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высшего образования
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(ВлГУ)

УТВЕРЖДАЮ:

Проректор

по образовательной деятельности

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РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ
Деловой иностранный язык

Направление подготовки: 44.04.01 Педагогическое образование

Программа подготовки:

Актуальные проблемы изучения романо-германских языков

Уровень высшего образования: магистратура

Форма обучения: очная

Семестр	Трудоем- кость зач. ед./час.	Лек- ций, час.	Практич. занятий, час.	Лаборат. работ, час.	СРС, час.	Форма промежуточного контроля (экз./зачет)
1	3/108		36		72	Зачёт
2	4/144		72		36	Экзамен (36 часов)
Итого	7/252		108	-	108	Зачет, экзамен (36)

Владимир 2016

А.А.Панфилов

1. ЦЕЛИ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целями освоения дисциплины «Деловой английский» являются:

- обучение практическому владению английским языком для его активного применения в сфере профессионального общения, а также в сфере деловой коммуникации;
- формирование практических умений и навыков, необходимых для успешных взаимоотношений с деловыми партнерами в будущей профессиональной деятельности;
- обучение основам культуры и этики делового общения на английском языке, публичных выступлений и дискуссий на профессиональные темы;
- развитие межкультурной компетенции, а именно умения участвовать в межкультурной коммуникации, учитывая особенности других культур.
- расширение лексического запаса, необходимого для общения на английском языке в академической, деловой и профессиональной сферах;
- расширение кругозора студентов-магистрантов, повышение уровня их общей культуры и образования, а также культуры мышления, общения и речи;
- совершенствование и дальнейшее развитие знаний, умений и навыков, полученных по основным дисциплинам.

2. МЕСТО ДИСЦИПЛИНЫ В СТРУКТУРЕ ОПОП ВО

Данная учебная дисциплина входит в раздел «Б1.Б.3. Базовая часть» ОПОП по направлению подготовки 44.04.01 – Педагогическое образование (магистратура). Программа ««Актуальные проблемы изучения романо-германских языков»».

Для усвоения курса требуется:

- знать базовую лексику общего языка;
- уметь понимать устную (монологическую и диалогическую) речь на специальные темы;
- уметь участвовать в обсуждении профессиональных тем, предусмотренных программой;
- владеть навыками разговорной речи по специальной тематике (владеть нормативным произношением и ритмом речи);
- активно владеть наиболее употребительной (базовой) грамматикой и основными грамматическими конструкциями, характерными для профессиональной речи;
- владеть основами публичной речи – делать сообщения, доклады (с предварительной подготовкой);
- владеть основными навыками письма, необходимыми для ведения документации и переписки.

Дисциплина обеспечивает подготовку студентов-магистров к разнообразной профессиональной деятельности, связанной с использованием знаний и умений в области иностранного языка в учреждениях образования, культуры, управления, в СМИ, в области межкультурной коммуникации, в различных областях экономической деятельности.

3. КОМПЕТЕНЦИИ ОБУЧАЮЩЕГОСЯ, ФОРМИРУЕМЫЕ В РЕЗУЛЬТАТЕ ОСВОЕНИЯ ДИСЦИПЛИНЫ

В результате освоения дисциплины «Деловой иностранный язык» студент должен обладать следующими компетенциями:

ОПК-1 – готовностью осуществлять профессиональную коммуникацию в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности;

ОПК-3 – готовностью взаимодействовать с участниками образовательного процесса и социальными партнёрами, руководить коллективом, толерантно воспринимая социальные этноконфессиональные и культурные различия.

По окончании изучения указанной дисциплины студент должен демонстрировать следующие результаты образования:

1. Знать:

- лексический минимум, необходимый для эффективного общения в академической и профессиональной среде;
- основные грамматические явления, характерные для устной и письменной профессиональной речи;
- основные особенности научного и делового стиля;
- правила речевого этикета при общении в профессиональной среде.

2. Уметь:

- поддержать разговор на профессиональную тему с носителем языка;
- аргументированно выразить свою точку зрения по проблемным вопросам на английском языке;
- участвовать в диалоге, дискуссии на профессиональные и общие темы с носителями языка;
- сделать логически выстроенное и структурированное высказывание (презентацию) на профессиональную тему на английском языке;
- понимать на слух аутентичную речь на общие и профессиональные темы, произносимую в естественном темпе.

3. Владеть:

- готовностью осуществлять профессиональную коммуникацию в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности;
- готовностью взаимодействовать с участниками образовательного процесса и социальными партнёрами, руководить коллективом, толерантно воспринимая социальные этноконфессиональные и культурные различия.

4. СТРУКТУРА И СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

«Деловой иностранный язык»

Общая трудоемкость дисциплины составляет 7 зачетных единиц, 252 часа.

№ п/п	Раздел (тема) дисциплины	Семестр	Неделя семестра	Виды учебной работы, включая самостоятельную работу студентов и трудоемкость (в часах)						Объем учебной работы, с применением интерактивных методов (в часах / %)	Формы текущего контроля успеваемости (по неделям семестра)
				Лекции	Практические занятия	Лабораторные	Контрольные	СРС	КП/КР		
1	Communication. What makes a good communicator?	1	1-6		12			24		6/50%	Рейтинг-контроль № 1 (5-6 недели)
2	Being international.	1	7-12		12			24		6/50%	Рейтинг-контроль № 2 (11-12 недели)
3	Building business relationships.	1	13-15		6			12		3/50%	
4	The importance of cultural awareness in business.	1	16-18		6			12		3/50%	Рейтинг-контроль № 3 (17-18 недели)
Всего за первый семестр					36			72		18/50%	Зачёт
1	Business ethics.	2	1-6		24			12		12/50%	Рейтинг-контроль № 1 (5-6 недели)
2	Team building.	2	7-11		20			10		10/50%	
3	Doing business on-line, E-commerce, the use of the Internet in Business.	2	12-14		12			6		6/50%	Рейтинг-контроль № 2 (11-12 недели)
4	The future of business.	2	15-16		8			4		4/50%	
5	Employment/Business trends.	2	17-18		8			4		4/50%	Рейтинг-контроль № 3 (17-18 недели)
Всего за второй семестр					72			36		36/50%	Экзамен
Итого:					108			108			Зачёт/Экзамен

