_\_\_\_

J. Muller

1. Обращение

- a) To whom it may concern    b) Dear Mrs Johnson    c) Dear Sir/Madam    d)

Dear Mr Johnson

2. Ссылка на предыдущее письмо:

- a) As mentioned in    b) As told in    c) In view of    d) With the reference on

3. Я собираюсь прибыть ...в

- a) I should be    b) I'm planning to be    c) I hope to be    d) I gonna to arrive

4. Привлечение внимания:

- a) You may be conscious    b) It would be interesting for to know    c) You must know    d) You may be interested to know

5. Мы недавно:

- a) I require    b) I have recently    c) We have recently    d) They have recently

6. Предложение

- a) May I suggest    b) How about    c) I say    d) I would propose

7. В случае, если не:

- a) If it is not    b) In case this isn't    c) When it is not    d) If it will not

8. Просьба подтвердить:

- a) Please confirm    b) You should confirm    c) Would you kindly confirm    d)

Won't you confirm

9. Я в Вашем распоряжении

- a) I remain at your disposal    b) I am available    c) Please do not hesitate to contact me    d) I look forward to hearing from you

10. Заключительная формула прощания

- a) Yours faithfully    b) Best wishes    c) Best regards    d) Good luck

### Task 7. Determine the type of business letter

Letter 1. We are pleased to advise you that we are in the market for very substantial quantities of washing machines for the next two months.

We are currently assessing our requirements and considering offers from various sources. Please submit offers of your regular production qualities and advise the quantity available together with approximate delivery time.

We on our part will do our best to place substantial business with you.

We look forward to hearing from you at your earliest convenience.

- a) enquiry    b) memo    c) letter of confirmation    d) letter of compliant



Letter 2. I am writing regarding the consignment of tables we received to the above order yesterday. There seems to be a mistake in the order as we ordered light pine-finished tables not the heavy mahogany-finished units that were delivered.

As I have firm orders for the tables I asked for, I would be grateful if you could send my consignment as soon as possible, and collect the wrongly delivered goods.

Thank you very much in advance.

a) enquiry b) memo c) cover letter d) letter of compliant

Letter 3. The balance of \$476.80 for invoice No. 2413-01 was due on October 1. This payment is now five weeks overdue. Our invoice requests full payment in 30 days.

Perhaps you overlook the invoice. Please make full payment as soon as possible.

We look forward to receiving your check.

a) enquiry b) memo c) cover letter d) letter of compliant

Letter 4. With reference to your advertisement in the newspaper "Today" we would like to receive your price-list of Cobra telephone with 50 — 99 number memory.

Please state what discount you allow for quantities and cash payment.

a) enquiry b) memo c) cover letter d) letter of compliant

Letter 5. Thank you for your letter dated March 4th, 2007. We have pleasure in acknowledging your order No. 289 for 1,200 dresses, "Turner" line, and enclose the copy of it, duly signed, as requested.

Delivery will be made promptly on opening L/C with our bank for the amount of \$67,200.

We appreciate your business and look forward to dealing with you in the future.

a) cover letter b) memo c) letter of acknowledgment d) letter of compliant

Letter 6. We are obliged to the British Embassy in Washington for giving you our name and address. As requested we are forwarding to you today our illustrated catalogue of Electric Clocks.

All clocks can be used with A/C and D/C; table clocks can be supplied with or without an alarm. Our instruments are the product of the finest materials and the highest craftsmanship and are second to none in design and reliability.

a) enquiry letter b) memo c) cover letter d) letter of offer

Letter 7. We have seen your advertisement in the Business Weekly Journal, and we shall appreciate it if you will send us more detailed description of your cameras. We should also like to know the discounts that you provide. Our company specializes in distributing cameras in Italy. For your information we may add that our company was established five years ago. If your goods meet our requirements, and we receive a favourable offer, we will be able to represent your cameras in Eastern Europe.

We are looking forward to your reply.

a) enquiry letter b) memo c) cover letter d) letter of offer

Letter 8. In response to your letter of 17th March, we thank you for sending us your catalogues of men' silk shirts.

We are sure there will be a great demand for them in Ukraine.

We are enclosing our Order No.142, and would ask you to return its duplicate to us, duly signed, as an acknowledgement.

a) letter of order b) memo c) cover letter d) letter of offer

Letter 9. We regret to inform you that our order no.89 has not arrived. This event is causing us great problems as we have very tight production terms.

a) letter of order b) letter of compliant c) cover letter d) letter of offer  
Letter 10. Our company would like to buy 38 large self-basting turkeys. We would be grateful if you send us by return mail your price-list.

a) letter of order b) letter of compliant c) cover letter d) letter of offer

### **Task 8. Put the parts of business letter in the right order**

#### **Letter 1**

1. September, 15, 2010

2. Yours sincerely,

3. Roman's Cheese House

Podlaski 34

61-622 Poznan

Tel: (061) 456 8967

Fax: (061) 456 6745

Email: [roman@wp.pl](mailto:roman@wp.pl)

4. With reference to our telephone conversation today, I am writing to confirm your order for: 10,000 x Cheddar Cheese Deluxe Slices (Ref. No. 856).

Please contact us again if we can help in any way.

5. Dear Mr. Flintstone:

6. Fred Flintstone

Sales Manager

Cheese Specialists Ltd.

Rynek 16

66-400 Gorzów Wlkp.

7. Roman Ostrowski

Director of Roman's Cheese House

8. 2365 S Mayfield Ave

Chicago, IL 60652

Cell: (123)-555-1234

#### **Letter 2**

Dear Elizabeth Bennet

1. Dear Mr. Steal,

2. Mr. Steal,

Sales Manager,

Brown & Sons Ltd.,

1304 Sherman Ave.,

Madison, Wisconsin.

3. September 14, 2011

4. Yours faithfully

5. 25 North Road, Apt. 5

London W2 4RH

England Michigan

6. We are pleased to advise you that we are in the market for very substantial quantities of washing machines for the next two months.

