

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

**федеральное государственное автономное
образовательное учреждение высшего образования
«Национальный исследовательский Нижегородский государственный университет
им. Н.И. Лобачевского»**

Институт экономики

УТВЕРЖДЕНО

решением Ученого совета ННГУ

протокол № 10 от 02.12.2024 г.

Рабочая программа дисциплины

Иностранный язык

Уровень высшего образования

Бакалавриат

Направление подготовки / специальность

38.03.01 - Экономика

Направленность образовательной программы

Экономика, международный бизнес и предпринимательство

Форма обучения

очная, очно-заочная

г. Нижний Новгород

2025 год начала подготовки

1. Место дисциплины в структуре ОПОП

Дисциплина Б1.О.03 Иностранный язык относится к обязательной части образовательной программы.

2. Планируемые результаты обучения по дисциплине, соотнесенные с планируемыми результатами освоения образовательной программы (компетенциями и индикаторами достижения компетенций)

Формируемые компетенции (код, содержание компетенции)	Планируемые результаты обучения по дисциплине (модулю), в соответствии с индикатором достижения компетенции		Наименование оценочного средства	
	Индикатор достижения компетенции (код, содержание индикатора)	Результаты обучения по дисциплине	Для текущего контроля успеваемости	Для промежуточной аттестации
УК-4: Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	УК-4.1: Использует государственный и иностранный (-ые) язык в межличностном общении и профессиональной деятельности, выбирая соответствующие вербальные и невербальные средства коммуникации УК-4.2: Ведет деловую переписку, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках УК-4.3: Использует информационно-коммуникационные технологии при поиске необходимой информации в процессе решения стандартных коммуникативных задач на государственном и иностранном (-ых) языках	УК-4.1: Знает_ нормы и модели речевого поведения ____ Умеет_ применять современные коммуникативные технологии применительно к конкретной ситуации академического и профессионального взаимодействия ____ Владеет навыками __коммуникации в __ конкретной ситуации академического и профессионального взаимодействия ____ УК-4.2: Знает __правила ведения деловой переписки ____ Умеет __Составлять деловые письма и __заполнять таможенные декларации __на иностранном языке Владеет навыками __применения лексических и стилистических особенностей ведения деловой переписки __на иностранном языке ____ УК-4.3: Знает __ информационно-коммуникационные технологии при поиске необходимой информации ____	Собеседование	Экзамен: Контрольные вопросы Тест Зачёт: Тест Практическое задание

		<p>Умеет___применять технологии в _ поиске необходимой информации</p> <p>Владеет навыками использования информационно-коммуникационные технологии при поиске необходимой информации в процессе решения стандартных коммуникативных задач</p> <p>_____</p>		
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3. Структура и содержание дисциплины

3.1 Трудоемкость дисциплины

	очная	очно-заочная
Общая трудоемкость, з.е.	12	12
Часов по учебному плану	432	432
в том числе		
аудиторные занятия (контактная работа):		
- занятия лекционного типа	0	0
- занятия семинарского типа (практические занятия / лабораторные работы)	256	64
- КСР	6	6
самостоятельная работа	98	290
Промежуточная аттестация	72 Экзамен, Зачёт	72 Экзамен, Зачёт

3.2. Содержание дисциплины

(структурированное по темам (разделам) с указанием отведенного на них количества академических часов и виды учебных занятий)

Наименование разделов и тем дисциплины	Всего (часы)		в том числе							
			Контактная работа (работа во взаимодействии с преподавателем), часы из них						Самостоятельная работа обучающегося, часы	
			Занятия лекционного типа		Занятия семинарского типа (практические занятия/лабораторные работы), часы		Всего			
	о ф о	о з ф о	о ф о	о з ф о	о ф о	о з ф о	о ф о	о з ф о	о ф о	о з ф о
Тема 1 Встречи с незнакомыми людьми; путешествие в другие города, страны	86	60	0		64	10	64	10	22	50
Тема 2 Беседы и рассказы о событиях прошлого	84	70	0		64	10	64	10	20	60

Тема 3 Планы на будущее, договорённости о встрече	44	62	0		32	12	32	12	12	50
Тема 4 Построение карьеры. Карьерный рост.	44	70	0		32	10	32	10	12	60
Тема 5 . Организация баланса между работой и личной жизнью. Обсуждение идей.	50	60			32	10	32	10	18	50
Тема 6. Человеческие взаимоотношения и психологические аспекты	46	32			32	12	32	12	14	20
Аттестация	72	72								
КСР	6	6						6	6	
Итого	432	432	0	0	256	64	262	70	98	290

Содержание разделов и тем дисциплины

Практические занятия (семинарские занятия /лабораторные работы) организуются, в том числе в форме практической подготовки, которая предусматривает участие обучающихся в выполнении отдельных элементов работ, связанных с будущей профессиональной деятельностью.

При выполнении различных видов учебной работы используются современные педагогические технологии.

I. Технология развития критического мышления.

Технология развития критического мышления представляет собой систему приемов и стратегий. Она обеспечивает развитие мышления студентов, формирование у них коммуникативных способностей и выработку умения самостоятельной работы.

Обобщенная структура базовой модели технологии развития критического мышления представляет собой 3 стадии:

1 стадия

Вызов – формирование познавательного интереса.

2 стадия

Осмысление – непосредственный контакт с новой информацией.

3 стадия.

Размышление – анализ студентами развития и эффективности своих мыслительных операций.

Происходит анализ и оценка изученной информации.

Технология развития критического мышления:

- основывается на фактах
- развивает аргументацию и логику
- социальна, так как вырабатывается умение работать в группе.

В систему приемов, методов и стратегий технологии развития критического мышления входят:

Проблемное обучение

1. Стратегия решения проблем «Идеал».

Используется, в основном, при работе с текстом. Информация текста \ или его части является отправным пунктом. На ее основе студенты определяют проблему и пытаются найти пути ее решения, то есть проводят критический разбор конкретных ситуаций. Работа ведется в группах. Найденные решения сравниваются, обсуждаются. Выбираются лучшие.

Аргументация и логика

2. Аргументация тезиса

«Перекрестная дискуссия»

Схема аргументации:

1. Тезис (утверждение)

Потому что

2. Довод (аргумент)

Так что

3. Доказательство (факты).

4. Контраргументы.

5. Вывод.

Студенты делятся на группы. Каждая группа получает текст (один и тот же) и выбирает тезис для аргументации. На основе содержания текста по схеме аргументации доказывает свой тезис.

4. Аргументированное письмо

Развитие умения отвечать на вопрос на уровне анализа, синтеза, оценки.

5. «Чтение с остановками»

Читается часть текста, после чего преподаватель задает вопрос, который является стадией вызова.

Студенты обдумывают и прогнозируют прочитанное (стадия осмысления) и прогнозируют дальнейшее развитие событий в рассказе (стадия размышление). Далее читается следующий отрывок и т.д. То есть происходит фасимитированное обсуждение.

6. Ролевые игры

Это форма проведения занятий, используемая при работе над определенными лексическими темами и грамматическим материалом: «Покупка и возврат вещи в магазин», «Регистрация в отеле» и т.д.

7. Презентации (Устные и компьютерные)

Используются на завершающем этапе прохождения определенной лексической темы.

8. Метод «Портфолио»

Внешне «Портфолио» выглядит как набор работ студента. Портфолио может включать в себя набор оценочных листов, листов наблюдений, фрагментов дневников, письменных работ по разным темам, планов выступлений и т.д. Но на самом деле это нечто больше, чем просто папка студенческих работ; это спланированная заранее индивидуальная подборка достижений учащихся.

Метод «Портфолио» используется для развития у студентов умения анализировать и оценивать процесс собственного развития. Преподаватель же имеет возможность отслеживать развитие компетенций группы.

9. Предусматриваются возможные встречи с представителями студенчества зарубежных стран (Англии, США, Канады).

На проведение практических занятий (семинарских занятий /лабораторных работ) в форме практической подготовки отводится 64 часа.

- компетенций: УК-4 (Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах))

Текущий контроль успеваемости реализуется в рамках занятий семинарского типа.

