



**АВТОНОМНАЯ НЕКОММЕРЧЕСКАЯ ОРГАНИЗАЦИЯ ВЫСШЕГО ОБРАЗОВАНИЯ  
«ИНСТИТУТ МЕЖДУНАРОДНЫХ ЭКОНОМИЧЕСКИХ СВЯЗЕЙ»**

**INSTITUTE OF INTERNATIONAL ECONOMIC RELATIONS**

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**УТВЕРЖДАЮ**  
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**РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ  
ДЕЛОВАЯ КОММУНИКАЦИЯ НА АНГЛИЙСКОМ ЯЗЫКЕ  
(ПРОДВИНУТЫЙ УРОВЕНЬ-II)**

по направлению подготовки  
38.03.01 Экономика

Направленность (профиль) «Цифровая экономика»

Москва - 2023

*Приложение 4*  
*к основной профессиональной образовательной программе*  
*по направлению подготовки 38.03.01. Экономика*  
*направленность (профиль) «Мировая экономика»*

Рабочая программа дисциплины «Деловая коммуникация на английском языке (продвинутый уровень I)» входит в состав основной образовательной программы высшего образования по направлению подготовки 38.03.01. Экономика, направленность (профиль) «Цифровая экономика» и предназначена для обучающихся по очной форме обучения.

Сведения об актуализации РПД

На учебный год	Состав актуализации	Утверждена Ученым советом
2021-2022	- Перечень основной и дополнительной учебной литературы; - оценочные материалы.	Протокол Учёного совета от 08.07.2021 г., № 12
2022-2023	- Перечень основной и дополнительной учебной литературы; - оценочные материалы.	Протокол Учёного Совета от 26.01.2022 г., №6
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## 1. Цель и задачи дисциплины (модуля)

**Цель** дисциплины «Деловая коммуникация на английском языке (продвинутый уровень II)» - приобретение студентами коммуникативных навыков, уровень которых достаточен для решения социально-коммуникативных задач в различных областях профессиональных сфер деятельности и в целях самообразования.

### Задачи дисциплины:

- достижение необходимого уровня лингвистических навыков – изучение и использование лексических и грамматических единиц в объёме, который необходим для творческой деятельности в профессиональных сферах и ситуациях;
- развитие дискурсивных навыков - умения построения целостных, логичных высказываний (дискурсов) разных функциональных стилей в устной и письменной коммуникации на основе понимания различных видов профессионально-ориентированных текстов при чтении и аудировании;
- развитие практики использования английского языка для решения специальных профессиональных задач (подбор литературы, чтение соответствующих источников, просмотр программ по интересующей студента проблематике);
- закрепление стратегического навыка – навыка использовать вербальные и невербальные стратегии для компенсации пробелов, связанных с недостаточным владением языком;
- развитие когнитивных и исследовательских умений;
- расширение кругозора и повышение общей культуры: изучение культурных особенностей, нравов, обычаев стран изучаемого языка, этики, воспитание толерантности и уважения к духовным ценностям разных стран и народов;
- формирование готовности налаживать межкультурные и внешнеэкономические связи, представлять свою страну на международных семинарах, конференциях, рабочих встречах, участвовать в презентациях;
- развитие умения находить решения в быстро меняющихся условиях международного бизнеса.

## 2. Перечень планируемых результатов обучения по дисциплине (модулю), соотнесенных с планируемыми результатами освоения образовательной программы

Код компетенции	Содержание компетенции	Планируемые результаты обучения по дисциплине
ОК-4	способность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия	Знать (4) – грамматические правила, формы и конструкции, англоязычные речевые структуры и деловую терминологию, необходимые для осуществления профессионального общения.
		Уметь (4) – логично, аргументировано и корректно подготовить устные и письменные высказывания на иностранном языке в межличностном общении и межкультурном взаимодействии.
		Владеть (4) – навыками использования монологической и диалогической устной и письменной речи в ситуациях межличностного и межкультурного

Код компетенции	Содержание компетенции	Планируемые результаты обучения по дисциплине
		взаимодействия в пределах изученного языкового материала.
ПК-10	способность использовать для решения коммуникативных задач современные технические средства и информационные технологии	Знать (Д) – способы разрешения конфликтных ситуаций, основы проектировании межличностных, групповых и организационных коммуникаций на иностранном языке
		Уметь (Д) – использовать способы разрешения конфликтных ситуаций, проектировать межличностные, групповые и организационные коммуникации на иностранном языке
		Владеть (Д) – способами разрешения конфликтных ситуаций, основами проектировании межличностных, групповых и организационных коммуникаций на иностранном языке

### 3. Место дисциплины (модуля) в структуре образовательной программы высшего образования

Учебная дисциплина «Деловая коммуникация на английском языке (продвинутый уровень II)» входит в факультативную часть учебного плана по направлению подготовки 38.03.01 Экономика, профиль: «Цифровая экономика».

**Языки преподавания: русский, английский.**

### 4. Объем дисциплины (модуля) в зачетных единицах с указанием количества академических часов, выделенных на контактную работу обучающихся с преподавателем (по видам учебных занятий) и на самостоятельную работу обучающихся

Общая трудоёмкость дисциплины составляет 2 зачётные единицы, всего – 72 часа.

Вид учебной работы	Всего часов
<b>Контактная работа с преподавателем (всего)</b>	<b>20</b>
В том числе:	
Занятия лекционного типа	
Семинары	20
Консультации	
<b>Самостоятельная работа</b>	<b>52</b>
<b>Контроль</b>	
Форма контроля	Зачет
<b>Общая трудоёмкость</b>	<b>72</b>

**5. Содержание дисциплины (модуля), структурированное по темам (разделам) с указанием отведенного на них количества академических часов и видов учебных занятий**