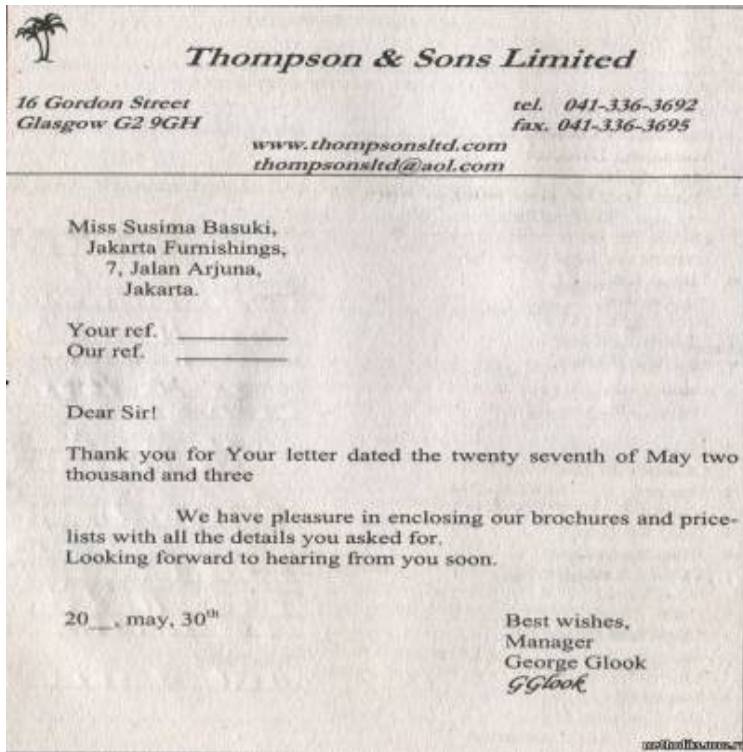
We are currently assessing our requirements and considering offers from various sources. Please submit offers of your regular production qualities and advise the quantity available together with approximate delivery time.

We on our part will do our best to place substantial business with you.

We look forward to hearing from you at your earliest convenience.

7. Mr. C.B. Smith,  
Purchasing Manager

**Task 9. Find the mistakes in this letter**



**Task 10. Which part (A-D) of the sentence is incorrect?**

- |                               |                                   |                                 |   |
|-------------------------------|-----------------------------------|---------------------------------|---|
| 1. <u>Thank you</u>           | <u>for your letter</u>            | <u>and your interest</u>        | <u>in our hotel</u>                     |
| A                             | B                                 | C                               | D                                       |
| 2. <u>I sending</u>           | <u>you information</u>            | <u>on our facilities</u>        | <u>together with a floor plan</u>       |
| A                             | B                                 | C                               | D                                       |
| 3. <u>The conference room</u> | <u>is fully equipped</u>          | <u>and is located</u>           | <u>in the first floor</u>               |
| A                             | B                                 | C                               | D                                       |
| 4. <u>It consists of</u>      | <u>four rooms</u>                 | <u>and _____ can accomodate</u> | <u>to 350 people</u>                    |
| A                             | B                                 | C                               | D                                       |
| 5. <u>We offer</u>            | <u>a full range of</u>            | <u>technical equipped</u>       | <u>including _____ a satellite link</u> |
| A                             | B                                 | C                               | D                                       |
| 6. <u>If you have</u>         | <u>any _____ other questions,</u> | <u>not hesitate</u>             | <u>to contact me</u>                    |
| A                             | B                                 | C                               | D                                       |

**Task 11. Test****Section A.****Task A1. Choose the right variant**

<i>1. Обращение Ms используется в деловом письме по отношению к:</i>			
<i>a) замужней женщине</i>	<i>b) женщине, о которой неизвестно замужем она или нет</i>	<i>c) незамужней женщине</i>	<i>d) двум и более мужчинам</i>
<i>2. Сокращение p.p. означает:</i>			
<i>a) номер дела отправителя</i>	<i>b) я уполномочен получить письмо</i>	<i>c) исполняющий обязанности</i>	<i>d) к письму приложены документы</i>
<i>3. Пометка Registered на конверте означает, что письмо...</i>			
<i>a) заказное</i>	<i>b) до востребования</i>	<i>c) нужно переслать</i>	<i>d) срочное</i>
<i>4. Сокращение FAQ означает...</i>			
<i>a) пока это всё</i>	<i>b) заранее благодарю</i>	<i>c) кстати</i>	<i>d) часто задаваемый вопрос</i>
<i>5. В письме к официальному деловому партнеру в качестве заключительной формулы прощания вы используете...</i>			
<i>a) All the best</i>	<i>b) Best wishes</i>	<i>c) Regards</i>	<i>d) Yours truly</i>
<i>6. Сокращение Av на конверте письма означает...</i>			
<i>a) Avia</i>	<i>b) Avenue</i>	<i>c) Available</i>	<i>d) Advertisement</i>
<i>7. Пометка Enc (s) указывает, что...</i>			
<i>a) письмо должны получить лица, чьи фамилии указаны после пометки</i>	<i>b) лицо, указанное в письме назначено исполняющим обязанности</i>	<i>c) в основной части письма есть некоторые упущения</i>	<i>d) к письму прилагаются документы</i>
<i>8. В письме к подруге вы используете следующее обращение...</i>			
<i>a) Carol</i>	<i>b) Dear Carol</i>	<i>c) Dear Mss. Carol</i>	<i>d) Dear</i>
<i>9. Неофициальное письмо вы закончите фразой...</i>			
<i>a) Yours sincerely</i>	<i>b) Yours truly</i>	<i>c) With best wishes</i>	<i>d) Yours faithfully</i>
<i>10. Сокращение cif означает...</i>			
<i>a) стоимость, страхование и</i>	<i>b) стоимость и фрахт</i>	<i>c) перевозка и страхование</i>	<i>d) сравните</i>

<i>фрагм</i>		<i>оплачены</i>	
11. I'd like to book a room...hotel			
a) at	b) in	c) on	d) of
12. I'm planning to be in Moscow next week...Wednesday...4 o'clock			
a) in, on	b) at, at	c) on, at	d) on, in
13. I am available...that day			
e) in	f) on	g) at	h) -
14. Tuesday is fine...me			
e) to	f) at	g) for	h) by
15. I'd like to place an order...44 computers			
e) with	f) on	g) at	h) in
16. We regret to inform you that delivery will be made...3 <sup>rd</sup> June			
e) on	f) in	g) at	h) by
17. Many thanks...the invitation			
e) to	f) for	g) at	h) on
18. My best wishes...your wife			
e) to	f) for	g) at	h) on
19...the terms of the contact			
e) in	f) on	g) under	h) after
20. I'm writing with the reference...contract			
e) on	f) at	g) in	h) to

## Section B.

### Task B 1. Match the two columns

1. Thank you for your letter of...	a. Относительно вашего меморандума\ счета\...
2. With reference to your memo (invoice)...	b. Благодарю вас за ваше письмо от\ такого то числа\...
3. Further to our telephone conversation yesterday...	c. В продолжение нашего вчерашнего телефонного разговора...
4. Your advertisement (article) in...has been brought to our attention	d. Вы, вероятно, слышали о том, что...
5. You will probably have heard that...	e. Ваше объявление\статья\в... привлекло наше внимание.
6. We were pleased (sorry) to hear (to learn) that...	f. В отношении вашей просьбы о...
7. With regard to your request for...	g. Нам было приятно узнать\ услышать\, что...\Мы с сожалением узнали...\
8. Thank you for pointing out (offering to, drawing our attention)	h. Благодарю вас за то, что вы указали нам на\предложили\обратили наше

**Task B2. Which terms of payment might you offer the following customers? Use the words from the box.**

payment on invoice   cash on delivery   hire purchase  
cash with order   open account terms

1. A customer comes into your music shop and wants a piano for his son. However, he isn't really happy about buying the piano outright, in case his son decides he doesn't like playing it after all.