Учебно-методическое обеспечение самостоятельной работы обучающихся

Во время самостоятельной работы студентами выполняются следующие виды деятельности:

1. Отработка материала, пройденного на практических занятиях (углубленная работа над текстом, выполнение фонетических, лексических и грамматических упражнений).

2. Самостоятельное чтение газетных статей англоязычной прессы по определенной тематике.

3. Самостоятельное прослушивание текстов и упражнений по заданной теме.
4. Использование компьютерных технологий при выполнении самостоятельной работы.
5. Самостоятельное чтение и реферирование текстов по изучаемым темам.

Контрольные вопросы и задания для проведения текущего контроля и промежуточной аттестации по итогам освоения дисциплины приведены в п. 5.2.

Контроль осуществляется в течение курса обучения в виде устных опросов, письменных работ, письменных тестов, презентаций, сообщений, творческих заданий, изложения и анализа прочитанного, перевода и реферирования профессиональных текстов, при этом учитывается активность на занятиях и взаимодействие в группе.

4. Учебно-методическое обеспечение самостоятельной работы обучающихся

Самостоятельная работа обучающихся включает в себя подготовку к контрольным вопросам и заданиям для текущего контроля и промежуточной аттестации по итогам освоения дисциплины приведенным в п. 5.

Для обеспечения самостоятельной работы обучающихся используются:

Электронные курсы, созданные в системе электронного обучения ННГУ:

Английский язык 3О (часть 1), <https://e-learning.unn.ru/course/view.php?id=8294>.

5. Фонд оценочных средств для текущего контроля успеваемости и промежуточной аттестации по дисциплине (модулю)

5.1 Типовые задания, необходимые для оценки результатов обучения при проведении текущего контроля успеваемости с указанием критериев их оценивания:

5.1.1 Типовые задания (оценочное средство - Собеседование) для оценки сформированности компетенции УК-4:

Последовательность действий:

Task: Choose a card, speak on the topic and answer the examiner's questions.

Примерные вопросы по темам:

How ambitious are you?

What's your career plan for the next twenty years?

Where would you like to work and why?

What can help you promote at your job?

How can your Internet account help you make/break a career?

What are your shopping habits? How have the shopping habits changed for the last tentears?

What are the advantages of online/offline shopping?

Ответы дают сами студенты.

Примерный вариант ответа: 1. How ambitious are you? - I`m very ambitious because I want to make a career in the sphere of my speciality. I have a career plan. In ten years` time I would like to be a manager in a big company which deals with export-import operations. I won`t take a career break as I want to be promoted as soon as possible. I`m highly motivated and enthusiastic to work hard.

Критерии оценивания (оценочное средство - Собеседование)

Оценка	Критерии оценивания
зачтено	Подготовка, удовлетворяющая минимальным требованиям: коммуникативная задача, в целом, решена. Мысли выражены с отклонениями от языковых норм, которые иногда нарушали смысл и содержание сказанного
не зачтено	Необходима дополнительная подготовка для успешного прохождения испытания. Подготовка совершенно недостаточна

5.2. Описание шкал оценивания результатов обучения по дисциплине при промежуточной аттестации

Шкала оценивания сформированности компетенций

Уровень сформированности компетенций (индикатора достижения компетенций)	плохо	неудовлетворительно	удовлетворительно	хорошо	очень хорошо	отлично	превосходно
	не зачтено		зачтено				
<u>Знания</u>	Отсутствие знаний теоретического материала. Невозможность оценить полноту знаний вследствие отказа обучающегося от ответа	Уровень знаний ниже минимальных требований. Имели место грубые ошибки	Минимально допустимый уровень знаний. Допущено много негрубых ошибок	Уровень знаний в объеме, соответствующем программе подготовки. Допущено несколько негрубых ошибок	Уровень знаний в объеме, соответствующем программе подготовки. Допущено несколько несущественных ошибок	Уровень знаний в объеме, соответствующем программе подготовки. Ошибок нет.	Уровень знаний в объеме, превышающем программу подготовки.
<u>Умения</u>	Отсутствие минимальных умений. Невозможность оценить наличие умений вследствие	При решении стандартных задач не продемонстрированы основные умения. Имели	Продемонстрированы основные умения. Решены типовые задачи с	Продемонстрированы все основные умения. Решены все основные	Продемонстрированы все основные умения. Решены все основные	Продемонстрированы все основные умения. Решены все	Продемонстрированы все основные умения. Решены все основные задачи.

	отказа обучающегося от ответа	место грубые ошибки	негрубыми ошибками. Выполнены все задания, но не в полном объеме	задачи с негрубыми ошибками. Выполнены все задания в полном объеме, но некоторые с недочетами	задачи. Выполнены все задания в полном объеме, но некоторые с недочетами	основные задачи с отдельным и несущественными недочетами, выполнены все задания в полном объеме	Выполнены все задания, в полном объеме без недочетов
<u>Навыки</u>	Отсутствие базовых навыков. Невозможность оценить наличие навыков вследствие отказа обучающегося от ответа	При решении стандартных задач не продемонстрированы базовые навыки. Имели место грубые ошибки	Имеется минимальный набор навыков для решения стандартных задач с некоторым и недочетами	Продемонстрированы базовые навыки при решении стандартных задач с некоторым и недочетами	Продемонстрированы базовые навыки при решении стандартных задач без ошибок и недочетов	Продемонстрированы навыки при решении нестандартных задач без ошибок и недочетов	Продемонстрирован творческий подход к решению нестандартных задач

Шкала оценивания при промежуточной аттестации

Оценка		Уровень подготовки
зачтено	превосходно	Все компетенции (части компетенций), на формирование которых направлена дисциплина, сформированы на уровне не ниже «превосходно», продемонстрированы знания, умения, владения по соответствующим компетенциям на уровне выше предусмотренного программой
	отлично	Все компетенции (части компетенций), на формирование которых направлена дисциплина, сформированы на уровне не ниже «отлично».
	очень хорошо	Все компетенции (части компетенций), на формирование которых направлена дисциплина, сформированы на уровне не ниже «очень хорошо»
	хорошо	Все компетенции (части компетенций), на формирование которых направлена дисциплина, сформированы на уровне не ниже «хорошо».
	удовлетворительно	Все компетенции (части компетенций), на формирование которых направлена дисциплина, сформированы на уровне не ниже «удовлетворительно», при этом хотя бы одна компетенция сформирована на уровне «удовлетворительно»
не зачтено	неудовлетворительно	Хотя бы одна компетенция сформирована на уровне «неудовлетворительно».
	плохо	Хотя бы одна компетенция сформирована на уровне «плохо»

5.3 Типовые контрольные задания или иные материалы, необходимые для оценки результатов обучения на промежуточной аттестации с указанием критериев их оценивания:

5.3.1 Типовые задания (оценочное средство - Контрольные вопросы) для оценки сформированности компетенции УК-4

1. Your friend is busy and can't meet his relative at the station. You offer to help him/her out but you don't know the relative by face. So you ask your friend what he/she looks like and your friend describes his/her relative. Now you are sure to recognize this person at the station.

1. You go camping and find yourself in a group of very nice people. You start to get acquainted with each other. So everybody takes turns to speak about oneself. Now it is your turn. Come on!

1. a) What pictures or posters do you have on the wall in your bedroom or living room? Do you have a favourite painting? What is it? Can you describe it? Do you have a favorite painter? Who? Do you (or did you) paint or draw? What kind of things?

b) Have you got some photo that is very dear to you? Is there some memorable story behind this photo?

1. You are at a competition in a camp... You have got to describe a picture for your partner ('your teacher') to draw. Let's go! Be imaginative! Try to make suppositions about what you can see in the picture (*Maybe they... Or perhaps they...*). Finally, say what you think of the picture.

1. Your family and you (or your friends and you) are staying at the hotel. You have two problems with your room (think about what they are). You call the reception to complain.

1. The place is perfect, the weather is wonderful, but if you are with the wrong person, a holiday can be a disaster. They say, you don't know a person until you travel with them. Do you agree? Have you ever had an experience like that?