5. ОБРАЗОВАТЕЛЬНЫЕ ТЕХНОЛОГИИ

В учебном процессе предусмотрено использование активных и интерактивных форм занятий в сочетании с внеаудиторной работой. Ведущими методами практических занятий являются:

- работа в парах, тройках, группах (обсуждение проблемных ситуаций, определение общего смысла текста и поиск ответов на детальные вопросы, составление плана, презентации/эссе, составление текстов с использованием целевого языкового материала и т.д.);
- групповые дебаты;
- «мозговой штурм»;
- кейс-стади (case-study);
- лингвистические игры;
- подготовка групповых презентаций и др.

6. ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ, ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО ИТОГАМ ОСВОЕНИЯ ДИСЦИПЛИНЫ И УЧЕБНО-МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

Формами контроля на занятиях являются: устный опрос студентов, проверка письменных заданий, оцениваются составление компьютерных презентаций и последующий отчёт на занятиях, ответы и выступления в рамках дискуссий на занятиях. Студенты привлекаются к обсуждению и к самостоятельному поиску информации по изучаемым темам.

Текущий контроль и промежуточная аттестация знаний студентов проводятся в соответствии с «Положением о рейтинговой системе комплексной оценки знаний студентов во Владимирском государственном университете имени Александра Григорьевича и Николая Григорьевича Столетовых» от 16.05.2013.

Примерные задания для проведения рейтинг-контроля

1 семестр

Рейтинг-контроль №1

1. Insert these infinitives and infinitive constructions “1) to achieve them; 2) to predict; 3) to set strategic objective; 4) to identify potential opportunities for growth” into the text:

“Developing a successful strategy is a vital part of the planning process for all business organizations. Analysing where a business stands in relation to its markets and competition enables it ____ (A) _____ and potential threats. It is then possibly ____ (B) _____ and ____ (C) _____ the human and financial resources needed ____ (D) _____.”

- 1 2 3 4
- 1 3 2 4
- 4 2 3 1
- 4 3 2 1

2. Read the text and answer the question: ‘Why are public limited companies under threat?’

“There are many types of companies. Most large corporations are public limited or joint-stock companies, which means that shareholders who wish to invest in the company can buy and sell parts of the company on the stock exchange. Many are multinationals, with subsidiaries and assets in various different countries, and they generally engage in mergers with other

companies and acquisitions in order to expand. However, the large corporation is increasingly under threat from the growing number of dotcoms set up by entrepreneurs.”

- They sell some of their parts on the stock exchange.
- They merge with multinationals.
- The number of dotcom companies is increasing.
- Their assets are in different countries.

3. Which is the best title to the text as follows:

“Globalization is forcing businesses to make cost savings by reducing operating costs. One way to do this is by outsourcing – transferring business processes such as order processing or call centre management to outside suppliers and service providers. Offshoring is a new form of outsourcing where businesses relocate back-office operations in overseas facilities where labour costs are lower.”

- The new global shift
- Going offshore
- Outsourcing
- The great job migration

4. Which sentence predicts the situation?

- We might have to lower our prices in future.
- We are going to lower our prices in future.
- We will lower our prices in future.
- All the sentences predict the situation.

5. _____ the report _____ yet? B. Yes, it _____. I _____ it last week.

A. What _____ in it? Anything exciting? B. Nothing too shocking. But it _____ several references to the generous pay rise the board _____ themselves last year.

- A. Was; published; B. was; have seen; A.was; B.did make; awarded
- A. Has, been published; B.has; saw;A.was; B.did make; awarded
- A . Has, been published; B.has; saw; A. has been; B. made; have awarded
- A . Has, been published; B.has; saw; A. has been; B. made; has awarded

6. CEOs _____ huge rises for years.

- have received
- received
- have been receiving
- have been received

7. The figures are _____ than we expected.

- far worse
- worsen
- worst
- by far worse

8. With better training our staff _____ better with the problems that came up.

- had coped with
- coped with
- would cope with
- would have coped with

9. Launching later _____ our competitor to beat us.

- might have allowed

- should have allowed
- ought to have allowed
- need have allowed

10. _____ as a seller only takes a few minutes.

- To register
- Registered
- Having registered
- Registering

11. Falling sales in the US are bound to affect the company's _____

- Currency
- Liabilities
- bottom line
- productivity

12. Companies wishing to _____ for the project should follow the standard procedure.

- Tender
- Supply
- Offer
- Propose

13. We're having trouble filling the positions because of the _____ of skilled workers.

- Surplus
- Reduction
- Shortage
- Infringement

14. _____ allow company directors to buy shares at a preferential price.

- Severance deals
- Pay packages
- Stock options
- Pension plans

15. Put the sentences (A), (B), (C), (D) into the text in the correct order.

(A) group that they work with,

(B) person has responsibility for a specific area of work,

(C) retailers sell goods to the general public,

(D) some companies manufacture or produce goods.

“Companies have different activities and work in different ways. So(1), others provide services;(2). Companies employ people to work for them in many kinds of job. Each(3) and a role within the team or (4).”