2. You receive an enquiry from a new customer. A business associate of yours mentions that he has heard that this customer is in financial difficulties.

3. The customer has been doing business with your firm for a long time and has always paid promptly. However, he only places one order every few months.

4. You own a mail-order company. You mostly do business with private customers who order little and often.

5. A private customer wants to buy an up-to-date model of computer so that he can start his own business.

**Task 12. Look at the phrases 1-11 and match them with a purpose A-K**

1. That reminds me,...	A. to finish the letter
2. Why don't we...	B. to apologize
3. I'd better get going...	C. to thank the person for writing
4. Thanks for your letter...	D. to begin the letter
5. Please let me know...	E. to change the subject
6. I'm really sorry...	F. to ask a favor
7. Love,	G. before signing the letter
8. Could you do something for me?	H. to suggest or invite
9. Write soon...	I. to ask for a reply
10. Did you know that..	J. to ask for a response
11. I'm happy to hear that...	K. to share some information

**Task. 13. Look at the following CV/resume. The person is applying for a position as a senior sales executive in a multinational furniture manufacturer. Translate the CV/resume.**

### CURRICULUM VITAE

Juan Cruz  
112 Doctor Esquerdo Street  
Madrid 28007  
Telephone: (0034) 645 921 788  
E-mail: juan\_cruz871@gmail.com

Nationality: Spanish

## PROFILE

A highly motivated individual with over 10 years experience of working in business-to-business sales. Experienced in selling a variety of different products to market leading business clients in both English and Spanish. Able to both work under pressure and apply different sales techniques and strategies when the situation demands. Have throughout my career constantly surpassed sales targets and won several sales awards.

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## WORK EXPERIENCE

**Jan 11 – Now**

**Senior International Sales Executive,  
Telefonica SA, Alcorcon, Madrid, Spain**

Senior member of the international sales team at Telefonica. The team is responsible for landing large scale telecommunication networking contracts with businesses throughout the world.

**Responsibilities & Achievements:**

- Performed full cycle sales process (from creating bids, through negotiations to closing) for multi-million dollar projects with clients from across the world.
- Building up & maintaining relationships with both existing & potential new clients.
- Implemented a new lead generating process with contributed to a €240 million growth in revenue.
- Fire warden for the floor of the office.
- Member of the sales strategy committee at Telefonica. Responsible for devising and implementing sales processes and procedures across the company.
- Awarded 'Telefonica sales executive of the year' in 2013 for sales revenue generated.
- Have been responsible for obtaining contracts for Telefonica worth over €61.3 million.

**Sep 09 – Dec 10**

**Sales Executive,  
Telefonica SA, Alcorcon, Madrid, Spain**

Member of the small business sales team at Telefonica which is responsible for selling telecommunication solutions for small businesses throughout Spain.

**Responsibilities & Achievements:**

- Onsite sales visits to existing and potential new business clients in Madrid.
- Creating tailored solutions and offers to existing and potential new business clients.
- Performed regular workshops to local business owners to promote the company and generate leads.
- Due to performance, promoted to a senior position in the international sales team.

**Mar 08 – Jun 09**

**Australian & New Zealand Travel**

Travelled through Australia and New Zealand for a over year to both improve my English level and to see more of the world. During the year, I held various short-term jobs.

**Feb 02 – Mar 08**

**Sales Executive,**

**Almagro Construction SA, Leganes, Madrid, Spain**

Member of the sales team in the building materials division of Almagro Construction, one of Europe's leading constructors and suppliers of building related materials.

**Responsibilities & Achievements:**

- Performed full cycle sales process (from creating bids, through negotiations to closing) for multi-million dollar projects with business clients from across the Europe.
- Building up & maintaining relationships with both existing & potential new clients.
- Co-created a sales team application to both document progress and aid in time management. Led to a 9% growth in new contracts.
- I was a member of the division's marketing strategy group.
- Created a training programme for all new sales staff in the division.
- Generated the highest volume of new accounts in the department in 2004 & 2006.  
Won the company's 'sales executive of the year' award in both years.

**Aug 01 – Jan 02**

**Customer Services Assistant,**

**Santander SA, Madrid, Spain**

A temporary position in the customer services call centre of the bank Santander.

Responsibilities included dealing with inbound customer enquiries and promoting the bank's products.

**Jul 97 - Sep 00**

**Life Guard,**

**Alcorcon Municipal Pool, Alcorcon, Madrid, Spain**

A part-time and temporary position during the summer holidays.

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## EDUCATION AND TRAINING

**1998 - 2001**

Universidad de Complutense, Madrid, Spain:

**BA(Hons) Geography**

**1991 - 1998**

St Michael's Secondary School, Madrid, Spain:

**A-levels: Geography (B), English (B), Sociology (B) & Economics (C)**

**GCSEs: 9 Grade C or above**

### Vocational Courses & Qualifications

Advanced Microsoft Access Certificate

Microsoft NT4 Network Support Certificate

Presentation Skills Course

Technical Writing Course

Diploma in Advanced Sales Methodology

Diploma in Ethical Sales Strategies



**Languages:**

Native language: Spanish

Fluent: English

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## INTERESTS

In my spare time I enjoy cycling, cooking, socializing and reading history and fiction.

**Task 14. Below are 12 questions about the above CV/resume. Choose the correct answer from each question's selection box.**

1. Which of the five main sections in the CV/resume can you choose not to include?

2. What is the reason why the different sections on the CV/resume are in the order they are?

3. Why are the section titles in the middle of the page and use a large font?

4. Why do some of the sentences on the CV/resume have bullet points (•) in front of them?

5. What is the main purpose of the profile section on a CV/resume?

6. What style of vocabulary should you use on a CV/resume?

7. Why do some jobs in the work experience section have a list of 'responsibilities & achievements', while others don't?

8. In a CV sent for a sales position, which sentence in the responsibilities & achievements part of the 'Senior International Sales Executive job at Telefonica' should not be included?

9. Which sentence in the responsibilities & achievements the 'Senior International Sales Executive job at Almagro Construction' is written incorrectly for a CV/resume?

10. In a CV sent for a sales position in a furniture manufacturer, which vocational course/qualification in the education & training section is not necessary to include?

11. Which of the 3 factors below is the most important in deciding what information to include on a CV/resume?

12. Why should a CV/resume be short (2 pages long), well organized/structured and only contain information relevant to the job you are applying for?