Was it your last holiday? Who did you travel with? Where to?

2. You have just come from a holiday where you had some problems (think about what they are). You want to share your holiday story with your friend.

1. You are going to travel abroad. What travel arrangements should you make? Who is the best travel companion for you? What is the best means of transport to get to the place you've chosen? Are you afraid of travelling by plane? Why/why not? What airport facilities and signs do you know? Why are airports a nightmare for many people (queues, delays, security, and customs)?

1. You and your group mate have an hour and a half break before your next lecture. You decide to spend it in the university cafeteria. Eventually, you start discussing your plans.

1. Teenagers have annoying habits but so do their parents! Do any of the parents' or teenagers' habits annoy you? Which ones? What do many teenagers have to do? Do you have any duties at home? What do your parents complain of?

1. Do you like to shop for clothes? Your friend hates doing it. He/she never tries clothes on when he/she goes shopping. He/she has got a standard figure and knows his/her size. So he/she seldom (if ever) takes clothes back and asks for a refund. Your friend is really lucky!

1. You usually go to the changing room (= fitting room) to see if the article of clothes fits you well. The price matters for you but you also pay attention to the brand and the designer of a thing you are going to buy. One day you decided to buy something online because it was cheaper. Actually, it was a real bargain! But when the clothes arrived they didn't fit you at all. It was the wrong size. What's more you didn't like the colour of the clothes. Since that time you have never bought anything online.
-

1. You are a bit tired of the speed of your life. You meet your friend and share your feelings and thoughts.

Контрольные вопросы 4 семестр.

1. Career. Do you have a dream job? Where do you see yourself in 10 year`s time? What qualities should specialists in your sphere possess?

2. How can social networking sites boost and break your career? What should you do to cultivate your profile on the Internet?
3. Shopping outlets. Which do you regularly visit? What do you buy there? How have shopping habits changed within the last 20 years?
4. Online and offline shopping. What are the advantages and disadvantages of these two types of shopping?
5. Great ideas in business. What role does research and development play in creating new ideas in companies? What were the most important ideas for the last 20 years?
6. What types of companies do you now? What are their main differences? Give example of a successful company.
7. Presentation of a company and its products. What role does presentation of a product play in business?
8. Stress at workplace. Do you now any possible ways to reduce stress?
9. Corporate entertainment. How can it be organized? What is its role in teambuilding?
10. If you had foreign partners who came to visit your city, where would you take them? What facilities for entertainment does your city have? How can this be improved?

Примерный ответ на контрольный вопрос:

Teenagers have annoying habits but so do their parents! Do any of the parents' or teenagers' habits annoy you? Which ones?

What do many teenagers have to do? Do you have any duties at home? What do your parents complain of?

Hello, my name is Mike and today I'd like to talk about some common aspects of relationships existing between teenagers and their parents.

People often say that teenagers have a lot of annoying habits. It might be true. But, if you ask me, I'll answer that so do their parents. For example, some parents complain that their children are untidy and lazy, that they spend too much time playing computer games or watching those funny videos one can easily find on the Internet.

On the other hand, teenagers tend to be unhappy when parents enter their rooms without knocking, or call them too often on their mobile. My mum is always angry when I'm carry on texting when she is telling me "something really important", while I'm not that enthusiastic about her picking up the remote and changing the channel when I'm watching something interesting.

Also there is a common belief that teenagers tend to do very little to help their parents about the house. In my opinion, it's not true at all.

For instance, I have a lot of household duties and so do a lot of my friends. They have to tidy their bedrooms, make the beds, take out the rubbish etc. Sometimes they look after their pets, mostly cats and dogs.

My household duties include doing the washing up after a meal, making the beds and walking our dog. Sometimes I go shopping for food, take out the rubbish, clean the floor in the living room, even help my mum to do the washing. Fortunately, I have an elder brother who helps in everything. We take part in doing some other things. For example, we might make lunch and lay the table on special occasions. And I always put away my clothes.

So, as you can see I have a lot to do about the house and so do my friends. We almost never argue about household chores in our family. We have never even had to write a schedule to share them. My brother and I are prepared to give our parents a helping hand in anything. Despite some “annoying habits” we are a close family.

Критерии оценивания (оценочное средство - Контрольные вопросы)

Оценка	Критерии оценивания
превосходно	Уровень знаний в объеме, превышающем программу подготовки. Продемонстрированы все основные умения, Решены все основные задачи. Выполнены все задания, в полном объеме без недочетов Продемонстрирован творческий подход к решению нестандартных задач
отлично	Уровень знаний в объеме, соответствующем программе подготовки, без ошибок. Продемонстрированы все основные умения, решены все основные задачи с отдельными несущественным недочетами, выполнены все задания в полном объеме. Продемонстрированы навыки при решении нестандартных задач без ошибок и недочетов.
очень хорошо	Уровень знаний в объеме, соответствующем программе подготовки. Допущено несколько несущественных ошибок Продемонстрированы все основные умения. Решены все основные задачи . Выполнены все задания, в полном объеме, но некоторые с недочетами. Продемонстрированы базовые навыки при решении стандартных задач без ошибок и недочетов.
хорошо	Уровень знаний в объеме, соответствующем программе подготовки. Допущено несколько негрубых ошибок Продемонстрированы все основные умения. Решены все основные задачи с негрубыми ошибками. Выполнены все задания, в полном объеме, но некоторые с недочетами. Продемонстрированы базовые навыки при решении стандартных задач с некоторыми недочетами
удовлетворительно	Минимально допустимый уровень знаний. Допущено много негрубых ошибки. Продемонстрированы основные умения. Решены типовые задачи с негрубыми ошибками. Выполнены все задания но не в полном объеме. Имеется минимальный набор навыков для решения стандартных задач с

Оценка	Критерии оценивания
	некоторыми недочетами
неудовлетворительно	Уровень знаний ниже минимальных требований. Имели место грубые ошибки. При решении стандартных задач не продемонстрированы основные умения. Имели место грубые ошибки. При решении стандартных задач не продемонстрированы базовые навыки. Имели место грубые ошибки.
плохо	Отсутствие знаний теоретического материала. Невозможность оценить полноту знаний вследствие отказа обучающегося от ответа Отсутствие минимальных умений . Невозможность оценить наличие умений вследствие отказа обучающегося от ответа Отсутствие владения материалом. Невозможность оценить наличие навыков вследствие отказа обучающегося от ответа

5.3.2 Типовые задания (оценочное средство - Тест) для оценки сформированности компетенции УК-4

Тест 2 семестр
Test Вариант 1

I. Choose the correct variant a,b,c or d

1. I love _____ (walk) in the rain.

a) walked b) walk c) walking d) to be walked

Ответ: c

2. Try not _____ (spend) too much money.

a) to spend b) spending c) spent d) be spent

Ответ: a

3. I need _____ (buy) some new shoes.

a) to buy b) buying c) be bought d) buy

Ответ: a

4 _____ (swim) is very good for you.

a) swimming b) swimming c) swim d) swam

Ответ: b

5. I sent Tom an e-mail because I wanted _____ (tell) him about the party.

a) telling b) tell c) to tell d) told

Ответ: c

II. Match the opposites 1-5 to a-e

1)polluted	a)empty
2)safe	b)interesting
3)noisy	c)dangerous
4)boring	d)quiet
5)crowded	e)clean

ОТВЕТЫ

1	1	e
2	2	c
3	3	d
4	4	b
5	5	a

III. Put the phrases in the correct order to make a conversation:

A Yes, just this bag.

B To Bristol.

C Can I see your hand luggage?

D Hello. Where are you flying to?

E O K . Here's your boarding pass. The flight is boarding at 16.50 from Gate B28. You're in Group B.

ОТВЕТ: 1D

2B

3C

4A

IV. Read the text and answer the questions.

Mountain Gorillas

Alison Hammond is writing a series of articles about animals in danger for Nature Magazine. This week, she tells us about mountain gorillas.