**Содержание дисциплины, структурированное по темам (разделам)**

Наименование тем (разделов)	Содержание тем (разделов)
Marketing Маркетинг	<p>Лексика: термины в области маркетинга, исследования рынка, целевые рынки, сегментация рынка</p> <p>Чтение: Steps of a Marketing Strategy</p> <p>Грамматика: Способы выражения будущего, времена активного и пассивного залога – повторение.</p> <p>Устная речь (полилогическая):</p> <ul style="list-style-type: none"> <li>- обсуждение 4 П маркетинга</li> </ul> <p>Устная речь (монологическая):</p> <ul style="list-style-type: none"> <li>- доклад о методах исследования рынка</li> </ul> <p>Письменная речь:</p> <ul style="list-style-type: none"> <li>- кейс KFC</li> </ul>
Promotion Продвижение бренда на рынке	<p>Лексика: термины в области маркетинга и рекламы, виды рекламы</p> <p>Чтение: Uses of Advertising, Promotion, Promotional Mix</p> <p>Грамматика: Способы выражения будущего, времена активного и пассивного залога – повторение.</p> <p>Устная речь (полилогическая):</p> <ul style="list-style-type: none"> <li>- обсуждение функций рекламы</li> </ul> <p>Устная речь (монологическая):</p> <ul style="list-style-type: none"> <li>- доклад на тему выбранного вида рекламы</li> </ul> <p>Письменная речь:</p> <ul style="list-style-type: none"> <li>- кейс Danger Zone</li> </ul>
Management Менеджмент	<p>Лексика: термины в области менеджмента, стили управления, типы менеджеров</p> <p>Чтение: The big three management styles, What makes a great manager</p> <p>Грамматика: Инфинитив и его конструкции.</p> <p>Устная речь (полилогическая):</p> <ul style="list-style-type: none"> <li>-обсуждение типов управленцев и их качеств</li> </ul> <p>Устная речь (монологическая):</p> <ul style="list-style-type: none"> <li>-описание стилей управления</li> </ul> <p>Письменная речь: - кейс Stew Leonard's Dairy Store</p>
Stock Market and Investing Фондовая биржа и инвестиции	<p>Лексика: торговля на рынке ценных бумаг, виды акций, облигации, IPO, циклические акции, показатели фондового рынка, чтение котировок, мировые биржи, фонд взаимных инвестиций, типы инвесторов</p> <p>Чтение:</p> <p>Грамматика: Времена активного залога.</p> <p>Устная речь (полилогическая):</p> <ul style="list-style-type: none"> <li>-обсуждение сложностей IPO</li> </ul> <p>Устная речь (монологическая):</p> <ul style="list-style-type: none"> <li>- доклады о крупных фондовых биржах</li> </ul> <p>Письменная речь:</p>

	- кейс Investing into Stock
International Trade Внешняя торговля	<p>Лексика: термины в области внешней торговли, внешние рынки, стереотипы и культурные особенности, международные экономические союзы и организации, санкции и ограничения</p> <p>Чтение: Entering a foreign market, Barco of Belgium, Pinball Wizard learns from mistakes</p> <p>Грамматика: Модальные глаголы, оттенки модальности</p> <p>Устная речь (полилогическая):</p> <ul style="list-style-type: none"> <li>- обсуждение санкций внешней торговли</li> </ul> <p>Устная речь (монологическая):</p> <ul style="list-style-type: none"> <li>- доклад о ВТО</li> </ul> <p>Письменная речь:</p> <ul style="list-style-type: none"> <li>- эссе Европейский Союз</li> </ul>

## Структура дисциплины

№ п/п	Наименование тем (разделов) дисциплины	Контактная работа		СРС	Всего
		Занятия лекционного типа	Семинары		
1	Маркетинг	-	4	10	
2	Продвижение бренда на рынке	-	4	10	
3	Менеджмент	-	4	10	
4	Фондовая биржа и инвестиции	-	4	11	
5	Внешняя торговля	-	4	11	
<b>Контроль:</b>		-	-	-	-
<b>Итого:</b>		-	<b>20</b>	<b>52</b>	<b>72</b>

### 6. Перечень учебно-методического обеспечения для самостоятельной работы обучающихся по дисциплине (модулю)

Самостоятельная работа является одним из основных видов учебной деятельности, составной частью учебного процесса и имеет своей целью: глубокое усвоение материала дисциплины, совершенствование и закрепление навыков самостоятельной работы с литературой, рекомендованной преподавателем, умение найти нужный материал и самостоятельно его использовать, воспитание высокой творческой активности, инициативы, привычки к постоянному совершенствованию своих знаний, к целеустремленному научному поиску.

Контроль самостоятельной работы, является важной составляющей текущего контроля успеваемости, осуществляется преподавателем во время практических занятий и обеспечивает оценивание хода освоения изучаемой дисциплины.

#### Возможные темы презентаций:

1. The greatest success of entering a foreign market
2. The greatest success on a domestic market
3. Keys to successful management (based on an example of a certain company)
4. Ways to win customers
5. Internet advertising and buzz marketing
6. Peculiarities of Public Relations
7. Ethics in Business
8. Entrepreneurial Skills
9. Headhunting: what does it take?
10. Tips to be successful at job interviews
11. What makes a great manager
12. Cultural stereotypes in business: Russia (any country)
13. Efficient ways to motivate staff
14. Effective methods of market research
15. Product life cycle
16. The marketing strategy of a company (the 4P's)
17. The promotional strategy of a company (promotional tools)
18. The greatest flop on a domestic market
19. The greatest flop on a foreign market

#### Требования к презентации:

1. 9-15 слайдов в PowerPoint



2. План презентации:
  - ✓ Вступление (почему выбрана данная тема презентации) (2 слайда)
  - ✓ Основная часть
  - ✓ Заключение (выводы) (2 слайда)
3. Спикер презентует свою тему (ограничение по времени – 5-7 минут) и отвечает на вопросы участников на английском языке.

### **Рекомендации по подготовке к презентации**

#### **Этапы работы над презентацией**

- Предварительная постановка проблемы или выбор темы.
- Выдвижение и обсуждение гипотез решения основной проблемы, исследование которых может способствовать её решению в рамках намеченной тематики; Поиск и сбор материала для решения проблемы и раскрытия темы;
- Окончательная постановка проблемы или выбор темы;
- Поиск решения или раскрытие темы на основе анализа и классификации собранного материала;
- Презентация и защита проектов, предполагающая коллективное обсуждение.

#### **Презентация должна содержать такие элементы как:**

- оглавление;
- дату последней ревизии;
- информацию об авторах;
- список полезных качественных ссылок с подробным их описанием

### **Распределение самостоятельной работы**

Согласно Положению о самостоятельной (внеаудиторной) работе студентов распределение объема часов самостоятельной работы студента зависит от места дисциплины и ее значимости в структуре ОП.