Шкала оценивания: 1 правильно выполненное задание – 1 балл. Итого баллов -12

**Task 15. Read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line.**

*Creating the perfect CV*

The 1)  [GROW] of online job hunting has increased the importance of having a good CV. Many employers now search CV databases for potential candidates, and a great CV which highlights your skills and experience will boost your chances of getting an interview 2)  [CONSIDER]. On average, a recruiter will spend just eight seconds reviewing each CV, so it's important to get it right. If you follow a basic structure, you can present the information in a clear, concise and 3)  [PERSUADE] way. Your CV should look clean and tidy with no frills or fancy 4)  [ATTACH], with all the information clearly signposted and should not exceed two pages. Include your name, address and contact details, but information about your 5)  [NATIONAL], age and hobbies is not essential.

Any 6)  [PROSPECT] employer will be interested in your work experience. List the most recent first, describing your previous jobs in short sentences using straightforward, positive language which highlights all your key 7)  [ACHIEVE]. Similarly, list brief details of your academic and professional 8)  [QUALIFY] along with the grades attained. Include specific skills such as IT 9)  [PACK] or languages, and state whether you're at a basic, intermediate or advanced level. 10)

[APPLY] looking for their first job since leaving full-time education are 11)  [LIKE] to have much relevant work experience, so should put information about their academic record and key skills fir

**Блок С. Задания практико-ориентированного уровня:**

**С1. Комплект тем для проектной работы:**

1. Accounting department (representation of the faculty).
2. What is business? Doing business together with the partner.
3. Accounting system in Russia and in UK.
4. Make a questionnaire among men and women on the theme: Why do people work. Compare the results
5. The influence of Great Depression
6. Advertisement in electronic commerce
7. Multinational corporations

**Блок D. Задания для использования в рамках промежуточной аттестации**

## D1. Контроль навыков письма (Business letter)

### *Примеры заданий*

Task 1. You want to buy an equipment . Write an enquiry to the firm. Write 50 words.

Task 2. Write invitations to your partners to one of the events listed below:

Forthcoming Exhibitions in Moscow

September 24-30: West and East: Trends of Future Contacts

Sokolniki Park

October 1—15: Industrial Robots

Sokolniki Park

Task 3. The Star Hotel is opening again after a period of reconstruction. Director of the hotel wants to send official invitations to many high officials and customers to take part in the opening ceremony. Help her to write the invitations.

Task 4. Write letters of between 70 and 100 words on each of the subjects given below.

1. You are President of the Fraternity House of a University. You are planning the organization of the scientific conference on cross-cultural communication and culture discussions. Write invitations to some famous scholars on Culture Science to give talks on customs and traditions of peoples living in Dagestan.

2. You are planning your visit to the UK. Write a letter inquiring for possible accommodation in a hotel. The name of the hotel has been given you by the Hotel Association. You need one double room, if possible with private bathroom, and one single room. Do not forget to indicate the time of your arrival in London and to ask for their tariff or brochure giving inclusive terms for full board.

Task 5. There are some missing parts in the following letters. Supply these missing parts.

1.

Dear Sirs,

.....

The details of this quotation are as follows:

Lot 1 – delivery March 3, 2004. The total value of the quotation is \$ 5,500,000.

Lot 2 – delivery April 3, 2004. The total value of this quotation is \$ 4,500,600.

.....

2.

Dear Mr S. Thorp,

.....

wish to inform you that our terms are as follows:

Bed and breakfast Room and full Board

A single room per person

A double room for two persons

£ 25.00

£ 35.00

£ 35.00

£ 60.00

.....  
3.

Dear Mr Fomin,  
.....  
.....

It would give me great pleasure to attend your seminar on 4 -5 September, 2004. I would be able to speak on either of the subjects you suggest.  
.....

Task 6. Write a formal negative reply to the following invitation.

Mr William Golding Chairman of the Board of Directors of Tech Holding requests the pleasure of Mr Ken Donaldson's company at a reception on the occasion of the 50th anniversary of Tech Holding at the Ambassador Hotel on Saturday, the 4th of April, at 6 o'clock p.m.

Task 7. Mr K. Lewis, a Chairman of the Board of Directors thanks Mr B. Patterson for his kind invitation to the opening ceremony of their new branch in Mexico to be held at the Imperial Hotel, but regrets that he is unable to attend it due to a prior engagement. Write the letter declining a formal invitation.

Task 8. Write a letter of refusal in reply to an enquiry for microprocessors. Express delicately the reason for refusal.

Task 9. Write a letter of refusal in reply to an enquiry for your machines Type AB 12. You are sorry that at the present time the machines are not available for sale. You must ask your partners to excuse you from sending them a quotation.

Task 10. You have just received the following telex.

WE ORDER 300 CANNED CAVIAR AS PER SPECIFICATION. DELIVERU – MAY. REGARDS.

P. DICKSON.

Unfortunately, you not able to deliver the required item promptly. Suggest you deliver it in three lots of 100 cans each at regular intervals within May – June. Write Mr P.Dickson a letter offering the possible changes of the delivery dates.

### **Блок А. Задания репродуктивного уровня**

#### **А1. Комплект тем для презентаций**

1. Mobile banking in the world
2. International banking
3. Saving banks
4. Commercial banks
5. Industrial banks
6. Development banks

7. Land mortgage banks
8. Indigenous banks
9. Co-operative banks
10. Consumer banks
11. The history of financial management;
- 12.2. The essence of financial management;
13. "China Construction bank"
14. "The history of the Federal Reserve System"

## **Блок В. Задания реконструктивного уровня**

### **В1. Комплект заданий для контроля навыков чтения и реферирования газетных статей экономической тематики**

#### **Task 1. Render the article using the following scheme**

1. The headline of the article is.....
2. It is written by ....
3. The article reviews the latest  
the latest events abroad  
current events at home
4. The article opens with a description of events in.....  
Information on the situation in
5. Then the author gives a detailed of events in.....  
brief outline of the events in...
6. At the end of the article says that.....  
the author draws the conclusion....
7. From my point of view, the most interesting items (facts) in article are following.....

#### **Task 2. Project: Make up a review of several newspaper articles using the following scheme**

1. I am going to review achievements of.....  
deal with the political situation in....
2. In this issue of ...there are three articles on...
3. One of the articles on p.... is headlined.... It is devoted to....  
The article is rather short, long but extremely interesting
4. Another article written by a well-known journalist, is about...  
The headline of the article is...  
The article contains the following main facts...
5. On page... there is one more article on the same subject. It describes in details....  
The main idea of the article is (that)...
6. Taken together, detailed information about the economic development of these articles  
give the political situation in...  
A brief analysis of....