What would you do if you saw a mountain gorilla? Most people would probably be very afraid and run away! That's because gorillas have a very frightening appearance. Firstly, gorillas are huge. They can grow up to 2 metres tall and can weigh more than 200 kilograms (male gorillas weigh twice as much as female gorillas). Secondly, gorillas can make a lot of noise. They can roar, bang their chests, and show their teeth. In fact, these aggressive displays are very rare and male gorillas only do it when they are protecting their families.

The truth is, gorillas are incredibly intelligent, gentle, and social animals that stay together in small family groups. The leader is the largest male, called the silverback. That's because of the beautiful silver fur on its back. They spend almost all of their time on the forest floor, eating and sleeping. They are mainly vegetarian, although they eat some insects. Young gorillas often play together. They run around and climb trees. At night, the animals make a nest to sleep in. The lighter gorillas nest in trees. The heavier gorillas make nests on the ground and the babies sleep with their mothers. Gorillas rarely attack humans. They only fight when something or someone attacks them or their young. In that situation, they will fight to the death. Hunters looking for baby gorillas may have to kill a whole family to get what they want.

Sadly, there are fewer than 650 mountain gorillas left in the wild, which means they are an endangered species. These gorillas only live in the mountain jungles of Zaire, Rwanda, and Uganda. They are endangered because people hunt them for food and for trophies. They are also threatened by war, and humans cut down their forests for farmland, fuel, and housing. Life for these gentle giants isn't peaceful.

1 For what two reasons would most people run away from a gorilla?

Answer: They are huge, and they can make a lot of noise.

2 When do gorillas usually attack people?

Answer: When they are protecting their families.

3 What do *silverbacks* look like?

Answer: They have beautiful silver fur on their backs.

4 What will happen if a hunter tries to take their babies?

Answer: The gorillas will attack and fight to the death.

5 What do people want to do with the forests?

Answer: They want to cut the forests down and use it for farmland, fuel, and housing.

Test Вариант 2

I. Choose the correct variant a,b,c or d

1. He's very good at _____ (talk) to new people.

a) talk b) talking c) to talk d) talked

Ответ:b

2. I phoned Rachel because I wanted _____ (tell) her about the party.

a) to tell b) told c) telling d) tell

Ответ:a

3. _____ (swim) is very good for you.

a) skiing b) ski c) skiing d) sking

Ответ:a

4. It isn't easy _____ (learn) a language.

a) to learn b) learning c) learn d) to be learnt

Ответ:a

5. I don't really like _____ (dance).

a) to dance b) dance c) dancing d) danced

Ответ:c

II. Match the opposites 1-5 to a-e

1) arrive	a) pass
2) fail	b) pull
3) push	c) leave
4) mend	d) break
5) win	e) lose

Ответы

1	1	e
---	---	---

	c
2	c
2	a
3	d
3	b
4	b
4	d
5	a
5	e

III. Put the phrases in the correct order to make a conversation:

A. You stay here with the other bags. I' m going to get it.

B. Look! There's a grey case. Is it ours?

C. O K . I 'll wait for vou here

D. No , it's too big. Ours is much smaller.

E . Look! There it is! A t last!

Ответ: 1B

2D

3E

4A

5C

IV. Read the article and answer the questions.

Do you have a phobia?

Are you terrified at the thought of getting on an aeroplane? Do you worry about spiders every time you go into the bathroom? Would you rather walk up 100 steps than get into a lift? If the answer is 'yes' to any of these or similar questions, you may have a phobia! If you have a phobia, don't worry. You're not alone. It's estimated that about 10% of the world's population have a phobia about something. The fear of flying, the fear of heights, the fear of being in closed spaces or being in open spaces are some of the most common phobias people have. However, there are hundreds of other unusual phobias too, which are just as bad. Did you know that some people have a fear of clowns? Can you believe that some people are afraid of fish and that others are scared of garlic? Then there's the fear of falling in love, the fear of rain, the fear of the moon, and

the fear of the stars! The list is endless. For most people who don't have phobias, these ideas are difficult to understand. Even people with phobias usually know that there's no real danger. However, they cannot control their fears. When some people think about the object of their phobia, their heart starts beating very quickly and they find it difficult to breathe. This is a natural reaction to fear, but it can make life difficult if it happens all the time. So if you have a phobia, what can you do about it? In some cases, you can simply avoid the situation. If you have a fear of heights, don't climb a mountain! However, in other cases, it's not so easy. What can you do if you're terrified of vegetables? Some people try relaxation techniques such as yoga or meditation. Some find that physical exercise can help. Others change their diet and stop having alcohol, coffee, and other unhealthy things. Many people find writing about their phobia helps them understand what is happening to them. But if none of these ideas help you, go and see your doctor. He or she may suggest psychotherapy, or even hypnosis.

1 How many people have phobias?

Answer: Ten per cent of the world's population.

2 How do most people feel about phobias?

Answer: They find it difficult to understand phobias

3 What physical reaction do some people have?

Answer: Their heart starts beating quickly, and they find it difficult to breathe.

4 What can people with phobias do to relax?

Answer: Yoga or meditation

5 What changes do some people make to their lives?

Answer: They change their diet, stop having alcohol, coffee, and other unhealthy things.

Тест 4 семестр

Test Вариант 1

1. Choose the correct variant a,b,c or d

1. _____ famous English painter Gainsborough was passionately fond of music and sometimes even wished he _____ a professional musician.

- a. the, were
- b. a, could
- c. The, had been

d. -, was

ОТВЕТ: c

1. She was in _____ tears. She _____ that the whole subject was too dangerous to discuss at night.

- a. -, mustn't have known
- b. The, had to know
- c. -, should have known
- d. -, have to know

ОТВЕТ: c

1. I recommend that your brother _____ a more powerful computer.

- a. to buy
- b. buys
- c. buy
- d. buying

ОТВЕТ: d

4. A successful journalist must be nosy and interested in people. This means that he/she has to be

- a) not curious and ambitious
- b) curious and inquisitive
- c) cheerful and forgiving
- d) unenthusiastically waiting for good news

ОТВЕТ: b

1. The faster you are, the _____ work you'll get done.

- a. most
- b. much
- c. more
- d. many

ОТВЕТ: c

2. Match the parts of the sentence 1-5 to a-e

1. I will be reading a book	a) in the evening
2. I have been reading this book	b) last summer
3. I read a lot of books	c) now
4. I am reading this book	d) this week
5. I was reading a book	e) when you came

ОТВЕТЫ

1	a
2	d
3	b
4	c
5	e

3. Build up sentences:

1. He / like watching TV / but / he / not / watch / at the moment / because /it/ he / sleep //
2. What / Wendy / do / at the moment / ? // She / clean / her teeth / bathroom //
3. mother / can (-) / help me / now / because / she / cook / kitchen //
4. Where / your cousin / live / use to // ?She / live / Sydney / Australia/used to
5. Why / you / tired / so / ? // Because / I / be / play football/ 2 hours //

ОТВЕТЫ:

1. He likes watching TV but he isn't watching it at the moment because he is sleeping.
2. What is Wendy doing at the moment? She is cleaning her teeth in the bathroom.
3. Mother can't help me now because she is cooking in the kitchen.
4. Where did your cousin use to live? She used to live in Sydney, Australia.
5. Why are you so tired? Because I have been playing football for 2 hours.

4. Read the text and choose the right variant:

Ana, her husband Mario, and their four-year-old son, Antonio, just moved to North Carolina.

They need a temporary place to call home until they get settled into their new surroundings.

Right now, they are staying in a hotel not far from Mario's job.

Ana begins a search for an apartment for the family to live in.

First, Ana picks up an Apartment Book at the local newspaper stand. The Apartment Book contains listings of all the major apartment complexes in her area.

Ana starts by looking at the prices for apartments in the Apartment Book. Then, she reads about the amenities that each apartment complex offers. For example, some apartments have a clubhouse. Some have a gym, which is also called a fitness center. Some have a pool. Some have all of these!

Ana notices that the more amenities an apartment complex has, the more it costs each month. She wants the family's new apartment to be nice, but she does not want to spend too much money on it. Ana and Mario are trying to save money to buy a house.