Виды, формы и объемы самостоятельной (внеаудиторной) работы студентов при изучении конкретной учебной дисциплины определяются содержанием учебной дисциплины, степенью подготовленности студентов и утверждаются на кафедре, за которой закреплена данная дисциплина, в виде раздела рабочей программы дисциплины основной образовательной программы.

В связи с вышеизложенным, принимая во внимание объем дисциплины (модуля) в зачетных единицах с указанием количества академических часов, выделенных на контактную работу обучающихся с преподавателем (по видам занятий) и на самостоятельную работу обучающихся, а также баланс времени по видам работы, распределение самостоятельной (внеаудиторной) работы по темам дисциплины представляется следующим образом:

№ п/п	Наименование тем (разделов) дисциплины	Вид самостоятельной работы	Объем самостоятельной работы по формам обучения
1	Маркетинг	Подготовка презентаций, к аудиторным занятиям, тестам, выполнение самостоятельных и контрольных работ	10
2	Продвижение бренда на рынке	Подготовка презентаций, к аудиторным занятиям, тестам, выполнение самостоятельных и контрольных работ	10
3	Менеджмент	Подготовка презентаций, к аудиторным занятиям, тестам, выполнение самостоятельных и контрольных работ	10
4	Фондовая биржа и инвестиции	Подготовка презентаций, к аудиторным занятиям, тестам, выполнение самостоятельных и контрольных работ	11
5	Внешняя торговля	Подготовка презентаций, к аудиторным занятиям, тестам, выполнение самостоятельных и контрольных работ	11
<b>ИТОГО</b>			<b>52</b>

## 7. Оценочные материалы для текущего контроля успеваемости и проведения промежуточной аттестации обучающихся по дисциплине (модулю)

### 7.1. Оценочные материалы для текущего контроля успеваемости

Текущий контроль успеваемости по дисциплине «Иностранный язык» проводится в форме контрольных переводов, тестов, диалогов, подготовки презентаций, индивидуальных ответов на вопросы, устного опроса, письменных заданий и т.д.

#### Тема 1: Marketing

##### 1. Переведите следующие предложения, используя активный словарь по теме:

1. Компания ABC решила выйти на высший уровень рынка и выпустить новые топовые духи. Чтобы удовлетворить нужды и желания потребителей и привлечь целевую аудиторию, маркетологи исследовали рынок и готовы создать концепцию нового продукта. Компания представит продукт на рынок в Августе и собирается продвигать продукт на рынке, используя «звезд» в рекламе.
2. Нам необходимо использовать свое конкурентное преимущество и искать новые возможности рынка, если мы хотим чтобы наша компания оставалась компанией №2 на рынке.
3. Если компания выпускает новый продукт на рынок, то чаще всего компания назначает рыночную цену. Если компания выпускает топовый продукт, то она назначает цену выше рыночной.
4. Чтобы достичь своих целей и привлечь целевую аудиторию, компания собирается изменить каналы сбыта продукции.

2. Выберите правильный вариант ответа:

1.

What does a business adjust to create a brand image for a product?

- The marketing mix
- Price
- Product

2.

What is the most important element of the marketing mix?

- Price
- Product
- No single element is the most important

3.

What does the overall marketing mix of a firm determine?

- Marketing strategy
- Marketing objective
- Profit from marketing

4.

Who is protected by consumer protection laws?

- Businesses and customers
- Just customers
- Just businesses

5.

Which of the following is NOT an element in the marketing mix?

- Price
- Profit
- Promotion

6.

Where are premium products most likely to be sold?

- In supermarkets
- In designer stores
- On market stalls

7.

When is a business most likely to adjust the marketing mix of a product?

- If costs change
- If customer needs change
- If management changes

8.

A supermarket's own brand range of products:

- Has its own marketing mix
- Has no marketing mix

- Has no promotional mix

9.

How is a business most likely to increase sales of a premium branded product?

- By cutting price
- By increasing promotion
- By using supermarkets for distribution

10.

What does the overall marketing mix create?

- Customer needs
- Business objectives
- A unique selling point for a product

3. Ответьте письменно на следующие вопросы:

1. What is marketing?
2. What is marketing mix?
3. What should the co do if it wants to introduce a new product to the market?
4. What is the importance of the product design?
5. What does the product design depend on?
6. What is the role of product branding in marketing?
7. What must a price reflect?
8. What pricing factors should a co taking into account before setting a price?
9. What pricing strategies can a co use? (penetration pricing, skimming pricing, competition pricing). Define each strategy and give an example.
10. What is placement?
11. What is the most common channel of distribution?
12. What is direct distribution? Speak about its advantages and disadvantages.
13. What is indirect distribution? Speak about its advantages and disadvantages.
14. Define the following terms: manufacturer, wholesaler, and retailer.
15. What is promotion?
16. What are the main promotional tools?
17. What are the stages of the product life cycle?
18. Define each stage of the product life cycle.

4. Обведите буквы ответов, которые лучше всех дополняют предложения ниже:

1. The four main elements of marketing are popularly known as:
  - a. the movement of goods and services
  - b. the four P's c the four M's
  - d. buying, selling, market research, and storage
2. The product element refers to:
  - a. the four P's
  - b. testing of a product to insure quality
  - c the good or service that a company wants to sell
  - d. getting the product to the customer
3. Most companies price:
  - a. *with* the market
  - b. *below* the market

- c *beyond* the market
- d. *above* the market
- 4. A common channel of distribution is:
  - a. wholesaler - retailer - manufacturer - customer
  - b. manufacturer - retailer - wholesaler - customer
  - c retailer - manufacturer -wholesaler – customer
  - d. manufacturer — wholesaler - retailer - customer
- 5. The two major forms of promotion are:
  - a. radio and television
  - b. personal selling and advertising
  - c personal selling and newspapers
  - d. selling advertisements

## Тема 2: Promotion

1. Заполните пробелы наиболее подходящими терминами из списка:

vital            insure            retailer            prices            placement  
 charge            wholesaler    price leader    take place    channel of distribution

The most common \_\_\_\_\_ is manufacturer – wholesaler \_\_\_\_\_ consumer. Distribution can, however, \_\_\_\_\_ through slightly modified channels. For example, products are sometimes sold directly by the \_\_\_\_\_ or the manufacturer, rather than by the retailer. Generally, wholesalers \_\_\_\_\_ lower \_\_\_\_\_ than retailers and sell in larger quantities. Together, these channels of distribution play a \_\_\_\_\_ role in the \_\_\_\_\_ element of marketing.