**Task 3. Look at the article and determine which parts (paragraphs) contain basic information. Translate and retell the article.**

### **FIGHTING GLOBAL POVERTY**

In September 2000, 189 nations agreed to join forces in a fight against poverty, illiteracy, hunger, lack of education, gender inequality, child and maternal mortality, disease, and environmental degradation. These countries, including the United States, pledged to take bold decisions to make development a reality for all nations. On September 14, 2005, five years after that historic meeting, leaders from more than 170 nations will gather at the United Nations in New York City to take measure of the progress made to date. While much remains to be accomplished, the progress has been substantial.

The 2000 meeting gave the political impetus for reform, but it was two years later, at the 2002 United Nations-sponsored International Conference on Financing for Development held in Mexico, that leaders agreed to the definitive framework for successful development called the Monterrey Consensus. At that meeting, developing countries and donors alike, with input from civil society and the business community, embraced good governance, domestic ownership of development strategies, trade, and private investment as key elements of economic growth and prosperity.

In Africa, for example, many leaders are now working through the New Partnership for Africa's Development (NEPAD) process, linking poverty eradication to policies that promote sustainable growth and trade, good governance, and the fight against the pernicious evil of corruption.

History has shown, however, that the amount of development assistance is less important than the uses to which it is put and the implementation mechanisms used to carry out programs. It is essential, therefore, that increases in financial support be matched by increases in effectiveness and sustainability.

Countries that have proven their commitment to change and reform, governing justly, investing in their people, and maintaining policies and institutions that support market-led growth will receive billions of dollars in the coming years from another of President Bush's initiatives: the Millennium Challenge Corporation.

#### **Task 4. Discussion.**

1. What images spring to mind when you hear the word 'news'?
2. Do you think news is usually happy or sad?
3. How important is keeping up to date with the news to you?
4. Do you prefer to watch, listen to or read about news?
5. What areas of the world are you most interested in?
6. What kinds of stories hit the headlines in your local newspaper?
7. What are your favourite sections of the newspaper?
8. What was the last piece of good news you heard?
9. What news story are you following at the moment?
10. Do you trust everything you read, see or hear on the news?
11. What is news? What makes something news?
12. Would you like to work as a newscaster or a news reporter?

13. What is your favourite news programme?
14. What's the best satellite news station, BBC, CNN, other?
15. What do you think of news stations being under state control?
16. What's the most tragic news you've seen on TV?
17. Is news and propaganda the same thing in some countries?
18. Do you think news programmes should include Hollywood/celebrity stories and gossip?
19. Do you think news reporting in your country is fair and balanced? How about in other countries?

**Блок С. Задания практико-ориентированного уровня**  
**С1. Комплект тем для проектной работы**

Project:

Part 1. Your mission is to increase the profits and sales of CNN. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How CNN is better than the competition			
How to beat the competition			

**Part 2.** Change partners and look at their project. Suggest improvements. Ask for advice on your project:

**Part 3.** Make a presentation on your project. Give it to the class. Vote the best projects.

**Блок D. Задания для использования в рамках промежуточной аттестации**

**D1. Контроль навыков чтения и реферирования газетных статей экономической тематики**

*Task. Render the article using the following scheme*

Длительность выполнения задания – 10 мин.

1. The headline of the article is.....
2. It is written by ....
3. The article reviews the latest events abroad/current events at home
4. The article opens with a description of events in...../Information on the situation in..
5. Then the author gives a detailed of events in...../brief outline of the events in...
6. At the end of the article says that...../the author draws the conclusion....
7. From my point of view, the most interesting items (facts) in article are following.....

## **UK pay rising in real terms, says coalition**

David Cameron: "I want to see people paid more"

Most British workers have seen their take-home pay rise in real terms in the past year, the government claims.

It has produced figures showing all except the richest 10% saw their take-home wages rise by at least 2.5% once tax cuts were taken into account.

That is more than the Consumer Prices Index (CPI) inflation rate of 2.4% in the year to April 2013.

Labour leader Ed Miliband said the figures were "dodgy" and ministers were out of touch with people's lives.

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### **Analysis**



**Iain Watson** Political correspondent, BBC News

So did we all feel a little better off this morning?

The government is suggesting that the vast majority of us should.

There is a debate how the figures on rising wages add up. But this isn't simply a matter the statisticians - it's a battle for territory amongst the politicians.

Labour have made great play of a "cost of living crisis" - citing a fall, on average, in gross wages since 2010 of £1,600.

For a while, the government didn't have a dog in this fight - instead pinning its hopes of a political recovery on the economic recovery.

But now, teeth gnashing, they are getting on to Labour's ground in a sign that they won't concede any arguments before the general election.

The trouble is trading statistics doesn't in itself make people feel better off - and the IFS says, across the piece, average incomes are still likely to be lower in 2015 than 2010.

The coalition are hoping, though, that today's foray might just plant the suggestion that - to coin a phrase - things can only get better.

The government said the figures showed only the top 10% of earners fell behind the CPI rate - which excludes the costs of buying and owning a home such as mortgage interest repayments - with an average increase of 2%.

It said it made its claims by taking into account cuts to income tax and national insurance.

Conservative skills and enterprise minister Matthew Hancock said: "Of course, as a consequence of the great recession, people who work hard have been made poorer and times are tough for families as a result.

"That's why, as part of our long-term economic plan, we are cutting taxes for hardworking people so they have more money in their pockets and are more financially secure."

Speaking on Thursday, Prime Minister David Cameron said there were "some positive signs" on take-home pay but a sustained and broad-based recovery in people's finances would take time.

The Lib Dems said they had been the driving force behind tax cuts for the lowest-paid, which will see no-one pay tax on the first £10,000 of their income by 2015.



But Labour said the government's figures were based on weekly, not annual earnings and did not take account of benefits cuts.

### **РАЗДЕЛ 3. Описание показателей и критериев оценивания компетенций на различных этапах их формирования, описание шкал оценивания**

Балльно-рейтинговая система является базовой системой оценивания сформированности компетенций обучающихся очной формы обучения.

Итоговая оценка сформированности компетенции(й) обучающихся в рамках балльно-рейтинговой системы осуществляется в ходе текущего контроля успеваемости, промежуточной аттестации и определяется как сумма баллов, полученных обучающимися в результате прохождения всех форм контроля.

Оценка сформированности компетенции(й) по дисциплине складывается из двух составляющих:

✓ первая составляющая – оценка преподавателем сформированности компетенции(й) в течение семестра в ходе текущего контроля успеваемости (максимум 100 баллов). Структура первой составляющей определяется технологической картой дисциплины, которая в начале семестра доводится до сведения обучающихся;

✓ вторая составляющая – оценка сформированности компетенции(й) обучающихся на экзамене (максимум – 30 баллов) .

Для студентов заочной формы обучения применяется 4-балльная шкала оценивания результатов текущего контроля успеваемости и промежуточной аттестации обучающихся.