After considering prices, amenities, and locations, Ana finds several apartment complexes that she thinks the family will like. Ana calls the apartment complexes. She sets up appointments with the apartment managers to see the apartments she thinks are interesting.

Ana makes five phone calls in total. When Mario gets back to the hotel from work, Ana shows him the list of apartments. "These look good," he says. The next day, while Mario is at work and Antonio is at daycare, Ana visits the apartment complexes. She likes the fifth one the best. It is in a good school district. It has a pool, but no fitness center or clubhouse. It is near Mario's job. Ana hopes to find a job nearby as well.

When Ana gets back to the hotel, she discusses all that she has seen with Mario. They decide to rent the last apartment Ana saw. The next day, Ana calls the manager of the apartment complex with the news. The manager asks Ana and Mario to sign a lease and pay a security deposit. If the family damages the apartment in any way while they are living there, the security deposit will help to pay for the cost of repairs. Ana and Mario sign a lease and pay the money. The manager asks them when they plan to move in and Ana looks up at Mario. He looks back at her for a moment and then tells the manager, "In a few days."

Finally, they have a place to stay

Choose the correct variant:

1. Where is Ana's family staying while they look for a place to call home?

- A. in an apartment close to Mario's work
- B. at an apartment next to Antonio's school
- C. in Ana's mother's house
- D. in a hotel near Mario's work

OTBET: D

We learn that "they are staying in a hotel not far from Mario's job." Therefore (D) is correct. The story does not contain information to support answer choices (A), (B), and (C). Therefore they are incorrect.

2. What does Ana realize as she looks through the Apartment Book?

- A. that the nicest apartments are far away
- B. that all the apartments are small and cramped
- C. that it is easy to find a nice apartment in a good school district
- D. that the number of amenities is related to cost

OTBET: D

We learn that "Ana notices that the more amenities an apartment complex has, the more it costs each month." Since the price of the apartment goes up in relation to the number of amenities offered, the number of amenities is related to cost. Therefore (D) is correct.

The story does not contain information to support answer choices (A) and (B). Therefore they are incorrect. Although it may be easy to find a nice apartment in a good school district, the story does not provide enough information to determine whether it was easy or hard for Ana to do. Also, the story does not tell us this is a realization Ana has while reading the Apartment Book.

Therefore (C) is incorrect.

3. As used at the end of the story, which is the best description of a security deposit?

- A. money given to landlord to pay for amenities
- B. money given to landlord to pay for utilities and telephone
- C. money given to landlord to prove the tenant can pay rent on time
- D. money given to the landlord to pay for any damage to the apartment

OTBET: D

We learn that “the manager asks Ana and Mario to sign a lease and pay a security deposit. If the family damages the apartment in any way while they are living there, the security deposit will help to pay for the cost of repairs.” We can infer from this that the security deposit will be used to pay for any damage to the apartment. Therefore (D) is correct. The story does not contain information to support answer choices (A), (B), and (C). Therefore they are incorrect.

Test Вариант 2

1. Choose the correct variant a,b,c or d

Choose the correct answer from a, b, c, or d:

1. Publishing companies suffer a lot from; it’s really a crime.

- a) piracy b) privacy c) safety d) security

ОТВЕТ: a

2. Tabloid newspapers often focus on sensational or..... stories as well as general news.

- a) necessity b) celebrity c) obesity d) public

ОТВЕТ:b

3. When the accused person proved that he wasn’t , he was set free.

- a) guilty b) tasty c) innocent d) relevant

ОТВЕТ:a

4. A newspaper has small pages and large photos.

- a) broadcast b) poster c) tabloid d) blog

ОТВЕТ:c

5. It is that some people were typing up copies of the book from the photos to share on social media, which is illegal.

- a) comfortable b) appeared c) climbed d) claime

ОТВЕТ:d

2. Match the synonyms 1-5 to a-e.

1. gorgeous	a) to reply
1. customer	b) beautif ul
1. to think	c) to guess

1. ordinary	d) buyer
1. to answer	e) plain

Ответы

	b
	d
	e
	c
	a

3. Put the phrases in the correct order to make a telephone conversation.

1. Tim / usually / go / work / bicycle/by//?
2. children / play / games / all this week //
3. My brother / can (-) / play / tennis / because / he / not / have / racket //
4. How often / she / work/ overtime / ? //
5. My parents / not / like / roller-skates / because / they / be / dangerous //

ОТВЕТ:

1. Does Tim ususally go to work by bicycle?
2. The children have been playing games all this week.
3. My brother doesn`t play tennis because he doesn`t have a racket.
4. How often does she work overtime?
5. My parents don`t like roller-skates because they are dangerous.

4. Read the text and choose the correct variant:

«Worth working for?»

Paola and Imran have been married nearly 8 years.
They have had many good times together.

They have traveled the world together.

They have had two little girls together.

They have started a chocolate shop together.

Lately, Paola and Imran have been fighting a lot. Business at the chocolate shop is slow. Imran thinks it is Paola's fault. They are having trouble with money. Paola thinks Imran spends too much. One evening, Paola decides to visit her mom for advice. Paola knocks on her mom's door. Paola's mom is happy. It is a surprise visit. She quickly sees, however, that something is wrong.

Paola looks sad and tired. "Paola, what is the matter?" Mom asks. Paola tells her mom all that is going on. Mom smiles gently. She rubs Paola's back. Then she tells Paola a story.

"Your father and I have a wonderful marriage. But we don't always get along.

There was a time when things were very bad between us. We fought all the time.

You were just a little girl. One day we watched you playing on the floor. We knew we wanted to make our marriage work. We loved you very much. We loved each other very much. We knew we had to work harder on our marriage."

"What did you do?" asks Paola.

"We agreed to talk more. We planned a special night each week for the two of us. We went to see someone who helps people with their marriages," Mom says.

"It was worth it. I can't imagine not having your father in my life."

Paola begins to feel better. "You are right," she says. "What Imran and I have is worth working for."

Choose the correct variant:

1. What good times have Paola and Imran had?

I. They have had children together.

II. They have started a business together.

III. They have done extensive traveling together.

A. I only

B. I and II

C. II and III

D. I, II, and III

ОТВЕТ: D

We learn "Paola and Imran have been married nearly 8 years. They have had many good times together." Then, the story lists some of the good times Paola and Imran have had together. We learn "they have had two little girls together." This means that Paola and Imran have a family together. This supports option (I). We learn that "they have started a chocolate shop together." We can understand from this that Paola and Imran have a business together. This supports option (II). We learn "they have traveled the world together." Since traveling the world is extensive travel, this supports option (III). Therefore (D) is correct.

2. In discussing her own problems, what idea does Mom give Paola about fixing her problems with Imran?

- I. Paola can do something special with Imran.
- II. Paola can inform the children about the problems she is having with Imran.
- III. Paola can avoid talking to Imran when she is feeling upset.

- A. I only
- B. I and II
- C. II and III
- D. I, II, and III

Ответ: A

In the middle of the story, Paola goes to see her mom for some advice about how to handle her problems with Imran. Mom tells Paola how she dealt with a rough time she had in her marriage to Paola's father. Paola asks Mom what they did. In paragraph 9, Mom says, ““We agreed to talk more. We planned a special night each week for the two of us. We went to see someone who helps people with their marriages.” We can understand from this information that Paola's mom is encouraging Paola to take similar action to help her marriage to Imran. This means Paola gets the idea to do something special with Imran each week. This supports option (I). The story does not provide information to support options (II) or (III). Therefore (A) is correct.

3. What kind of relationship does Paola seem to have with her Mom?

- I. open
 - II. loving
 - III. tense
- A. I only
 - B. I and II
 - C. II and III
 - D. I, II, and III.

Ответ: B

When Paola is having trouble with her marriage, she turns to her mom for help. Since Paola feels comfortable telling her mother about her personal problems, they have an open relationship. This supports option (I). When Paola tells her mother about her troubles, Mom comforts Paola by rubbing her back. Paola's mother also tells Paola that one of the reasons she and Paola's father made their marriage work was because, “We loved you very much.” We can understand from this information that Paola and her mom have a loving relationship. This supports option (II). There is nothing in the

story that suggests that Paola and her mom have a tense relationship. This eliminates option (III). Therefore (B) is correct.