2. Ответьте письменно на следующие вопросы:

1. What are the 4 promotional tools?
2. What are the advantages and disadvantages of advertising?
3. What are the advantages and disadvantages of publicity?
4. What are the advantages and disadvantages of personal sellings?
5. What are the advantages and disadvantages of sales promotions?
6. What types of advertising do you know?
7. What are the advantages and disadvantages of different types of advertising?
8. Give examples of sales promotions? When and why should this tool be used?
9. What is publicity? What are the advantages of it?

3. Прочитайте текст и напишите его краткое изложение:

New products flood the market daily. You can't help but turn on late-night TV and be confronted by one infomercial after another as you click through the channels.

America's entrepreneurs are rolling out new ideas and new items.

Millions of dollars are spent yearly developing and launching new products. But did you know that only one in 10 will prove successful? And even fewer will enjoy a long shelf life.

That's the cold reality. But you can greatly enhance your chances for business success if your "new and improved" product shares a series of 10 important qualities.

I've helped launch more than 500 products, but I too have suffered a few clunkers along the way. Here is the proven checklist that I've developed during my 30 years as an entrepreneur and investor.

Ask yourself these 10 questions before going public with your "revolutionary" or "must have" product or service.

The 10 Questions

1. *Does it have unique features?* You can't roll out the "same-old, same-old." Your product has got to have a cool new look that'll make the consumer sit up and take notice.
2. *Does it have mass appeal?* In other words, is it something that will sell to the stay-at-home mother of four as well as the seasoned fisherman?
3. *Does it solve a problem?* Think of something around the house that's troublesome and invent a solution. If your product doesn't solve a problem, you've got a potential problem – consumers aren't as likely to buy it.
4. *Is there a powerful offer with a supportive cost of goods?* The time-tested pitch– But wait, there's more! – is a proven winner. The key is great value at the right price. In today's world, people immediately check the Internet for the same product at a cheaper price.
5. *Can you easily explain how it works?* There has to be an easy-to-understand explanation of how and why your product works. Get your elevator pitch ready. If it takes a college degree to understand the pitch, it's too complicated. You only grab people for a couple of seconds – so you have to tease, please and seize the consumer.
6. *Is there a magical transformation or demo?* Before-and-after spots – showing easily noticeable differences – are powerful marketing tools.
7. *Is it multifunctional?* Think like your competitor. If you come out with a product that has just one function, your competitor can steal your thunder – and your sales – with a similar product that offers more functions.
8. *Is it credible; are there testimonials?* An "actual customer" promo is ten times better than any "actor portrayal." Real people offer real results. But you should also seek out professional testimonials from industry associations, doctors and other "experts" in your industry to further build your product's credibility.
9. *Are there proven results?* Be prepared to back up your claims with unshakeable success stories or scientific studies, including third-party clinical studies or reviews from product-testing labs that support your claims.
10. *Can you answer the questions the viewer is thinking?* You must be prepared for any and all questions that could arise over your product. Put yourself in the shoes of consumers, and think of all the questions they could ask.

If you answered YES to all 10 of these questions, you've got yourself a product that's so solid you won't even need a celebrity endorser to make it fly off the shelves.

A final bit of advice on how you can roll out a product that will quickly become a winner: It starts with a KISS, as in Keep It Simple, Salesman! Always remember the three-pronged approach of "Tease, Please and Seize."

Your product should be intuitive to use and extremely simple to understand. Let's face it, most of us are just too lazy to pore over the small print in a thick instructions manual.

Now that you're ready to churn out the next memorable marketing campaign, make it easy for people to learn more about your product. This can be done via free trials, downloads, product videos, and demonstrations.

It can't hurt to listen to this advice from a very smart man: "Strive not to be a success, but rather to be of value." If your product is indeed a value, you'll have a far better chance of being a success.

Make sure your product scores big on the "10 Qualities Of A Successful Product" checklist and there's a good chance it won't land on the trash heap like the nine in 10 that fail to catch on with consumers.

### **Тема 3: Management**

**1. Ответьте письменно на следующие вопросы:**

1. What is management? Is it an art or a science? An instinct or a set of skills and techniques that can be taught or is it a mixture of innate qualities and learnable skills?
2. Do you know these business leaders: Jack Welch, Steve Jobs, Carlos Ghosn? What do you know about them? Which business leaders do you admire for their managerial skills? What are these skills?
3. What do you think makes a good manager? Which *four* of the following qualities do you think are the most important for a manager?
  - Being decisive: able to make quick decisions
  - Being efficient: doing things quickly, not leaving tasks unfinished, having a tidy desk and so on
  - Being friendly and sociable
  - Being able to communicate with people
  - Being logical, rational, analytical
  - Being able to motivate, inspire and lead people
  - Being authoritative: able to give orders
  - Being competent: knowing one's job perfectly, as well as the work of one's subordinates
  - Being persuasive: able to convince people to do things
  - Having innovative ideas

Are there any qualities that you think should be added to this list? (being responsible, diplomatic...)

4. Which of these qualities can be acquired? Which must you be born with?

2. Подберите к выражениям из первого столбика (1 – 10) соответствующие определения (a – j):

<b>1. account manager</b>	<b>a.</b> a manager involved with business activities of a company, especially dealing with customers, rather than with other activities
<b>2. assistant manager</b>	<b>b.</b> a manager who is directly in charge of producing goods or providing services, and who works most closely with ordinary employees
<b>3. branch manager</b>	<b>c.</b> someone who helps another manager, does their work when they are not there, etc
<b>4. brand manager</b>	<b>d.</b> a manager who is in charge of a particular factory
<b>5. commercial manager</b>	<b>e.</b> an investment manager with a group of different types of investments, who tries to balance the risks and profits of each in relation to the rest
<b>6. floor manager</b>	<b>f.</b> someone who deals with a particular client or group of clients, especially in a bank
<b>7. fund manager</b>	<b>g.</b> someone whose job is to manage a department or floor in a large store
<b>8. line manager</b>	<b>h.</b> someone in charge of a particular branch of a bank, shop in a chain of shops

<b>9. plant manager</b>	<b>i.</b> someone in a company responsible for developing and selling one particular brand of product
<b>10. portfolio manager</b>	<b>j.</b> someone whose job is to manage a particular type of investment for a financial institution or its clients

Внесите свои ответы в таблицу.