- D C B A
- A B D C
- C B A D
- B C A D

Рейтинг-контроль № 2

1. Fill in the blank with the missing word:

1) Steve won't be satisfied with a simple digital camera. He wants one with all the _____ and whistles.

a) widgets b) bells c) chimes

2) I know you're planning on spending your entire advertising budget on TV advertising. _____ for the record, I don't think that's a good idea.

a) just b) only c) simply

3) HBO _____ up with a winner with its popular show *Sex and the City*. It became an international hit.

a) came b) thought c) arrived

4) Jack didn't want to buy laptops for everybody in the office, but the office manager succeeded in twisting his _____.

a) leg b) mind c) arm

5) After two years on the market, this product is still not selling well. I think we should _____ the plug.

a) push b) remove c) pull

6) Our president has made it very clear that we need to double our revenues this year. No _____, ands, or buts.

a) ifs b) howevers c) maybes

7) We don't have any job openings right now, but please _____ base with us in a couple of months.

a) reach b) contact c) touch

8) Irene would like to start a business from her home, but she's not sure how to go _____ it.

a) around b) about c) with

9) Some of your colleagues might not like you, but at the _____ of the day, what really matters is what your boss thinks of you.

a) end b) close c) finish

10) When it was clear that the new product was a failure, nobody was willing to step up to the _____ and take responsibility.

a) table b) plate c) dish

11) Holiday time is very busy at the department store, so the store is planning on beefing _____ its sales staff for the entire month of December.

a) out b) over c) up

12) Charlie loves his job, so when he won the employee-of-the-year award, it was just _____ on the cake.

a) frosting b) icing c) candles

13) Don't tell Tony we're planning a retirement party for him. It's going to be a surprise. _____ the word!

a) Sister's b) Dad's c) Mum's

14) After another bad quarter, the president's head was on the _____.

a) cutting board b) chopping block c) operating table

15) General Electric is thinking about selling off one of its businesses in India, but nothing is set in _____ yet.

a) stone b) rock c) paper

Рейтинг-контроль № 3

1. Fill in the blank with the missing word:

1) We're not happy with our accounting firm. All of the mistakes they made with our taxes cost us a pretty_____.

a) nickel b) penny c) dollar

2) If the pharmaceutical company's new product is not approved by the Food and Drug Administration, they're going to be_____ deep trouble.

a) with b) on c) in

3) Sales will probably be slow after the holidays. Let's think of a way to_____ up some business.

a) beat b) break c) drum

4) Olivia is_____ two minds about quitting her job and starting her own business. On the one hand, it will be more exciting. On the other hand, she's afraid of taking a risk.

a) of b) with c) at

5) In the months following Google's initial public offering, the stock price went_____ the roof.

a) up b) out c) through

6) Your business has grown too large to run out of your home. You're going to need to_____ the bullet and rent some office space.

a) eat b) bite c) take

7) Our CEO kicked_____ the company holiday party by warning people not to drink too much champagne.

a) off b) out c) in

8) If you want to bring some_____ blood into the company, put an advertisement on Monster.com or another online job search site.

a) red b) smart c) new

9) Jerry doesn't understand what's going on in the marketplace today. He's_____ touch with reality.

a) out of b) close to c) far from

10) Don't mince_____. Tell Heather what you *really* think about her performance.

a) words b) language c) talk

11) Irene wasn't sure she'd be able to prepare the financial reports by tomorrow's meeting, but she promised to __ a crack at it.

a) make b) take c) do

12) Ben pulled out all the_____ to ensure that his business partner from Chile enjoyed his visit to the United States.

a) starts b) stops c) tricks

13) We've got a lot of employees just sitting around and playing Solitaire on their computers all day. It's time to __ house.

a) wash b) clean c) empty

14) If we don't roll_____ our sleeves and get started on this project, we're going to miss our deadline.

a) down b) out c) up

15) Apple is a very innovative company. They're always dreaming _____ interesting new products.

a) about b) up c) down

2 семестр

Рейтинг-контроль №1

1. Fill in the blanks, using the following idioms.

slave driver	the last straw
shape up or ship out	run a tight ship
turn a blind eye	What's the deal?
cut me some slack	pulling his weight
sick and tired	spare me the sob story

Jill is a manager of the automotive department at Sears. One of her salespeople, Len, isn't (1) Jill is (2) of the fact that Len shows up late every day and is constantly flirting with Tatiana, the saleswoman in the electronics department. Yesterday, Jill watched as Len was rude to a customer. "Go get your tires somewhere else!" Len yelled at the customer. That was (3). She pulled him aside and said to him, "Len, _ (4)!" Len was surprised. " (5) " he asked. "I thought you and I were friends, and now suddenly you're turning into a (6)." Jill replied, "Len, I do like you, but I'm trying to (7) here. I can no longer (8) to the fact that you're not taking this job very seriously." Len turned red and frowned. "Hey, (9) I've been under a lot of stress lately at home." Jill didn't want to hear any excuses. " (10) ," she replied.

2. Choose the best substitute for the phrase or sentence in bold:

1) Jake says he only hires pretty girls to work at his restaurant. He's so un-PC!

- a) bad with computers
- b) kind
- c) offensive

2) Tiffany called in sick on Tuesday, and she showed up for work on Wednesday with a sun tan. She's going to **get nailed** for lying about being sick.

- a) be awarded
- b) get in trouble
- c) get fired

3) Frank keeps taking all of the best customer accounts for himself . We hope that one of these days, **he'll get his**.

- a) he'll get his own accounts
- b) something bad will happen to him
- c) he'll actually earn the accounts he's taking

4) I'm not surprised that Randy kept trying to put his arm around you during the business dinner. He's always **on the make**.

- a) affectionate in public
- b) looking for romance
- c) moving quickly

5) Our CEO was one of the last people to hear of the accounting scandal at our company. He's so **out of the loop**!

- a) aware of what's going on
- b) unaware of what's going on
- c) curious about what's going on

- 6) Three months after he laid off thousands of employees on Christmas Eve, the CEO himself was fired. **What goes around comes around.**
- a) When you fire somebody, you'll probably get fired yourself soon.
 b) The CEO will still come around the offices.
 c) When people do bad things, they're usually punished in the end.