Критерии оценивания (оценочное средство - Тест)

Оценка	Критерии оценивания
превосходно	даны 100% правильные ответы на задания
отлично	даны 95-99% правильные ответы на задания
очень хорошо	даны 90-94% правильные ответы на задания
хорошо	даны 80-89% правильные ответы на задания
удовлетворительно	даны 70-79% правильные ответы на задания
неудовлетворительно	даны 60-69% правильные ответы на задания
плохо	даны менее 60% правильных ответов на задания

5.3.3 Типовые задания (оценочное средство - Тест) для оценки сформированности компетенции УК-4

Тест 1 семестр

Test. Variant 1

1. Circle the correct variant to complete the sentence.

1) Cheer up. I'm sure you ____ your exams.

- A don't fail
- B won't fail
- C won't to fail
- D not fail

2) Do you think ____ to the party?

- A they'll come
- B they come
- C they will coming
- D they coming

3) I ____ in the evening. I'm too tired.

- A never study
- B am never studying
- C study never
- D never to study

4) My cat ____ like milk. It only drinks water.

- A does
- B doesn't
- C didn't
- D don't

5) What ____ you doing when I called last night?

- A are
- B did
- C were
- D was

Answer Key

- 1. 1 B
- 2 A
- 3 A
- 4 B
- 5 C

2. Read sentences 1-5 and match them to predictions a-e.

1 'Marc's going to see a film in English tonight.'	a 'He won't get much money for it. It's very old.'
2 'There's a new drinks machine in the office.'	b 'That's good. You will feel much healthier.'
3 'The teacher isn't going to be here tomorrow.'	c 'He won't understand anything!'
4 'My brother's going to sell his car.'	d 'The coffee won't be very good.'
5 'I've started going swimming every day.'	e 'Great! So we won't have the exam!'

1 _ 2 _ 3 _ 4 _ 5 _

Answer key:

2. 1 c

2 d

3 e

4 a

5 b

3. Put the words in the correct order to make sentences.

1) Madrid / arrive / your / does / plane / time / in / what / ?

2) parents / him / to / he / money / on / give / depends / his / .

3) you / teacher / can / photocopy / ask / a / the / for / ?

4) on / of / do / a / you / lot / clothes / money / spend / ?

5) think / shoes / what / of / do / new / you / my / ?

Answer key:

1. What time does your plane arrive in Madrid?

2. He depends on his parents to give him money.

3. Can you ask the teacher for a photocopy?

4. Do you spend a lot of money on clothes?

5. What do you think of my new shoes?

4. Read the article on positive thinking and answer the questions.

1. What positive things should you do if you are thinking negatively?

2. If you do something positive (e.g. phone your friend), what will happen?

3. If you compare your life with other people's, how will you feel?

4. If you are feeling depressed, what should you read?

5. What should you say if you want to be famous?

Are you a positive thinker?

On our website this week, Dr Charles offers some tips on positive thinking.

Are you an optimist? I hope so, because if you are, you'll live longer and you'll be healthier. Are you a pessimist? I hope not. Studies show that you won't enjoy life as much and you'll take longer to get better when you're ill. So how do you think positive, not negative, thoughts? Here are some tips on how to be a positive thinker.

Stop thinking negative thoughts such as 'I'll never find a partner' or 'I'll never pass my driving test'. Find something positive to do. Phone your best friend and have a chat. Go out and do some exercise. Put on a funny DVD. This will stop you thinking negative thoughts, and will cheer you up.

Don't compare your life with other people's lives. For example thoughts like 'She's got a better job' or 'He's got a bigger house' make you feel pessimistic about life. Change your thinking to 'I've got a good job and I like my work' and 'I'm happy in this house. It's big enough for me'. Remember, being successful doesn't always mean you're happy.

Write down your negative thoughts. This will help you to clear those thoughts from your head. And that will make you feel more positive. You could also write down positive things that happened to you. Read them when you are feeling sad or depressed, and that will make you feel more positive.

Use positive language when you speak. This will make you think more positively. For example, don't say 'Our holiday was a disaster'. Say 'Next holiday, we're going to do things differently.' Don't say 'Famous? It'll never happen'. Say 'Famous? I'll try my best.' Try it – it works!

Answer key:

1. If you are thinking negatively, you should phone your best friend and have a chat, or you should go out and do some exercise, or put on a funny DVD.
2. This will stop you thinking negative thoughts, and will cheer you up.
3. You will feel pessimistic about life.

4. You should read notes on positive things that happened to you.
5. If you want to be famous, you should say that you'll try your best.

Test. Variant 2

1. Circle the correct variant to complete the sentence.

1) I ____ the answer to your question.

- A don't know
- B 'm not knowing
- C haven't known
- D not know

2) Do you play tennis as ____ as your sister?

- A best
- B better
- C well
- D good

3) ____ you ever bought anything on that website?

- A Did
- B Have
- C Has
- D Were

4) ____ finished their dinner yet?

- A Are they
- B Have they
- C Did they
- D Has they

5) Alicia isn't here. She has just ____ out.

- A go
- B went
- C gone
- D going

Answer Key

1. 1 A
- 2 C
- 3 B
- 4 B
- 5 C

2. Read sentences 1-5 and match them to predictions a-e.

1 'Esther's going to buy another mobile phone.'	A 'Lucky you! You will love the people and the scenery.'
2 'My daughter has a degree in IT.'	B 'Yes, but it will last a long time.'
3 'We're going to Brazil next month.'	C 'Don't worry. You will pass easily.'
4 'The meeting starts at 2.30.'	D 'She will lose it, just like the other two.'
5 'I'm taking my driving test tomorrow.'	E 'She will get a good job, I'm sure.'

1__ 2__ 3__ 4__ 5__

Answer key:

2. 1 d
- 2 e
- 3 a
- 4 b
- 5 c

3. Put the words in the correct order to make sentences.

1) plane / London / time / the / leave / does / what / ?

2) sister / email / yesterday / to / I / an / my / sent / .

3) money / friend / have / from / borrowed / a / ever / you / ?

4) are / park / children / in / the / the / playing / .

5) of / I / the / Moscow / in / live / centre / .

Answer key:

3.

1. What time does the plane leave London?
2. I sent an email to my sister yesterday.
3. Have you ever borrowed money from a friend?
4. The children are playing in the park.
5. I live in the centre of Moscow.

4. Read the article from a travel magazine and answer the questions.

1. How did the writer book the cottage?

2. What was the weather like in Scotland?

3. What did the writer read at the airport?

4. How did the writer go to the cottage?

5. How many children were at the cottage?

My holiday disaster

Although I work in the centre of London now, I like going to the mountains when I can. Last winter I decided to spend a week in Scotland. I wanted to go skiing and walking in the mountains. I looked on the internet and booked a cottage (a small house) for a week. One Friday night last November, I packed my bags, went to Heathrow airport, and waited to get on a plane to Inverness.

Then the problems started. The plane didn't leave that night. There was a lot of snow in Scotland and they closed Inverness airport. So I spent the night in Heathrow. I drank a lot of tea and read a lot of newspapers. I tried to sleep but I wasn't comfortable. Next

morning, Inverness airport opened again, and we arrived in Scotland. But my bags weren't there.

I hired a car and drove to the cottage. It was a twenty-minute drive from the airport. When I arrived, there was a family with two little children in the cottage! They book on the internet too – for the same week. The family was very kind. They said I could sleep in the lounge, and they cooked dinner for me.

Next day, I got my bags from the airport and decided to go skiing. But the mountain road was closed because of the snow. I didn't ski and I didn't go walking in the mountains. I spent the week in the cottage, waiting to go home – it wasn't my favourite holiday!

Answer key:

4.

1. The writer looked on the internet and booked the cottage.
2. There was a lot of snow in Scotland.
3. The writer read a lot of newspapers.
4. The writer hired a car and drove to the cottage.
5. There were two children at the cottage.