1	2	3	4	5	6	7	8	9	10
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3. Прочитайте и устно переведите на русский язык весь текст. Найдите в тексте следующие слова и выражения. Внесите свои ответы в таблицу:

производитель	
быть ответственным за	
должность	
выпускник	
стиль руководства	
самостоятельность	
ответственность	

Pegasus Footwear was an international manufacturer, well known throughout the world for its product design. Products were designed at company headquarters in the United States, and Pegasus used an extensive system of contract manufacturing to produce a variety of mostly athletic shoes sold throughout the world.

Charles Clark, or C.C., was the regional manager in charge of Pegasus operations in Southeast Asia. Clark, a British citizen, was responsible for manufacturing and marketing in the entire region. C.C. had been with Pegasus for 10 years and was recently promoted to his present position. The position was seen as a very important one, since most of the contract manufacturing for Pegasus occurred in this region of the world. C.C. was a graduate of Oxford University and began work at corporate headquarters in Los Angeles shortly after receiving his M.B.A. from Stanford. His management style was often described as visionary; however, some of the local managers felt that C.C. possessed a somewhat condescending attitude toward employees from less-developed countries.

C.C. and his team in Southeast Asia were considered very successful by top management back at corporate headquarters. As a result, C.C. earned an unusual degree of autonomy for his group. C.C. oversaw the manufacturing operations in the region (which employed over 1,000 people) and was primarily responsible for the marketing of products that were manufactured in the region.

Most of the products, however, were sold in the United States and Europe, and responsibility for marketing in these regions was held by the respective regional managers. All product design was created in the Los Angeles office.

4. Прослушайте текст «A University Degree»

Сылка для прослушивания: <http://www.esl-lab.com/universitydegree/universitydegreerd1.htm>

**I. Выберите правильный вариант ответа. Внесите свои ответы в таблицу.**

1. What will happen if the woman doesn't pay her tuition by the due date?

- A. She'll have to pay a significant late fee.
- B. She'll be required to register again for school.



- C. She'll need to wait a semester to take classes.
2. What is the woman planning to take with her to school from home?
    - A. some food
    - B. warm clothing
    - C. her game system
  3. Based on her major, where will she most likely work?
    - A. at a bank
    - B. for a school
    - C. in a national park
  4. The father suggests a specific major based on the possibility of \_\_\_\_\_.
    - A. earning a decent living
    - B. traveling to different countries
    - C. moving up in the company
  5. The man is surprised by the fact that his daughter \_\_\_\_\_.
    - A. already has a part-time job at school
    - B. has earned a scholarship for the first year
    - C. is involved in a serious relationship

1	2	3	4	5
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5. Ответьте письменно на следующие вопросы:

1. How do we choose a job?
2. What factors affect our choice?
3. What functions does our job perform in our lives?
4. What are the main stages in a person's career?
5. What two questions should a young person ask himself before taking a job?
6. What should a person know before planning a career?
7. When can people explore their abilities?
8. What did you want to be when you were a child?
9. Have you had any part-time jobs?
10. What jobs did you eliminate before making your choice?
11. What are the six categories of people according to their occupational orientation ?
12. Describe each of these categories: personality orientations and the types of jobs.
13. What type of people do you belong to?
14. What are you good at?
15. Did you think about your personality orientations when choosing your profession?
16. What do you want to be?
17. When did you make your choice?
18. Has anybody influenced your choice?
19. Why do you want to become an economist?
20. What qualities must you possess to become an economist?
21. What subjects are you interested in?
22. What are your special interests including hobbies and leisure activities?
23. Where are you going to work after graduating from the Institute?

24. What professions will have good job opportunities in future?
25. Do you want to become self-employed?
26. Do you regard languages as a bonus?
27. In what careers can languages be a tremendous advantage?
28. How can you use English in your future job?
29. «What you do is more important than who you are». Do you agree with these words?

6. Заполните следующие предложения словами из таблицы:

achieved board of directors communicate innovations manageable performance  
resources setting supervise

1. Managers have to decide how best to allocate the human, physical and capital ..... available to them.
2. Managers – logically – have to make sure that the jobs and tasks given to their subordinates are .....
3. There is no point in ..... objectives if you don't ..... them to your staff.
4. Managers have to ..... their subordinates, and to measure, and try to improve, their .....
5. Managers have to check whether objectives and targets are being .....
6. A top manager whose performance is unsatisfactory can be dismissed by the company's .....
7. Top managers are responsible for the ..... that will allow a company to adapt to a changing world.

7. Переведите текст, используя следующие словосочетания и фразы:

To set objectives, to set short-term goals, some skills are learnable, some abilities are innate, to have innovative ideas, to have a clear vision of where the company is going to move forward, to be a good strategist, to formulate clear ambitions, but achievable goals, to communicate objectives to smb, to attain objectives, to encourage, motivate and inspire, to get the best out of employees, to measure the performance, to show recognition, to learn from mistakes, to benefit from mistakes, to acquire new skills

Что такое хороший менеджер? Одни полагают, что хороший менеджер – это стратег, другие считают, что хороший менеджер – это человек, способный мыслить креативно (a creative thinker with lots of...), имеющий **множество инновационных идей**, третьи думают, что хороший менеджер – это лидер, **способный вдохновлять и вести за собой**. Наверное, хороший менеджер это и мыслитель, и лидер, и стратег, и наставник (a mentor). Некоторые **навыки можно приобрести, но есть качества, с которыми нужно родиться**, чтобы стать хорошим менеджером. Хороший менеджер харизматичен (charismatic), динамичен (driven), он **вдохновляет, мотивирует, поощряет**, он оптимист, он увлечен своей работой (to be engaged by what he does), он любит людей, так как работа менеджера и состоит в том (being a manager means...) чтобы управлять людьми.

Менеджер **определяет стратегию, ставит цели и задачи**. Хороший менеджер всегда **ставит выполнимые цели и задачи**. Менеджер всегда видит настоящее, но хороший менеджер, **ставя краткосрочные цели**, всегда ориентирован на будущее, на перспективу. Хороший менеджер **четко видит, в каком направлении движется компания**.

Менеджер **доводит цели и задачи до сведения подчиненных**, хороший менеджер **четко формулируя задачи**, объясняет, почему он **ставит эти задачи**.