Рейтинг-контроль № 2

1. Fill in the blank with the missing word:

1) Walter has an opinion about everything. No matter what the topic is, he has to put in his _____ cents.

- a) ten b) five c) two

2) I can't believe that Katrina forgot to order sandwiches for our lunch meeting. She really _____ the ball!

- a) left b) dropped c) forgot

3) Sales are down by 30 percent so far this year. Let's think of some ways we can turn _____ the business.

- a) up b) about c) around

4) Our copy machine is broken. Before we shell _____ for a new one, let's call the repairman and see if he can fix it.

- a) out b) up c) about

5) The pharmaceutical company spent millions of dollars trying to come up with a cure for cancer, before finally deciding to throw _____ the towel.

- a) out b) up c) in

6) I won't go over all the details in the contract with you now, but _____ a nutshell, we are offering to pay you \$150,000 a year for your services.

- a) by b) in c) with

7) Joan's letters to clients often have typos in them. In the future, she should _____ her i's and _____ her t's.

- a) cross...dot b) dot...cross c) label...watch

8) We're going to _____ the envelope and try a brand new type of online advertising this year.

- a) push b) pull c) address

9) One of our customers is looking for a humidifier that also works as an air filter. Can you help her track that _____?

- a) down b) up c) out

10) You need to speak with Brandon about his performance. Lately, it hasn't been _____ to scratch.

- a) down b) about c) up

11) Since he made the big sale two years ago, Mike hasn't worked very hard. He's been _____ on his laurels.

- a) resting b) sleeping c) relying

12) Before we make a final decision, does anybody else want to weigh _____ on this issue?

- a) out b) in c) about

13) Don't try to pass the _____ to your employees. It's time you take some responsibility.

- a) buck b) dollar c) responsibility

14) We've got to call 200 customers as part of our market research survey. Who's going to pitch _____ and start making calls?

- a) out b) up c) in

15) If we get _____ track, we're not going to be able to finish our meeting on time.

- a) on b) around c) off

Рейтинг-контроль № 3

1. Fill in the blanks, using the following idioms.

issues with her	get bent out of shape
gets under his skin	hot-head
grin and bear it	in a snit
push my buttons	steer clear

Tracy has a reputation for having a bad temper. Everybody in the office knows she is a (1) . When she's in a bad mood, it's best to just (2) of her. Seth doesn't like Tracy. He has (3) . He complained to their boss, Yuri, about how much she (4) . "Too bad," said Yuri. "You have to work with her even though you don't like her, so just (5) ." Today, Seth went into Tracy's office and asked her to help him gather some sales data. "Why should I?" asked Tracy. Seth replied, "Why are you (6) ? This is a simple task. There's no need to (7) just because I'm asking for your help." Tracy got angry, pounded her fist on her desk, and yelled, "Seth, you really know how to _ (8) ! I'm sick and tired of doing *your* job all the time. If you want sales data, get it yourself!"

Choose the most appropriate response to the following:

1) We'd better be careful what we say in the office.

a) That's right. The walls have ears.

b) Likely story!

c) Right, I wasn't born yesterday.

2) Josh, we're going to have to ask you to take a 40 percent pay cut. But next year, I promise we'll triple your salary.

a) Lower your voice. The walls have ears!

b) Don't get too excited. Chill out!

c) That's hard to believe. I wasn't born yesterday!

3) Megan is constantly flattering her boss and offering to do favors for him.

a) Why doesn't she butter him up instead?

b) Think twice before accepting favors from her.

c) That's one way to climb the corporate ladder.

4) I'm giving a presentation to our CEO in a half an hour. I'm so nervous!

a) Likely story.

b) Chill out!

c) You're such a yes man.

5) I spent three hours helping Bob with his financial projections, and he didn't even say thank you.

a) You need to look at yourself in the mirror.

b) I'm sure you'll think twice before helping him again.

c) He's trying to climb the corporate ladder.

6) Maria works at least 60 hours a week at the law firm and always volunteers for extra work. She's an excellent employee.

a) She'll definitely get ahead.

b) Let's not talk about her behind her back.

c) It's a dog-eat-dog world.

7) Paul was arrested for stealing millions of dollars from his company.

a) I'm not surprised. He's a real yes man.

b) That's one way to climb the corporate ladder.

c) I don't know how he can look at himself in the mirror.

8) You're the best boss I've ever had and definitely the smartest!

a) Are you just out for yourself?

b) Are you trying to butter me up?

c) Isn't it a dog-eat-dog world?

Организация самостоятельной работы студентов

Самостоятельная работа студентов является неотъемлемой частью дисциплины «Деловой иностранный язык» и рассматривается как отдельный вид учебной деятельности.

Примерные тестовые задания для самостоятельной работы

1 семестр

Verbal Communication Skills

Q1 Remember that this happened first and was to the episode that happened afterwards.

(a) before (b) since (c) prior (d) previous

Q2 As the police saw the accident themselves, the driver avoided the of having to give a detailed report.

(a) need (b) requirement (c) indictment (d) necessity

Q3 It's a complete waste of time over who was to blame, the main thing we have to do is decide what to do next.

(a) arguing (b) discussing (c) repeating (d) considering

Q4 It was easy to realise why the machine had stopped working since it was a direct of his failure to maintain it.

(a) complement (b) concern (c) consequence (d) conviction

Q5 I am completely confused as to why she did it and so it's not to imagine why other people are mystified, too.

(a) definite (b) difficult (c) debatable (d) decided

Q6 If you want to try and influence that political party it's best to become a member yourself and then you can argue from the

(a) entrance (b) beginning (c) side (d) inside

Q7 I have great for them at this time because I have had a similar experience.

(a) sincerity (b) sympathy (c) sorrow (d) sadness

Q8 Feel free to visit anything of interest to you in the exhibition and also you can of any of the refreshments available.