Тест 3 семестр

Test Вариант 1

1. Choose the correct variant a,b,c or d

1 Selim believed he deserved a _____, so he just asked his boss for one.

- a) target b) progress c) promotion d) move

ОТВЕТ c

2 It is useful to set your own goals and to think about the skills you need to _____ them.

- a) reach b) make c) master d) achieve

ОТВЕТ a

3 In many countries, there are very few career _____ for people without formal qualifications.

- a) plans b) breaks c) opportunities d) chances

ОТВЕТ c

4 Anika attends lots of professional development seminars because she wants to _____ a career move.

- a) do b) make c) earn d) save

ОТВЕТ b

5 If you want to get _____ in your career, you have to have clear short- and long-term goals.

a) ahead b) progress c) the sack d) money

Ответ а

2. Match the synonyms 1-5 to a-e

1) to climb a career ladder	a) to be a freelancer
2) to work flexitime	b) to earn a lot of money
3) to make a fortune	c) to ruin a career
4) break a career	d) how you show yourself in social networks
5) online image	e) be promoted

Ответы

1	e
2	a
3	b
4	c
5	d

3. Put the phrases in the correct order to make a telephone conversation:

- A. Could I speak to Mrs Zhang, please?
- B. Who's calling, please?
- C. What are you calling about?
- D. Well, it's about the conference.
- E. Dieter Enke, from LPL.

Ответы:

1. A

2. B

3. E
4. C
5. D

4. Read the text and answer the questions.

Competition in business

Consumer electronics is a competitive business and keeping up with the latest fashion is difficult. But a Japanese family-run electronics group, Casio Computer, has shown that they can do as well as much larger companies.

Over the past decade, Casio has launched a number of innovative products. It was the first to launch a very small digital camera, the Exilim, in 2002. Casio's strong G-Shock watches also started a fashion. More recently, the company developed a range of very thin mobile phones for a large mobile-phone operator; they have become the best-selling model in Japan.

Casio's success is based on selling to young fashion-conscious people. This is surprising when one considers that its senior executives are well over the usual age of a senior manager.

Kazuo Kashio, the President, is 79. His elder brother and Chairman, Toshio, is 81, while his younger brother, Yukio, Vice-President, is 76.

The company was founded in 1957 by Mr Kashio's brother Tadao Kashio, the eldest of the four Casio brothers who have led it over the past half-century. Other corporations in Japan have elderly executives. Chihiro Kanagawa, 80, has been Chief Executive of Shin-Etsu Chemical since 1990. Tetsuro Funai – the founder of Funai Electric, a consumer electronics manufacturer – is 79. Many other CEOs are in their 60s and 70s. This is partly because greater respect is given to old people in Japanese society, and also because the population of Japan is rapidly ageing. The average life span is 79 for men and 86 for women.

1) What type of company is Casio Computer?

Ответ: Casio Computer is a family-run electronics group.

2) When was the first very small digital camera launched?

Ответ: It was launched in 2002.

3) What product of the company became the best-seller?

Ответ: Thin mobile phones became the best-selling model in Japan.

4) How old is the Chairman of the company?

Ответ: He is 81..

5) Why are many CEOs in Japan over 60s?

Ответ: Many CEOs in Japan are over 60s because the population of Japan is rapidly ageing.

Test Вapuahm 2

1. Choose the correct variant a,b,c or d

1 'Bright Sparks' is an agency that helps school leavers _____ on a career plan.

a) offer

b) decide

c) take d) make

Ответ: b

2
ambitions as well.

It is not enough just to _____ your best; you need to have

a) make

b) work

c) do d) take

Ответ: c

3
their salary when they achieve their targets.

Sales representatives often earn a _____ in addition to

a) money

b) living c) bonus d) commission

Ответ: d

4
career opportunities if they are willing to travel.

Multinationals often _____ their employees excellent

a) offer

b) make

c) take d) do

Ответ: a

5 It is very inconvenient to have to work _____ when you have young children.

a) flexitime

b) overtime

c) time off d) time out

Ответ: b

2. Match the synonyms 1-5 to a-e.

1) purchase	a) a businessman or company which produces with raw material
2) shop assistant	b) seller
3) to refund	c) a businessman who buys in bulk
4) wholesaler	d) buy
5) supplier	e) to get money back if you return your purchase

Ответы

1	d
2	b
3	e
4	c
5	a

3. Put the phrases in the correct order to make a telephone conversation.

A. Hello, can I speak to Mrs Keynes, please?

B Sorry, I didn't catch the name, please.

C. Sorry, but Mrs Keynes is not at the office now. Can I take a message for her?

D Could you please, tell her, that Imelda Reyes rang.

E Sure. That's Imelda. I-M-E-L-D-A.

Ответ: 1 A

2 C

3 D

4 B

5 E

4. Read the text and answer the questions.

What makes a company successful?

Naturally, high-performing companies have unique building blocks. This is according to an independent business membership and research association, The Conference Board. One of the factors is having a strong focus on the customer. A company must have structures that help it meet customer needs at the highest efficiency level. Use free tools to provide an online self-scheduling, live booking, and instant registration facility.

Customer service and customer experience are significant areas of focus for successful businesses. However, focusing on customers is more than just creating products that meet their needs. Undoubtedly, customers want human interaction more than dealing with a company through automated chatbots and phone menus. Besides, they want to feel that a company values them.

On the contrary, having a few bad customer experiences can impact the success of the business. After all, people will only come back to a company that offers exemplary customer service, even without the lowest price.

Without a doubt, good customer experience is a combination of factors. Firstly, a company must have an excellent team of employees. Needless to say, happy employees contribute to the success of a business by keeping the customers happy. Conversely, when employees don't find satisfaction at the workplace, they won't hesitate to quit in search of greener pastures.

1) What is the first factor of becoming successful in business?

Answer: One of the factors to become successful is having a strong focus on the customer.

2) What free tools can be used to attract customers?

Answer: Companies can use free tools to provide an online self-scheduling, live booking, and instant registration facility. .

3) What do customers want more from a company than dealing with chatbots?

Answer: Customers want human interaction more than dealing with a company through automated chatbots and phone menus.

4) What is more important for customers: low price or exemplary service?

Answer: People will only come back to a company that offers exemplary customer service, even without the lowest price.

5) Why are happy employees important for a company?

Answer: Happy employees are important for a company because they contribute to the success of a business by keeping the customers happy.

Критерии оценивания (оценочное средство - Тест)

Оценка	Критерии оценивания
зачтено	Даны более 60% правильных ответов на задания
не зачтено	Даны менее 60% правильных ответов на задания

5.3.4 Типовые задания (оценочное средство - Практическое задание) для оценки сформированности компетенции УК-4

Практическое задание для зачета в 1 семестре

Read the text and do the task after the text

An undefinable quality

Many people have heard about Bill Clinton, ex-president of the United States. He is a very popular speech giver and regularly gives talks to many different audiences. He is so effective because he has a special quality which we call “charisma”. Nowadays, psychologists are becoming interested in charisma and try to redefine its meaning. We often misunderstand what charisma is and think of it as a kind of fame, but it is different from fame. Charisma is a kind of magic and is relatively rare. Charismatic people are often brilliant communicators. Still, they have other qualities such as sensitivity, self confidence, eloquence and vision. Charismatic personalities are able to draw others to them, and people feel happy in their company. There is a sense of togetherness when a charismatic person is with a group of people. A fine example of this ability is the famous American talk show presenter, Oprah Winfrey. She is able to relate to audiences at her shows and they respond well to her. Her charismatic personality has made her a highly successful businesswoman. Winfrey also runs a book club, which greatly influences the nation’s reading habits. Another woman who had extraordinary charisma was the film star Marilyn Monroe. She was a beautiful woman and a talented though underrated actress, and immediately became the center of attention wherever she went. Monroe’s charisma was so great that her first husband ex baseball player, Joe Di Maggio, was overshadowed by her. As he put it so well, “it’s no fun being married to an electric light”. Unlike fame, charisma doesn’t fade and disappear over time. Even now, fifty years after her death, when young people see Monroe in her films, her charisma seems as fresh and powerful as ever.