Менеджер организует рабочий процесс, определяя какую работу и кто из подчиненных ее выполняет. Хороший менеджер не просто распределяет роли (to assign roles and responsibilities), но знает, кто на что способен (what each employee is capable of). Кто-то хорошо работает в авральном режиме (to work under pressure of deadlines), кто-то хорошо выполняет (to be good at...) аналитическую работу. Хороший менеджер видит потенциал каждого сотрудника, и понимает, какую работу он выполнит лучше, продуктивнее.

Менеджер **ставит задачи, и следит за их выполнением**. Хороший менеджер **вдохновляет и мотивирует подчиненных**, поощряя выполнить работу как можно лучше, **вытаскивая из каждого сотрудника максимум того, но что он способен**.

Менеджер оценивает работу подчиненных, хороший менеджер... (go on)

#### Тема 4: Stock Market and Investing

##### 1. Используя тематический словарь, расскажите, что вы знаете об устройстве фондовых рынков:

ownership – собственность

gross profit – валовая прибыль

net profit – чистая прибыль

share – акция

ordinary share – акция на предъявителя

preference share – привилегированная акция

nominal share – именная акция

equity securities – акция без фиксированного дивиденда

make a takeover bid – осуществить покупку при слиянии компаний, купить на аукционе

carry out takeover – произвести покупку при слиянии компаний, взять под свой контроль

merger – слияние, объединение

run a business – вести дело, руководить бизнесом

investment – инвестиция

shareholder – акционер

share capital – акционерный капитал

quote – котироваться (на бирже)

stock exchange – биржа ценных бумаг, фондовая биржа

exchange broker (stockjobber) – биржевик, брокер на бирже, биржевой маклер

exchange transaction (deal) – биржевая сделка, операция

stockjobbing – биржевая игра

exchange fluctuation – колебание курса валюты

exchange restriction – биржевые ограничения

exchange list – биржевой бюллетень

exchange lost – потеря валюты, уменьшение валютных резервов, потеря на курсе

stock – капитал акционера по акциям

rise (about the prices) – подняться (о цене)

bull market – рынок «быков», с курсом на повышение

fall (about the prices) – упасть (о цене)

bear market – рынок «медведей», с курсом на понижение

bond – облигация, обязательство

bearer bond – обязательство, облигация на предъявителя

monetary value – денежная стоимость, ценность

pay debts – платить долги

asset – актив

fixed assets – фиксированные активы

borrow – одалживать (деньги) у кого-либо

borrower – должник; одалживающий деньги

lend – одалживать (деньги) кому-либо

lender – кредитор, заимодавец

interest rate – процентная ставка

charge the interest – брать процент

loan – заём, кредит

base rate – базовая ставка

raise a loan – брать заём, кредит

reliable client – надёжный клиент

require securities – требовать гарантии (залог)

guarantee a loan – гарантировать кредит, заём

exchange rate – курс обмена валют

tax – налог

VAT rate – налог на добавленную стоимость

Customs – таможня

Excise Department – акцизный департамент

inspect the records – проверять отчетность

bank rate – ставка банка

cover daily needs – удовлетворять ежедневные потребности

draw cash from the account – снимать наличные со счета  
salary – жалованье, оклад  
wages – заработная плата (реальная)  
write cheques against the account – выписывать чеки на счет  
current account – текущий счет  
deposit account – депозитный счет, авансовый счет  
account rendered – оплаченный счет  
trading activities – торговая деятельность  
profit and loss account – счет доходов и расходов  
open an account – открыть счет  
close an account – закрыть счет  
draw out cash – снять наличные  
cash flow – оборот наличных денег  
avoid bankruptcy – избежать банкротства  
transfer money – перечислять деньги  
withdraw deposit – забрать вклад  
be creditworthy – быть кредитоспособным  
status inquiry – запрос о статусе  
cash settlement – оплата долга наличными  
debtor – должник  
owe – быть должным кому-либо (деньги)  
credit limit – лимит (ограничение) кредита  
debit item – раздел дебита  
credit note – кредитное авизо  
circular note – аккредитив  
cash dispenser – банкомат

## 2. Переведите на английский язык:

акции; осуществить покупку при слиянии компаний; результат слияния; акционерный капитал; осуществлять биржевые сделки; колебание курса валюты; капитал акционера по акциям; облигация; денежная стоимость; фиксированные активы; брать процент; брать кредит; курс обмена валют; проверять отчетность; снимать наличные со счета; открыть счет; закрыть счет; снять наличные; забрать вклад; запрос о статусе; банкомат; процентная скидка; балансовый отчет.

## 3. Напишите определения для следующих терминов:

1. the shares,
2. a stock,
3. a bond,
4. an asset,
5. the exchange rate,
6. the current account,
7. the profit and loss account,
8. a discount,
9. the balance sheet.

4. Составьте предложения, используя данные слова и выражения из Вашего вокабуляра:

1. to share joy, to share a room with smb, nominal share, shareholder, preference share;
2. profit, to be profitable, gross profit, net profit;
3. to be an asset for a company, assets and liabilities, fixed asset;
4. stock exchange, to exchange, exchange rate, exchange broker, exchange list, exchange transaction;
5. a credit, to be creditworthy, credit limit, creditor, credit note, credit card;
6. current account, deposit account, account rendered, to open an account;
7. cash, to withdraw cash, cash flow, in cash, cashier, cash settlement.

5. Дополните предложения словами из активного вокабуляра:

1. The Company is obliged to acquire the securities at prevalent market prices in the future to ...
2. The Treasurer is directed to open an account and deposit the funds of the corporation with ... .
3. The Annual Meeting of the Shareholders may be held at any date set by ... .
4. In two separate transactions, the Company sold the business of executing and clearing securities transactions for ... .
5. All cheques, drafts or other orders for payment of money shall be signed by ... .
6. Securities sold not yet purchased represent an obligation of the Company to deliver specified equity securities at ... .