(a) retake (b) undertake (c) partake (d) intake

Q9 Many of the people in the crowd were visibly crying because they all with those who had lost relatives in the disaster.

(a) resented (b) regretted (c) rejoined (d) sympathized

Q10 I assure you that you will have no problem with the task because it's as easy can be.

A) as (b) than (c) and (d) it

Planning a Business

Q1 It is essential before starting a business to work on a plan to problems later on.

(a) escape (b) endure (c) avoid (d) enter

Q2 The biggest in business can be eliminated if you have sufficient capital to start with.

(a) scene (b) risk (c) encounter (d) harm

Q3 Even when the economic situation is, there is always present the need for planning in a new business.

(a) mighty (b) huge (c) hefty (d) strong

Q4 Whatever happens in the future there is absolutely no for good market research before you launch a new product.

(a) consideration (b) criterion (c) substitute (d) contemplation

Q5 Your concern is naturally the plan but don't forget your capital or your premises.

(a) firstly (b) primary (c) primarily (d) initially

Q6 When people are considering whether to loan your new business a substantial sum, they are going toyour potential.

(a) encompass (b) evolve (c) evaluate (d) enquire

Q7 It is worthwhile as much market research information as possible before you work out your plan.

(a) including (b) snatching (c) grabbing (d) gathering

Q8 Her next task was to have a meeting with the bank manager to that she had a secure enough plan to warrant a loan.

(a) declare (b) demonstrate (c) state (d) announce

Q9 There are certain weaknesses in your plan that need to be urgently if you are to succeed.

(a) affixed (b) acquired (c) addressed (d) attended

Q10 Since the start of the business many new ideas have out of the original plan.

(a) developed (b) shown (c) gained (d) built

Organizing a Business

Q1 According to Ron Kurtus of School for Champions, some companies may be successful, but they could be even more profitable if they paid attention to the basics of organization.

(a) casually (b) mildly (c) scarcely (d) willfully

Q2 Good organization results in reducing losses due to work or unclear objectives.

(a) duplicate (b) little (c) over (d) unplanned

Q3 All personnel do better work, because they know what they should be doing and what their place is in theof things.

(a) host (b) plan (c) process (d) scheme

Q4 In order to improve, you must have a vision or goal of where you want to end

(a) it (b) result (c) point (d) up

Q5 The primary purpose or reason to start a business is to earn profits for its owners or stockholders.

(a) energy (b) entity (c) strategy (d) synergy

Q6 For the of public relations, such a stated purpose is kept private.

(a) cause (b) comfort (c) matter (d) sake

Q7 You should also be aware of your core: what are you good at?

(a) comparisons (b) competencies (c) competitors (d) complements

Q8 Often companies become diluted and start to get into a field that they think is, but in which they cannot compete.

(a) lucent (b) lucrative (c) ludicrous (d) lugubrious

Q9 A good statement accurately explains why your company exists and what it hopes to achieve in the future.

(a) corporate (b) foundation (c) mission (d) public

Q10 A very good way to organize your business is by following the 9000 standards; you do not necessarily have to become certified, but you can still use them as a guide in how to effectively operate your business.

(a) BBB (b) ISO (c) POP (d) QC

Business Letter Basics

Q1 The first goal in writing a business letter is to get the recipient's

(a) address (b) attention (c) services (d) trade

Q2 One fundamental of effective writing is to put the key information at the beginning.

(a) case (b) example (c) principle (d) situation

Q3 Avoid down the beginning of the letter with abundant information of which the reader is already aware, however.

(a) gearing (b) setting (c) weighing (d) writing

Q4 Effective writing is reading that makes the recipient want to read further.

(a) affected (b) effortless (c) effusive (d) offensive

Q5 In writing commercial correspondence, it is important to employ a friendly yet efficient ...

(a) feeling (b) mood (c) tense (d) tone

Q6 Try to aim for a style, but without employing bad grammar, slang, or otherwise questionable English.

(a) controversial (b) convenient (c) conventional (d) conversational

Q7 Be merciless in eliminating the that most people put into letters: it wastes the recipient's time and tries his or her patience.

(a) backing (b) clouding (c) complaining (d) padding

Q8 A good business letter is simple and straightforward without being simplistic or

(a) panoramic (b) paternal (c) patriotic (d) patronizing

Q9 The conclusion or ending paragraph should bring the communication to a polite and close.

(a) businesslike (b) interminable (c) measurable (d) subtle

Q10 Unfortunately, the ending paragraphs in much commercial correspondence employ wordy and overused phrases that detract from the letter's

(a) contact (b) contract (c) extract (d) impact

Email Do's and Don't's

Q1 Joan Lloyd, of Joan Lloyd & Associates, writes that email is a medium of communication for sheer convenience.

(a) uncomparated (b) undivided (c) unequal (d) unparalleled

Q2 However, she warns that it also carries many and even dangers in the office environment.

(a) deadfalls (b) freefalls (c) pitfalls (d) pratfalls

Q3 Delivering a negative message is difficult, even when it is spoken face-to-face; is almost guaranteed when it's received by email.

(a) decisiveness (b) defensiveness (c) derisiveness (d) discursiveness

Q4 What's worse, email can be printed and saved: both parties will often haul out their "documentation" to prove how the other party has them.

(a) decried (b) missed (c) reviled (d) wronged

Q5 If you receive an email that you off, and your first reaction is to counterattack, don't; close it and wait 24 hours before you respond.

(a) checks (b) fires (c) seizes (d) ticks

Q6 Because the tone and are missing, it is more important to use friendly language, descriptive adjectives and carefully chosen words.

(a) inflection (b) intention (c) reflection (d) retraction

Q7 If you don't consider how it will sound on the other end and take steps to shape the delivery so the meaning is understood, you could be doing control later.