<i>4-балльная шкала</i>	<i>Отлично</i>	<i>Хорошо</i>	<i>Удовлетворительн о</i>	<i>Неудовлетворительно</i>
<i>балльная шкала</i>	<i>85и ≥</i>	<i>70-84</i>	<i>51-69</i>	<i>0-50</i>

#### **Шкала оценок при текущем контроле успеваемости по различным показателям**

<b><i>Показатели оценивания сформированности компетенций</i></b>	<b><i>Баллы</i></b>	<b><i>Оценка</i></b>
Коллоквиум	0-30	«неудовлетворительно» «удовлетворительно» «хорошо» «отлично»

Контрольная работа	0-30	«неудовлетворительно» «удовлетворительно» «хорошо» «отлично»
Тестирование	0-30	«неудовлетворительно» «удовлетворительно» «хорошо» «отлично»
Участие в ролевой игре	0- 10	неудовлетворительно» «удовлетворительно» «хорошо» «отлично»
Опрос, дискуссия	0-20	неудовлетворительно» «удовлетворительно» «хорошо» «отлично»
Выполнение и публичная защита реферата	0- 5	неудовлетворительно» «удовлетворительно» «хорошо» «отлично»
Выполнение домашнего задания и работа с карточками	0-5	неудовлетворительно» «удовлетворительно» «хорошо» «отлично»
Решение кейс-задач и выполнение проектов	0-10	неудовлетворительно» «удовлетворительно» «хорошо» «отлично»

**Соответствие критериев оценивания уровню освоения компетенций по текущему контролю успеваемости**

<b>Баллы</b>	<b>Оценка</b>	<b>Уровень освоения компетенций</b>	<b>Критерии оценивания</b>
0-50	«неудовлетворительно»	Допороговый уровень	Обучающийся не приобрел знания, умения и не владеет компетенциями в объеме, закрепленном рабочей программой дисциплины
51-69	«удовлетворительно»	Пороговый уровень	Не менее 50% заданий, подлежащих текущему контролю успеваемости, выполнены без существенных ошибок
70-84	«хорошо»	Базовый уровень	Обучающимся выполнено не менее 75% заданий, подлежащих текущему

			контролю успеваемости, или при выполнении всех заданий допущены незначительные ошибки; обучающийся показал владение навыками систематизации материала и применения его при решении практических заданий; задания выполнены без ошибок
85-100	«отлично»	Продвинутый уровень	100% заданий, подлежащих текущему контролю успеваемости, выполнены самостоятельно и в требуемом объеме; обучающийся проявляет умение обобщать, систематизировать материал и применять его при решении практических заданий; задания выполнены с подробными пояснениями и аргументированными выводами

### Шкала оценок по промежуточной аттестации

<i>Наименование формы промежуточной аттестации</i>	<i>Баллы</i>	<i>Оценка</i>
Экзамен	0-30	«неудовлетворительно» «удовлетворительно» «хорошо» «отлично»

### Соответствие критериев оценивания уровню освоения компетенций по промежуточной аттестации обучающихся

<i>Баллы</i>	<i>Оценка</i>	<i>Уровень освоения компетенций</i>	<i>Критерии оценивания</i>
0-9	«неудовлетворительно»	Допороговый уровень	Обучающийся не приобрел знания, умения и не владеет компетенциями в объеме, закрепленном рабочей программой дисциплины; обучающийся не смог ответить на вопросы
10-16	«удовлетворительно»	Пороговый уровень	Обучающийся дал неполные ответы на вопросы, с недостаточной аргументацией, практические задания выполнены не полностью, компетенции, осваиваемые в процессе изучения дисциплины сформированы

			не в полном объеме.
17-23	«хорошо»	Базовый уровень	Обучающийся в целом приобрел знания и умения в рамках осваиваемых в процессе обучения по дисциплине компетенций; обучающийся ответил на все вопросы, точно дал определения и понятия, но затрудняется подтвердить теоретические положения практическими примерами; обучающийся показал хорошие знания по предмету, владение навыками систематизации материала и полностью выполнил практические задания
25-30	«отлично»	Продвинутый уровень	Обучающийся приобрел знания, умения и навыки в полном объеме, закрепленном рабочей программой дисциплины; терминологический аппарат использован правильно; ответы полные, обстоятельные, аргументированные, подтверждены конкретными примерами; обучающийся проявляет умение обобщать, систематизировать материал и выполняет практические задания с подробными пояснениями и аргументированными выводами

#### **РАЗДЕЛ 4. Методические материалы, определяющие процедуры оценивания знаний, умений, навыков, характеризующие этапы формирования компетенций**

Процедура оценивания – порядок действий при подготовке и проведении аттестационных испытаний и формировании оценки.

Процедура промежуточной аттестации проходит в соответствии с Положением о промежуточной аттестации знаний студентов и учащихся ДГУНХ.

- Аттестационные испытания проводятся преподавателем (или комиссией преподавателей – в случае модульной дисциплины), ведущим лекционные занятия по данной дисциплине, или преподавателями, ведущими практические и лабораторные занятия (кроме устного экзамена). Присутствие посторонних лиц в ходе проведения аттестационных испытаний без разрешения ректора или проректора по учебной работе не допускается (за исключением работников университета, выполняющих контролирующие функции в соответствии со своими должностными обязанностями). В случае отсутствия ведущего преподавателя

аттестационные испытания проводятся преподавателем, назначенным письменным распоряжением по кафедре (структурному подразделению).

- Инвалиды и лица с ограниченными возможностями здоровья, имеющие нарушения опорно-двигательного аппарата, допускаются на аттестационные испытания в сопровождении ассистентов-сопровождающих.

- Во время аттестационных испытаний обучающиеся могут пользоваться программой дисциплины, а также с разрешения преподавателя справочной и нормативной литературой, непрограммируемыми калькуляторами.

- Время подготовки ответа при сдаче зачета/экзамена в устной форме должно составлять не менее 40 минут (по желанию обучающегося ответ может быть досрочным). Время ответа – не более 15 минут.

- При подготовке к устному экзамену экзаменуемый, как правило, ведет записи в листе устного ответа, который затем (по окончании экзамена) сдается экзаменатору.

- При проведении устного экзамена экзаменационный билет выбирает сам экзаменуемый в случайном порядке.

- Экзаменатору предоставляется право задавать обучающимся дополнительные вопросы в рамках программы дисциплины текущего семестра, а также, помимо теоретических вопросов, давать задачи, которые изучались на практических занятиях.

- Оценка результатов устного аттестационного испытания объявляется обучающимся в день его проведения. При проведении письменных аттестационных испытаний или компьютерного тестирования – в день их проведения или не позднее следующего рабочего дня после их проведения.