### Тема 5: International Trade

1. Соотнесите слова и выражения из таблицы с их определениями ниже:

*autarky balance of payments balance of trade barter or counter-trade deficit dumping  
invisible imports and exports protectionism quotas surplus tariffs visible trade )GB) or  
merchandise trade (US)*

1. Trade in goods

2. Trade in services (banking, tourism, insurance and so on)
3. Direct exchange of goods, without the use of money
4. The difference between what a country receives and pays for its exports and imports of goods
5. The difference between a country's total earnings from exports and its total expenditure on imports
6. The (impossible) situation in which a country is completely self-sufficient and has no foreign trade
7. A positive balance of trade or payments
8. A negative balance of trade or payments
9. Selling goods abroad at (or below) cost price
10. Imposing trade barriers in order to restrict imports
11. Taxes charged on imports
12. Quantitative limits on the imports of particular products or commodities

3. Ответьте письменно на следующие вопросы:

1. What is international trade?
2. What are the two possible reasons for companies to get involved in exporting activities?
3. What information should be obtained during initial research before getting started?
4. What are the entry methods?

4. Скажите, верны ли данные утверждения. Исправьте некорректные:

1. Exporting is the most difficult way to enter a foreign market.
2. There are three types of exporting.
3. In indirect exporting an agent receives a commission for sales made on behalf of the principal.
4. Indirect exporting involves more risk than direct exporting.
5. The company has less control over the licensee than if it had set up its own production facilities.
6. Foreign governments always make joint ownership a condition for entry.
7. By direct investment, the company lacks control over investment and marketing policies.

5. Выберите части предложений из списка ниже, чтобы заполнить каждый из пробелов (1-7). Не используйте любую букву более одного раза. Одна буква лишняя.

- A. which comprise three-quarters of the WTO's members
- B. which was signed in 1947 to monitor the postwar realm of world trade
- C. that the WTO violates environmental and labor laws
- D. which meets about 12 times a year
- E. that countries use WTO membership as a springboard for wider economic change
- F. which are not independent but control their own economies
- G. that intends to supervise and liberalize international trade
- H. which are signed by representatives of member governments and ratified by their parliaments

### *AN OVERVIEW OF THE WORLD TRADE ORGANIZATION*

The World Trade Organization (WTO) is an organization 1 \_\_\_\_\_.

The organization officially commenced on 1 January 1995 under the Marrakech Agreement. The organization deals with regulation of trade between participating countries; it provides a framework for negotiating and formalizing trade agreements, and a dispute resolution process aimed at enforcing participants' adherence to WTO agreements, 2 \_\_\_\_\_.

The WTO is headed by a Ministerial Conference of all

members, meeting at least once every two years. Between meetings of the Ministerial Conference – responsible for carrying out the functions of the WTO – the organization is managed by the General Council 3 \_\_\_\_\_ . Three subsidiary councils operate under the general guidance of the General Council: the Council for Trade in Goods; the Council for Trade in services; and the Council for Trade-Related Aspects of Intellectual Property Rights. Headquartered in Geneva, Switzerland, The WTO's official languages are English, French and Spanish.

The World Trade Organization is the successor to the General Agreement on Tariffs and Trade, or GATT, 4 \_\_\_\_\_ . GATT had tremendous success in reducing tariffs, but it couldn't enforce many of its policies or solve disputes easily. Over the next fifty years, the world economy changed dramatically due to globalization and economic downturns.

To improve and replace GATT, the World Trade Organization was founded on January 1, 1995. Today, the World Trade Organization has 153 members. Members do not have to be independent countries. The European Union, Hong Kong, Taiwan, and Macau, 5 \_\_\_\_\_ . When countries apply to be members, their political, economic, and trade circumstances are studied. China became a WTO member in 2001 after fifteen years of negotiations. Thirty countries are "observers" of the WTO. Approximately fifteen countries, including North Korea, Turkmenistan, and Somalia, have no relation with the WTO.

The World Trade Organization reviews national trade policies and encourages countries and companies to reduce or eliminate barriers to trade. These barriers include tariffs, customs taxes, export subsidies, import bans, and quotas. The WTO has been very successful in lowering tariffs, especially in textiles. The WTO works in four main areas: manufactured goods, agricultural products, services such as banking and telecommunications, and intellectual property such as patents and movies. In order to protect human rights, product and food safety, and natural resources, the WTO sometimes concedes and maintains trade barriers.

The basis of the World Trade Organization is the theory of nondiscrimination and the "most-favored nation." Members should apply the same trade policies for all of their trading partners. Members should not discriminate between foreign and domestic goods and services.

The World Trade Organization arbitrates disputes between members. The WTO has heard over 300 cases since 1995. Notable cases have involved the European Union's concerns over American beef imports, the safety of sea turtles in American waters, and the cleanliness of gas imported to America from Brazil and Venezuela. The WTO can impose sanctions on countries and force them to change their trade policies.

The World Trade Organization gives special assistance to developing countries, 6 \_\_\_\_\_ . Developing countries receive technical and financial assistance and extra time to complete tasks. An exception to the most-favored nation principle is the generalized system of preferences, whereby industrialized countries sometimes allow imports from developing countries into their markets with low tariffs. In order to raise living standards around the world, the World Trade Organization conducts economic research and works closely with other international organizations like the World Bank, The International Monetary Fund, the European Union, and regional free trade organizations like the North Atlantic Free Trade Organization (NAFTA).

Delegates of member countries negotiate trade issues over a number of years called "rounds." Recent rounds have taken place primarily in Japan, Uruguay, and Qatar. The latest round of negotiations, called the Doha Development Round, was launched in 2001 with an explicit focus on addressing the needs of developing countries. As of June 2012, the future of the Doha Round remains uncertain: the work programme lists 21 subjects in which the original deadline of 1 January 2005 was missed, and the round is still incomplete. The conflict between free trade on industrial goods and services but retention of protectionism on farm subsidies to domestic agricultural sector (requested by developed countries) and the substantiation of the international



liberalization of fair trade on agricultural products (requested by developing countries) remain the major obstacles. These points of contention have hindered any progress to launch new WTO negotiations beyond the Doha Development Round. As a result of this impasse, there have been an increasing number of bilateral free trade agreements signed. As of July 2012, there are various negotiation groups in the WTO system for the current agricultural trade negotiation which is in the condition of stalemate.

The World Trade Organization has been criticized since its inception. Many people, strongly opposed to globalization and any "attack" on their country's traditional economy and culture, believe that the WTO exerts too much pressure on independent countries to conform to its standards, benefits corporations and not common people, is not democratic, and is too secretive. Challengers believe that participation in the WTO means jobs and protection against foreign competition may be lost. Many people believe 7\_\_\_\_\_. Opponents believe that developing countries actually have little negotiating power in the organization. Many protests against the WTO have occurred. Demonstrations at the WTO meeting in Seattle, Washington in 1999 caused the delay and eventual failure of WTO negotiations.