(a) communication (b) courtesy (c) damage (d) passion

Q8 When I get a sloppy email, with poor punctuation, misspelled words or in lower case letters, it tells me the person just doesn't realize that what and how they write their credibility to others.

(a) denies (b) exaggerates (c) telegraphs (d) underlines

Q9 Email feels private, but it's anything

(a) at all (b) available (c) but (d) public

Q10 Write every email for your boss's eyes: it's a great way to keep you honest and sensitive.

(a) politically (b) positively (c) practically (d) probably

2 cemectp

Business Expressions (1)

Q1 I heard of a new company today with which we should co-operate and business with.

(a) make (b) create (c) have (d) do

Q2 Shortly after he was dismissed from the firm he decided to himself up in his own business.

(a) put (b) set (c) place (d) hold

Q3 They went business shortly after their children had left home and got married.

(a) out (b) in (c) into (d) on

Q4 As soon as they heard what had happened, they it their business to find out the truth.

(a) made (b) tried (c) managed (d) called

Q5 I would ask you kindly not to interfere with what I'm doing as in all honesty it's of your business.

(a) no (b) nothing (c) none (d) nor

Q6 Despite all the alterations that are taking place in the department store, the management wanted to explain it was business as

(a) common (b) practical (c) frequent (d) usual

Q7 She knew that there was some kind of business going on because strange things were happening.

(a) weird (b) unusual (c) funny (d) stupid

Q8 We really can't delay any more with our plans and must down to business as soon as possible.

(a) set (b) get (c) cut (d) find

Q9 When the bomb went off, most of the injured were just ordinary people going their business.

(a) about (b) along (c) across (d) through

Q10 Although they had high hopes that they would be successful, they out of business within six months.

(a) turned (b) came (c) went (d) fell

Business Expressions (2)

Q1 I've warned you before that you shouldn't get involved in this matter and you have business discussing it.

(a) some (b) little (c) no (d) not

Q2 That's really not my concern at all and I'm certainly not the business of telling others what to do.

(a) in (b) out (c) of (d) by

Q3 She was very enthusiastic about her new job and was making rapid progress nobody's business.

(a) as (b) with (c) similar (d) like

Q4 I really wouldn't joke about it because these people are deadly serious and business.

(a) signify (b) mean (c) require (d) need

Q5 He didn't hesitate to tell me that I wasn't wanted and just told me to my own business.

(a) concern (b) look after (c) tend to (d) mind

Q6 I'm afraid it won't be possible to talk to the boss today because he's away business till Tuesday.

(a) off (b) on (c) for (d) to

Q7 He was very keen that we kept in touch and for that reason he handed me his business

(a) ticket (b) paper (c) card (d) notice

Q8 This is the really important part of the machine and that's why we call it the business

(a) centre (b) end (c) area (d) point

Q9 The whole site has nothing but offices and administration centres and that's why we call it a business

(a) place (b) situation (c) field (d) park

Q10 All the famous film stars, actors, directors and writers were at the festival representing the world ofbusiness.

(a) play (b) drama (c) show (d) performance

Daily Business Activities

Q1 My went very well. I think I will get the job.

(a) interview (b) interstate (c) invitation (d) inspecting

Q2 She likes your of writing.

(a) jester (b) paper (c) test (d) style

Q3 There is a water in the hallway next to the bathroom.

(a) fling (b) thing (c) hole (d) fountain

Q4 This report is next week.

(a) gave (b) due (c) expect (d) date

Q5 I cannot print the flyers because the is out of paper.

(a) printer (b) impression (c) machine (d) impersonator

Q6 We normally serve five hundred every day.

(a) customs (b) customers (c) consume (d) commuters

Q7 At the annual picnic we will be hotdogs and chicken.

(a) serving (b) picketing (c) holding (d) rendered

Q8 From time time the inspector comes to make sure that everything meets health standards.

(a) in (b) and (c) to (d) for

Q9 The bigger they are the harder they

(a) cry (b) hit (c) swim (d) fall

Q10 Do you keep your files in your desk

(a) envelop (b) drawer (c) pocket (d) leg

Internet Business (1)

Q1 One of the great advantages of using the Internet is that people can more quickly.

- (a) interfere (b) interrupt (c) intervene (d) interact

Q2 It's no good spending a small fortune on new IT equipment as it's more cost to hire it.

- (a) affective (b) addictive (c) effective (d) reductive

Q3 One of the fashionable ways of saying you've been sacked is to say that your company issizing but you've still lost your job.

- (a) down (b) cut (c) out (d) through

Q4 The important thing to realise is that your service is not a little island on its own because all the services in this company areconnected.

- (a) in (b) inter (c) out (d) across

Q5 Whereas ten years ago we only dealt with customers in this country nowadays we are truly with branches all over the world.

- (a) worldly (b) mondial (c) globular (d) global

Q6 One of the most successful tools in your organisation is that of good because everybody knows what's going on.

- (a) communication (b) concentration (c) contemplation (d) consideration

Q7 Let me just what we have agreed in the agenda so far if nobody minds me going over it all again.

- (a) restore (b) retake (c) recap (d) redo

Q8 You have to realise that not all your clients can reach you online because they don't have to a computer.

- (a) address (b) access (c) acceptance (d) approach

Q9 There are times when you have to force yourself to improve your performance and that's simply called self.....

- (a) movement (b) mastery (c) manifestation (d) motivation

Q10 You must think big in this business and not just think short but what you hope to do in ten years' time.

- (a) term (b) period (c) length (d) time

Internet Business (2)

Q1 It's all very well having a dream or an idea but you must know where you're going and what your is.

- (a) terminus (b) terminal (c) goal (d) tendency

Q2 Her job in the company was to sort out the relevant information thereby it so that only appropriate material was sent to her directors.