Example: Charisma is the same as fame. (F)

1 Bill Clinton is the President of the US

2 Marilyn Monroe was a ballet dancer

3 Oprah Winfrey is a famous actress

4 Charisma can be easily developed

5 It is difficult to define charisma

6 Charismatic people tend to be shy and introspective

7 Charismatic personalities attract others and are always in the public eye

8 Monroe married only once 9 It is easy to have a charismatic partner (wife / husband)

10 Charisma fades over time

Sample answer: 1 Bill Clinton is the President of the US (F - Bill Clinton is an ex-president of the US)

2 Read the text again and answer the questions. 1 What is charisma?

2 Why is Bill Clinton a popular speech giver? _____

3 What is Oprah Winfrey? _____

4 Why did Monroe's first husband dislike being married to her?

5 What happens to fame and charisma over time? _____

Sample answer: 1. What is charisma? - Charisma is a kind of magic.

Практическое задание для зачета в 3 семестре

Prepare the summary of the article according to the plan. Use the phrases which are given to you here.

HOW TO RENDER AN ARTICLE PLAN AND USEFUL STRUCTURES

I. INTRODUCTION

1. The title/headline of the article. The headline of the article is ... The article is headlined ... The article goes under the headline... The article is entitled...

2. The author of the article; where and when the article was published (*if this information is given). The author of the article is ... The article is written by ... The article is taken from the newspaper... It is (was) published in ... It is (was) printed in... The article I'm going to give a review of is taken from... The publication date of the article is... The article is dated the first of October, 2013... The article is printed on the second of October, 2013...

II. MAIN BODY

1. The topic/subject matter of the article. The article deals with the topic... The article is about ... The article is devoted to ... The article touches upon the topic of... The key issue of the article is... The basic subject matter of the article is... The article describes the situation... The article assesses the situation... The article informs us about... / comments on... The article deals with / is concerned with / describes / examines / reveals / exposes / dwells on / explains / addresses / discusses / presents / covers / outlines / states / offers / considers / looks into / treats...

2. The purpose/aim, the problem and the main idea of the article. The purpose of the article is to give the reader some information on ... The aim of the article is to provide the reader with some facts/material/data on ...

The article addresses the problem of... The article raises/brings up the problem... The main idea of the article is ...

3. The structure and the summary/contents of the article (+facts, names, figures, etc.). The article can be divided into some logically connected parts... The first part deals with... The second covers ... The third touches upon the problem of... The fourth part includes ... The author starts by telling (the reader) (about, that ...) ... At the beginning of the article the author describes / depicts / touches upon / explains / introduces / mentions / recalls / makes a few critical remarks on ... The article begins (opens) with the description of / introduction of / mention of / analysis of / summary of / the characterization of / author's opinion of / author's recollections of / the enumeration of ... Further/next/then the author reports (says) that ... The article goes on to say that ... In conclusion ... The author comes to the conclusion that In conclusion the author says / makes it clear that ... At the end of the article the author sums it all up by saying ... The author concludes by saying that... / draws a conclusion that / comes to the conclusion that ...

4. * The style/vocabulary of the article. The author's vocabulary is rather vivid, poor, rich... The author resorts to colourful general phrases / exaggerations / words with negative/positive connotation / descriptive adjectives / comparisons / metaphors / epithets ... (to create a vivid picture, a humorous effect / to enforce the influence on the reader...). We see the author's mastery in conveying the main idea to the reader with the help of ...

III. CONCLUSION

Summarize / restate the message (main idea) of the article. Comment on the way the author managed to convey it. Say whether or not you agree with the author's point of view. State your own opinion of the article and the problem discussed.

In conclusion I'd like to ... To come back to what I was saying... The message of the article is that ... / The main idea of the article is ... I fully agree with / I don't agree with ... From my point of view... As far as I am able to judge... My own attitude to this article is... The article is... / I find this article interesting / entertaining / exciting / gripping / amusing / enjoyable / funny / witty / banal / dull / outdated / boring / of no value / too hard to understand... because In my opinion the article is worth reading because ...

Sample of summary.

The text is head-lined «Going for gold». The main idea of the text is to create a network of “gold-to-go” vending machines that sell 24-karat bars of gold. The article begins by stating that the machines were originally created as a marketing device for an online gold trading business. However, because of their success, the inventor plans to create a global network. The author emphasizes that their customers are those who understand that gold is a safe investment. The author also points out that 20 such machines have appeared in Europe, and there are already 8 in Germany. In addition, next month the machines will appear in Las Vegas and Florida. The author concludes by writing that gold in vending machines is cheaper than in banks because the overheads are lower and you can get gold faster. I find the article interesting for me because it emphasizes the importance of business adaptation to changing market conditions.

Критерии оценивания (оценочное средство - Практическое задание)

Оценка	Критерии оценивания
зачтено	Подготовка, удовлетворяющая минимальным требованиям: коммуникативная задача, в целом, решена. Мысли выражены с отклонениями от языковых норм, которые иногда

Оценка	Критерии оценивания
	нарушали смысл и содержание сказанного
не зачтено	Необходима дополнительная подготовка для успешного прохождения испытания. Подготовка совершенно недостаточна

6. Учебно-методическое и информационное обеспечение дисциплины (модуля)

Основная литература:

1. Даниленко Л. П. Английский язык для экономистов (B1—B2) : учебник и практикум / Л. П. Даниленко. - 3-е изд. ; испр. и доп. - Москва : Юрайт, 2023. - 130 с. - (Высшее образование). - ISBN 978-5-534-07990-6. - Текст : электронный // ЭБС "Юрайт"., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=847853&idb=0>.
2. Уваров В. И. Английский язык для экономистов (A2-B2). English for Business + аудиозаписи : учебник и практикум / В. И. Уваров. - 2-е изд. ; пер. и доп. - Москва : Юрайт, 2023. - 393 с. - (Профессиональное образование). - ISBN 978-5-534-09824-2. - Текст : электронный // ЭБС "Юрайт"., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=847504&idb=0>.
3. Демина Ольга Александровна. Life is great : сборник текстов и заданий по английскому языку для студентов 1-2 курсов ИЭП : практикум / О. А. Демина ; ННГУ им. Н. И. Лобачевского. - Нижний Новгород : Изд-во ННГУ, 2017. - 44 с. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=823056&idb=0>.

Дополнительная литература:

1. Свешникова Н. А. Английский язык в профессиональной деятельности. Практикум : Учебное пособие / Свешникова Н. А. - Москва : КноРус, 2023. - 458 с. - Режим доступа: book.ru. - ISBN 978-5-406-10058-5., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=849468&idb=0>.
2. Борщевская Юлия Михайловна. Английский язык в модулях = Modules of the English Language : сборник текстов для чтения и заданий по английскому языку для бакалавров 1, 2 курса : практикум / Ю. М. Борщевская ; ННГУ им. Н. И. Лобачевского. - Нижний Новгород : Изд-во ННГУ, 2017. - 27 с. - Текст : электронный., <https://e-lib.unn.ru/MegaPro/UserEntry?Action=FindDocs&ids=822971&idb=0>.

Программное обеспечение и Интернет-ресурсы (в соответствии с содержанием дисциплины):

1. www.english-for-students.com
2. www.english.language.ru
3. www.english-test.net

7. Материально-техническое обеспечение дисциплины (модуля)

Учебные аудитории для проведения учебных занятий, предусмотренных образовательной программой, оснащены мультимедийным оборудованием (проектор, экран), техническими средствами обучения, компьютерами, специализированным оборудованием: - DVD-

проигрыватель

-
-
- Проектор

CD-проигрыватель

Телевизор

Помещения для самостоятельной работы обучающихся оснащены компьютерной техникой с возможностью подключения к сети "Интернет" и обеспечены доступом в электронную информационно-образовательную среду.

Программа составлена в соответствии с требованиями ОС ННГУ по направлению подготовки/специальности 38.03.01 - Экономика.

Автор(ы): Ваганова Наталья Вячеславовна, кандидат филологических наук.

Заведующий кафедрой: Золотова Марина Вианоровна, кандидат филологических наук.

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