- Результаты выполнения аттестационных испытаний, проводимых в письменной форме, форме итоговой контрольной работы или компьютерного тестирования, должны быть объявлены обучающимся и выставлены в зачётные книжки не позднее следующего рабочего дня после их проведения.

Итоговыми формами контроля по дисциплине являются зачет (1, 3 семестры) и экзамен (2, 4 семестры). Зачет проводится в виде устного опроса. Экзамен проводится в виде устного опроса. Каждому студенту предлагается 3 задания, каждое из которых оценивается максимум на 10 баллов. При оценке ответа на вопрос оценивается полнота ответа, точность формулировок, грамотность речи.

Устный опрос предполагает устный ответ студента на один основной и несколько дополнительных вопросов преподавателя. Ответ студента должен представлять собой развёрнутое, связанное, логически выстроенное сообщение.

При выставлении оценки преподаватель учитывает правильность ответа по содержанию, его последовательность, самостоятельность суждений и выводов, умение связывать теоретические положения с практикой, в том числе и с будущей профессиональной деятельностью.

#### **Методика оценивания ответов на устные вопросы (коллоквиум)**

<b>Баллы</b>	<b>Оценка</b>	<b>Показатели</b>	<b>Критерии</b>
25-30	«отлично»	1. Полнота данных	1) полно и аргументированно

		<p>ответов;</p> <p>2. Аргументированность данных ответов;</p> <p>3. Правильность ответов на вопросы;</p> <p>4. Понимание материала</p>	<p>отвечает по содержанию задания;</p> <p>2) обнаруживает понимание материала, может обосновать свои суждения, применить знания на практике, привести необходимые примеры не только по учебнику, но и самостоятельно составленные;</p> <p>3) излагает материал последовательно и правильно.</p>
18-25	«хорошо»		<p>студент дает ответ, удовлетворяющий тем же требованиям, что и для оценки «5», но допускает 1-2 ошибки, которые сам же исправляет.</p>
10-18	«удовлетворительно»		<p>ставится, если студент обнаруживает знание и понимание основных положений данного задания, но:</p> <p>1) излагает материал неполно и допускает неточности в определении понятий или формулировке правил;</p> <p>2) не умеет достаточно глубоко и доказательно обосновать свои суждения и привести свои примеры;</p> <p>3) излагает материал непоследовательно и допускает ошибки.</p>
менее 10	«неудовлетворительно»		<p>студент обнаруживает незнание ответа на соответствующее задание, допускает ошибки в формулировке определений и правил, искажающие их смысл, беспорядочно и неуверенно излагает материал; отмечаются такие недостатки в подготовке студента, которые являются</p>

			серьезным препятствием к успешному овладению последующим материалом.
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### Методика оценивания ответов на устные вопросы (опрос, дискуссия)

Баллы	Оценка	Показатели	Критерии
16- 20	«отлично»	1. Полнота данных ответов; 2. Аргументированность данных ответов; 3. Правильность ответов на вопросы; 4. Понимание материала	1) Полно и аргументированно отвечает по содержанию задания; 2) Обнаруживает понимание материала, может обосновать свои суждения, применить знания на практике, привести необходимые примеры не только по учебнику, но и самостоятельно составленные; 3) излагает материал последовательно и правильно.
11 -15	«хорошо»		Студент дает ответ, удовлетворяющий тем же требованиям, что и для оценки «5», но допускает 1-2 ошибки, которые сам же исправляет.
6 -10	«удовлетворительно»		Студент обнаруживает знание и понимание основных положений данного задания, но: 1) излагает материал неполно и допускает неточности в определении понятий или формулировке правил; 2) не умеет достаточно глубоко и доказательно обосновать свои суждения и привести свои примеры; 3) излагает материал непоследовательно и допускает ошибки.
0 - 5	«неудовлетворительно»		Студент обнаруживает незнание ответа на соответствующее задание, допускает ошибки в формулировке определений и

			правил, искажающие их смысл, беспорядочно и неуверенно излагает материал; отмечаются такие недостатки в подготовке студента, которые являются серьезным препятствием к успешному овладению последующим материалом.
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### Процедура проведения ролевой игры:

1. Подготовка к проведению игры. Ведущий объясняет суть метода, игровые правила и задачи участников. На данном этапе излагается сценарий и организуется игровое пространство.

2. Непосредственное проведение игры. Участники в игре воплощают сценарий, происходит «проживание» участниками проблемной ситуации в ее игровом воплощении, т.е. в ролевой игре обучаемые овладевают опытом деятельности и соответствующих ему переживаний, сходных с тем, что они получили бы в действительности.

3. Подведение итогов игры. Суть данного этапа – осмысление «пережитого». Начинать желательно с вербализации участниками игры своих переживаний (описания словами своих ощущений, возникавших по ходу игры) и обмена эмоциональным опытом между участниками игры.

### Методика оценивания участия в ролевой игре

Баллы	Оценка	Показатели	Критерии
9 -10	«отлично»	1. Полнота содержания выступления. 2. Осознанность темы игры. 3. Выразительность речи. 4. Владение материалом.	Содержание выступления полное, используются конкретные факты, осознанность темы игры. Выразительность речи, умение уважительно отвечать собеседникам, свободное владение материалом
6 - 8	«хорошо»	5. Рациональность использования времени.	Содержание выступления полное, используются абстрактные факты, осознанность темы игры. Выразительность речи, свободное владение материалом
3 - 5	«удовлетворительно»		Содержание выступления не полное, используются абстрактные факты, осознанность темы игры.



		Невыразительность речи. Нерациональное использование времени.
0 - 2	«неудовлетворительно»	Неполное содержание выступления, неосознанность темы игры, нерациональное использование времени

Процедура защиты реферата включает в себя:

- краткое сообщение обучающегося по теме и результатам работы, характеризующее задачи работы, ее актуальность, полученные результаты, вывод и предложения. (5 мин);
- ответы обучающегося на вопросы преподавателя.

#### **Методика оценивания рефератов**

Баллы	Оценка	Показатели	Критерии
5	«отлично»	1. Полнота выполнения рефератов; 2. Своевременность выполнения; 3. Правильность ответов на вопросы; и т.д.	Выполнены все требования к написанию и защите реферата: обозначена проблема и обоснована её актуальность, сделан краткий анализ различных точек зрения на рассматриваемую проблему и логично изложена собственная позиция, сформулированы выводы, тема раскрыта полностью, выдержан объём, соблюдены требования к внешнему оформлению, даны правильные ответы на дополнительные вопросы.
4	«хорошо»		Основные требования к реферату и его защите выполнены, но при этом допущены недочеты. В частности, имеются неточности в изложении материала; отсутствует логическая последовательность в суждениях; не выдержан объём реферата; имеются упущения в оформлении; на дополнительные вопросы при защите даны неполные ответы.