- (a) draining (b) filtering (c) cleaning (d) dredging

Q3 She told him to stop wasting time by coming up with tried and tested ideas and in this way simply re-inventing the

- (a) circle (b) round (c) curve (d) wheel

Q4 The product had been on the market for some years and was selling well but somehow the image was in need of a face lift or

- (a) enhancement (b) enthusiasm (c) endeavour (d) enticement

Q5 In the hope of finding fresh ideas he used the internet to help him by using as many search as he could discover.

- (a) gangways (b) portals (c) doorways (d) passages

Q6 You must increase the sale of this commodity by trying to interest a different age range and by into their society.

- (a) dripping (b) floating (c) tapping (d) sailing

Q7 You'll never make any more money or new income if you keep using that un-imaginative marketing logo.

(a) generate (b) generalize (c) germinate (d) engender

Q8 Now that you've explained the scope and of the market, we are very keen to inject some money into your project.

(a) measurement (b) distance (c) width (d) dimension

Q9 There is always a risk in any business when your scheme is based on an entirely new concept.

(a) venture (b) journey (c) adventure (d) voyage

Q10 Get in there first and don't hesitate to act as the boss and take the

(a) place (b) lead (c) leading (d) leader

Online Marketing Campaign

Q1 She was going to discuss the matter with her colleagues or her family.

(a) but (b) yet (c) neither (d) either

Q2 Our project team tried hard to think all the possible alternatives before making a decision.

(a) of (b) at (c) by (d) as

Q3 Timing can be crucial when you're considering launching a new online marketing campaign.

(a) strongly (b) greatly (c) extremely (d) already

Q4 Are you able to our conditions of delivery in line with our recent invoice?

(a) except (b) expect (c) accept (d) access

Q5 Fortunately for us we're finding our new internet division is showing an increased

(a) prophet (b) profit (c) profitably (d) profits

Q6 Following some recent research our engineers that our index system has scope for fast improvement.

(a) fined (b) finding (c) found (d) finds

Q7 In our line of business it is vital to host our website on our own server of getting someone else to do it.

(a) except (b) but (c) besides (d) instead

Q8 Before you employ new staff you should carry out a examination of their personal qualities and professional experience.

(a) careful (b) caring (c) carefulness (d) carefully

Q9 Thanks to the high standards of service we offer our customers, we have been able to establish an excellent.....

(a) repute (b) reputable (c) reputation (d) reputedly

Q10 An interactive website can save your organisation amounts of time and money that would otherwise be spent on correspondence.

(a) signify (b) significant (c) significance (d) signification

Employment and Training

Q1 We're paying for a stand at the new industrial exhibition with a view to interest among potential employees in our company.

(a) generalizing (b) generating (c) germinating (d) gesticulating

Q2 For the first three months of your employment with the firm you will be under the care of a

(a) minor (b) monitor (c) mender (d) mentor

Q3 Although she was very tempted to accept the job she was offered, she had to the offer because the salary would have been insufficient.

(a) return (b) reject (c) refuse (d) repeat

Q4 A university education is of course important but it is essential that all employees undergo a period of intensive.....

(a) preparation (b) concentration (c) training (d) learning

Q5 A newsletter is sent out every ten days to all the staff so that they receive a regular on recent appointments.

(a) update (b) dating (c) dates (d) dated

Q6 Part of the ongoing training is to ensure that a regular time and place are for department heads to meet their staff.

(a) placed by (b) put on (c) set up (d) set off

Q7 The head of department acknowledged that the of the section was largely due to high quality support staff.

(a) success (b) progress (c) business (d) future

Q8 The pace of change in that industry is so fast that staff find it hard to the latest developments.

(a) hold on to (b) keep on to (c) hold up with (d) keep up with

Q9 It is the policy of the company to all interviews for new recruits with a member of the trade union present.

(a) control (b) conduct (c) convene (d) confirm

Q10 In view of the excessive workload you have at the moment I won't expect you to keep during the next few days.

(a) on line (b) on road (c) on track (d) on path

Corporate Policy (1)

Q1 Since last year my workload has increased

(a) considerable (b) considerably (c) considered (d) consider

Q2 The ability to present your thoughts in an organized is critical.

(a) box (b) time (c) manner (d) concentration

Q3 The company has several new policies recently.

(a) implemented (b) driven (c) overtaken (d) understood

Q4 She provided the judge with evidence in support of the case.

(a) concrete (b) wooden (c) athletic (d) doomed

Q5 He is paid a rather than by the hour.

(a) degree (b) percent (c) wage (d) salary

Q6 The job seems to be improving.

(a) fence (b) allowance (c) market (d) cruise

Q7 Your resume needs work.

(a) many (b) lot (c) a (d) some

Q8 The operation is currently some vast changes.

(a) undergoing (b) under coming (c) over going (d) overcome

Q9 Working as a team will better enable the company to its goals.

(a) stretch (b) remove (c) reach (d) take

Q10 Who is in charge negotiations?

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

Corporate Policy (2)

Q1 She is with having to do 2 people's jobs.

(a) tired (b) tiring (c) feel down (d) fed up

Q2 Being a mother 3 and working full-time was too much.

(a) with (b) at (c) of (d) for

Q3 He works 6 days week.

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

Q4 It's the of a lifetime.

(a) opportunity (b) compensation (c) immersion (d) details

Q5 The left-overs each night are donated to a organization that feeds the homeless.

(a) no money (b) unprofitable (c) profitless (d) nonprofit

Q6 It is very important that the review is turned by the deadline.

(a) over (b) up (c) in (d) through

Q7 Beginning in October we will each employee's past performance.

(a) evaluate (b) elevate (c) educate (d) integrate

Q8 People tend to gravitate others who are the most like themselves.

(a) over (b) with (c) toward (d) like

Q9 The owners are discussing how they can cut costs without lowering salaries or off employees.

(a) cutting (b) laying (c) dumping (d) firing

Q10 You are the helpful person I have met.

(a) greater (b) better (c) biggest (d) most

Примерные вопросы к зачету (1 семестр)

1. How do you achieve effective communication? What makes a good communicator?
2. What are the barriers to effective communication?
3. How to deliver an effective presentation?
4. What techniques do inspirational speakers use to engage an international audience?
5. What are some strategies for becoming a better public speaker?
6. How to build strong business relationships?
7. Networking is a vital part of establishing good business relationships, isn't it?
8. Why is cultural awareness important for business people?
9. Businesses interact globally, don't they?
10. What personality traits help in doing business internationally?

Примерные задания к экзамену (2 семестр)

1. Прочитайте незнакомый текст.
2. Переведите отрывок из этого текста с английского на русский письменно.
3. Перескажите текст.
4. Переведите предложение с русского языка на английский, используя изученный лексико-грамматический материал.
5. Составьте диалог на предложенную ситуацию (по изученным в семестре темам), с использованием формул речевого этикета.

Пример: *The owner of the department store visits Moscow to find a supplier of amber jewelry. He/she phones a Russian contact recommended by a colleague. The owner wants to find out if the Russian is interested in doing business with his/her company.*

7. УЧЕБНО-МЕТОДИЧЕСКОЕ И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

а) основная литература:

1. Бедрицкая Л.В. Деловой английский язык = English for Business Studies [Электронный ресурс]: учебное пособие/ Бедрицкая Л.В., Василевская Л.И., Борисенко Д.Л.— Электрон. текстовые данные.— Минск: ТетраСистемс, Тетралит, 2014.— 320 с. — Режим доступа: <http://www.iprbookshop.ru/28071>.

2. Маньковская З.В. Английский язык в ситуациях повседневного делового общения: Учебное пособие / З.В. Маньковская. - М.: НИЦ ИНФРА-М, 2016. - 223 с. — Режим доступа: <http://znanium.com/bookread2.php?book=519607>

3. Деловой английский. Деловая переписка. Business English. Business Correspondence [Электронный ресурс]: учебное пособие/ — Электрон. текстовые данные.— Омск: Омский государственный университет им. Ф.М. Достоевского, 2012.— 228 с.— Режим доступа: <http://www.iprbookshop.ru/24882>

б) дополнительная литература:

1. Маньковская З.В. Идиомы и фразовые глаголы в деловом общении (английский язык): Учебное пособие / З.В. Маньковская. - М.: ИНФРА-М, 2011. - 184с. — Режим доступа: <http://znanium.com/bookread2.php?book=205580>

2. Слепович В.С. Деловой английский язык = Business English [Электронный ресурс]: учебное пособие/ Слепович В.С.— Электрон. текстовые данные.— Минск: ТетраСистемс, 2012.— 270 с.— Режим доступа: <http://www.iprbookshop.ru/28070>.

3. Турук И.Ф. Business English in Fiction [Электронный ресурс]: практикум/ Турук И.Ф., Петухова М.В.— Электрон. текстовые данные.— М.: Евразийский открытый институт, 2010.— 94 с.— Режим доступа: <http://www.iprbookshop.ru/11186>

4. Trappe, Tonya. Intelligent Business. Intermediate Business English. Coursebook / Т. Trappe, G. Tullis. — Harlow: Pearson Education Limited: Longman, [2008].— 176 p. — Библиотека ВлГУ.

в) периодические издания:

1. Журнал для изучающих английский язык «Speak Out». – М.: Глосса-Пресс.

2. Журнал «Hot English Magazine. – URL: <http://www.learnhotenglish.com>

г) интернет-ресурсы:

1. [http:// www.breakingnewsenglish.com](http://www.breakingnewsenglish.com)

2. <http:// www.businessenglishsite.com>

3. <http://www.iprbookshop.ru>

4. <http://www.studentlibrary.ru>

5. <http://znanium.com>

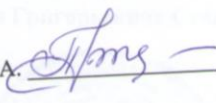
8. МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

В качестве материально-технического обеспечения дисциплины «Деловой иностранный язык» используются:

- лингафонный кабинет;
- компьютерный класс с выходом в интернет;
- учебная аудитория, оборудованная интерактивной доской и мультимедийным проектором;
- переносной мультимедийный комплекс.


Рабочая программа дисциплины составлена в соответствии с требованиями ФГОС ВО по направлению 44.04.01 Педагогическое образование (уровень магистратуры) по программе подготовки «Актуальные проблемы изучения романо-германских языков».

Рабочую программу составила

ассистент кафедры английского языка Петрунина Ю.А. 

Рецензент


(представитель работодателя)

Мирносова Анна Николаевна, зам. директора по УВР Мирносовская О.Ю. 
(место работы, должность, ФИО, подпись)

Программа рассмотрена и одобрена на заседании кафедры английского языка

Протокол № 12 от 29.06.16 года

Заведующий кафедрой

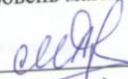

(ФИО, подпись)

Назарова А.О.

Рабочая программа рассмотрена и одобрена на заседании учебно-методической комиссии направления 44.04.01 Педагогическое образование (уровень магистратуры)

Протокол № 5 от 29.06.16 года

Председатель комиссии, директор ПИ


(ФИО, подпись)

Артамонова М.В.

ЛИСТ ПЕРЕУТВЕРЖДЕНИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ (МОДУЛЯ)

Рабочая программа одобрена на _____ учебный год
Протокол заседания кафедры № _____ от _____ года
Заведующий кафедрой _____

Рабочая программа одобрена на _____ учебный год
Протокол заседания кафедры № _____ от _____ года
Заведующий кафедрой _____

Рабочая программа одобрена на _____ учебный год
Протокол заседания кафедры № _____ от _____ года
Заведующий кафедрой _____