3	«удовлетворительно»		Имеются существенные отступления от требований к реферированию. В частности, тема освещена лишь частично; допущены фактические ошибки в содержании реферата или при ответе на дополнительные вопросы.
0-2	«неудовлетворительно»		Тема реферата не раскрыта, обнаруживается существенное непонимание проблемы

Тестирование проводится в письменной форме.

На тестирование отводится 30 минут. Каждый вариант тестовых заданий включает 30 вопросов.

### Методика оценивания результатов тестирования

Баллы	Оценка	Показатели	Критерии
25-30	«отлично»	1. <u>Полнота выполнения тестовых заданий;</u> 2. <u>Своевременность выполнения;</u> 3. <u>Правильность ответов на вопросы;</u>	<u>Выполнено более 85 % заданий предложенного теста, в заданиях открытого типа дан полный, развернутый ответ на поставленный вопрос</u>
20 -24	«хорошо»	4. <u>Самостоятельность тестирования;</u> 5. <u>и т.д.</u>	<u>Выполнено более 70 % заданий предложенного теста, в заданиях открытого типа дан полный, развернутый ответ на поставленный вопрос; однако были допущены неточности в определении понятий, терминов и др.</u>
15 - 19	«удовлетворительно»		<u>Выполнено более 54 % заданий предложенного теста, в заданиях открытого типа дан неполный ответ на поставленный вопрос, в ответе не присутствуют доказательные примеры, текст со стилистическими и орфографическими ошибками.</u>
0- 14	«неудовлетворительно»		<u>Выполнено не более 53 % заданий предложенного теста, на поставленные вопросы ответ отсутствует или неполный, допущены существенные</u>

			<u>ошибки в теоретическом материале (терминах, понятиях).</u>
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Контрольные работы проводятся в письменной форме.

На контрольные работы отводится 90 минут.

### Методика оценивания контрольных работ

Баллы	Оценка	Показатели	Критерии
25-30	«отлично»	1. Знание материала 2. Понимание сути вопросов. 3. Наличие ошибок. 4. Полнота ответа	исключительные знания, абсолютное понимание сути вопросов, безукоризненное знание основных понятий и положений, логически и лексически грамотно изложенные, содержательные, аргументированные и исчерпывающие ответы
18 - 24	«хорошо»		глубокие знания материала, правильное понимание сути вопросов, знание основных понятий и положений по вопросам, содержательные, полные и конкретные ответ на вопросы. Наличие несущественных или технических ошибок
10 - 17	«удовлетворительно»		твердые, но недостаточно полные знания, по сути верное понимание вопросов, наличие грубых ошибок, небрежное оформление
0 - 9	«неудовлетворительно»		непонимание сути, большое количество грубых ошибок, отсутствие логики изложения материала

Задания на развитие навыков письма и лексико-грамматических навыков могут представлять собой диктанты, комментированное письмо, орфографическое проговаривание, графическое выделение орфограмм (подчёркивание), вставление пропущенных букв, индивидуальные карточки, перфокарты, самоконтроль, взаимоконтроль в процессе работы в парах, корректировку письма, письмо по памяти.

### Методика оценивания заданий на развитие навыков письма и лексико-грамматических навыков (домашнее задание и карточки)

Баллы	Оценка	Показатели	Критерии
5	«отлично»	1. Знание материала 2. Понимание сути вопросов. 3. Наличие ошибок. 4. Полнота ответа	Задание выполнено полностью: цель домашнего задания успешно достигнута; основные понятия выделены; наличие схем, графическое выделение особо значимой информации; работа выполнена в полном объёме.
4	«хорошо»		Задание выполнено: цель выполнения домашнего задания достигнута; наличие правильных эталонных ответов; однако работа выполнена не в полном объёме.
3	«удовлетворительно»		Задание выполнено частично: цель выполнения домашнего задания достигнута не полностью; многочисленные ошибки снижают качество выполненной работы.
0-2	«неудовлетворительно»		Задание не выполнено, цель выполнения домашнего задания не достигнута.

Анализ кейса должен осуществляться в определенной последовательности:

1. Выделение проблемы.
2. Поиск фактов по данной проблеме.
3. Рассмотрение альтернативных решений.
4. Выбор обоснованного решения.

#### Методика оценивания кейс-задач и проектов

Баллы	Оценка	Показатели	Критерии
9 -10	«отлично»	1. <u>Полнота</u> решения кейс-задач; 2. <u>Своевременность</u> выполнения; 3. <u>Правильность</u> ответов на вопросы; 4. и т.д.	Основные требования к решению кейс-задач и выполнению проектов выполнены. Продемонстрированы умение анализировать ситуацию и находить оптимальное количество решений, умение работать с информацией, в том числе умение затребовать

			дополнительную информацию, необходимую для уточнения ситуации, навыки четкого и точного изложения собственной точки зрения в устной и письменной форме, убедительного отстаивания своей точки зрения;
6 - 8	«хорошо»		Основные требования к решению кейс-задач и выполнению проектов выполнены, но при этом допущены недочеты. В частности, недостаточно раскрыты навыки критического оценивания различных точек зрения, осуществление самоанализа, самоконтроля и самооценки, креативности, нестандартности предлагаемых решений
3 - 5	«удовлетворительно»		Имеются существенные отступления от решения кейс-задач или выполнения проектов. В частности, отсутствуют навыки умения моделировать решения в соответствии с заданием, представлять различные подходы к разработке планов действий, ориентированных на конечный результат
0 - 2	«неудовлетворительно»		Задача кейса не раскрыта, проект не выполнен, обнаруживается существенное непонимание проблемы

Процедура защиты презентации представляет собой:

1. Сочетание устного лекционного материала с демонстрацией слайдов
2. Ответы обучающегося на вопросы преподавателя.

### Методика оценивания презентаций

Баллы	Оценка	Показатели	Критерии
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5	«отлично»	<ol style="list-style-type: none"> <li>1. <u>Полнота выполнения презентаций;</u></li> <li>2. <u>Своевременность выполнения;</u></li> <li>3. <u>Правильность ответов на вопросы;</u></li> <li>4. <u>Структурированность.</u></li> </ol>	<p>Выполнены все требования к составлению презентаций: дизайн слайдов, логика изложения материала, текст хорошо написан и сформированные идеи ясно изложены и структурированы</p>
4	«хорошо»		<p>Основные требования к презентациям выполнены, но при этом допущены недочеты. В частности, имеются неточности в изложении материала; отсутствует логическая последовательность в суждениях; не выдержан объем презентации</p>
3	«удовлетворительно»		<p>Имеются существенные отступления от требований к презентациям. В частности, тема освещена лишь частично; допущены фактические ошибки в содержании презентаций или при ответе на дополнительные вопросы.</p>
0-2	«неудовлетворительно»		<p>Тема презентации не раскрыта, обнаруживается существенное непонимание проблемы</p>