In conclusion, the World Trade Organization is the most important international organization governing trade. The WTO sets and enforces trade rules and promotes global economic cooperation. Poor countries are better able to compete in the world economy. Governments will hopefully take profits from trade and improve the health, education, and employment of their citizens. International business will undoubtedly continue to thrive under the supervision of the World Trade Organization.

## 7.2. Оценочные материалы для проведения промежуточной аттестации

### 7.2.1. Перечень компетенций с указанием этапов их формирования в процессе освоения образовательной программы

Этапы формирования компетенций в процессе освоения образовательной программы определяются порядком изучения дисциплин в соответствии с рабочим учебным планом и представлены в таблице:

Код компетенции (компетенций)	Содержание компетенции (компетенций)	Этапы формирования компетенции (компетенций)	Дисциплины, формирующие компетенцию (компетенции)
ОК-4	способность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия	1	Иностранный язык
		2	Русский язык и культура речи
		3	Английский язык как язык международного общения
		4	Английский язык для профессионального общения /Деловая коммуникация на английском языке
		дополнительный / факультатив	Деловая коммуникация на английском языке (продвинутый уровень)
		Завершающий	Государственная итоговая аттестация (защита выпускной

Код компетенции (компетенций)	Содержание компетенции (компетенций)	Этапы формирования компетенции (компетенций)	Дисциплины, формирующие компетенцию (компетенции)
			квалификационной работы)
<b>ПК-7</b>	способность, используя отечественные и зарубежные источники информации, собрать необходимые данные проанализировать их и подготовить информационный обзор и/или аналитический отчет	1	Маркетинг
		2	Английский язык как международного общения
		3	Мировая экономика и международные экономические отношения
		4	Английский язык для профессионального общения / Деловая коммуникация на английском языке
		5	Особенности развития экономики и внешнеэкономических связей зарубежных стран и регионов / Экономическая география мира
		дополнительный / факультатив	<b>Деловая коммуникация на английском языке (продвинутый уровень)</b>
		6	Производственная практика. Научно-исследовательская работа
		завершающий	Государственная итоговая аттестация (защита выпускной квалификационной работы)

### 7.2.2 Показатели оценивания планируемых результатов обучения на различных этапах формирования компетенций

Планируемые результаты обучения по дисциплине на определенном этапе формирования компетенции	Уровни и критерии достижения результатов обучения			
	Не достигнут базовый уровень	Базовый	Повышенный	Высокий
<b>ОК-4 (дополнительный этап)</b>				
Знать (Д) – грамматические правила, формы и конструкции, лексику английского языка,	Не знает	Знает на базовом уровне, при устных и письменных	Знает на повышенном уровне, при устных и письменных	Демонстрирует глубокие, полные знания

Планируемые результаты обучения по дисциплине на определенном этапе формирования компетенции	Уровни и критерии достижения результатов обучения			
	Не достигнут базовый уровень	Базовый	Повышенный	Высокий
необходимые для осуществления межличностного общения в рамках определенных разговорно-бытовых тем		ответах или выполнении тестов, допускает от 30 до 50% ошибок.	ответах или выполнении тестов, допускает от 10 до 30% ошибок.	
Уметь (Д) – логично, аргументировано и корректно подготовить устные и письменные высказывания на иностранном языке в межличностном общении и межкультурном взаимодействии	Не умеет	Понимает основное содержание текстов, но возникают затруднения при формулировке вопросов для начала диалога, есть фонетические, грамматические и/или лексические ошибки	Умеет в соответствии с основными требованиями	Умеет в соответствии со всеми требованиями
Владеть (Д) – навыками использования монологической и диалогической устной и письменной речи в ситуациях межличностного и межкультурного взаимодействия в пределах изученного языкового материала	Не владеет	Демонстрирует частичное владение	Демонстрирует владение с небольшими погрешностями	Демонстрирует уверенное владение
<b>ПК-7 (дополнительный этап)</b>				
Знать (Д) – методы сбора и анализа данных из отечественных и зарубежных источников информации	Не знает	Знает на базовом уровне, при устных и письменных ответах или выполнении тестов, допускает от 30	Знает на повышенном уровне, при устных и письменных ответах или выполнении тестов, допускает от	Демонстрирует глубокие, полные знания

Планируемые результаты обучения по дисциплине на определенном этапе формирования компетенции	Уровни и критерии достижения результатов обучения			
	Не достигнут базовый уровень	Базовый	Повышенный	Высокий
		до 50% ошибок.	10 до30% ошибок.	
Уметь (Д) – собрать и проанализировать данные для подготовки информационного доклада и\или аналитического отчета на иностранном языке	Не умеет	Умеет, но возникают затруднения при анализе данных для подготовки информационного доклада или отчета	Умеет в соответствии с основными требованиями	Умеет в соответствии со всеми требованиями
Владеть (Д) – навыками и различными способами подготовки информационных обзоров и\или аналитических отчетов на английском языке	Не владеет	Демонстрирует частичное владение	Демонстрирует владение с небольшими погрешностями	Демонстрирует уверенное владение

### 7.3. Типовые задания и (или) материалы для оценки знаний, умений и навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций

#### 7.3.1. Типовые задания и (или) материалы для оценки знаний для компетенции

#### ТИПОВЫЕ ТЕСТЫ ДЛЯ ПРОВЕРКИ СФОРМИРОВАННОСТИ ЗНАНИЙ ДЛЯ ОК-4

##### Задание 1.

Переведите на английский язык данные предложения, используя терминологию по теме Marketing:

1. Любой продукт, даже топовый, проходит 4 стадии жизненного цикла: представление на рынок, рост, зрелость продукта и спад.
2. Перед тем представить продукт на рынок, любая компания исследует потенциальный рынок, старается определить нужды потребителей и назначает такую цену, чтобы достичь больших объёмов продаж.
3. Руководство компании ABC решило расширить линейку продукта. Чтобы простимулировать спрос, компания собирается использовать «звезд» в рекламной компании нового бренда. Необходимость расширения уже давно возникла, так как существующий ассортимент уже не привлекает целевой рынок. Вероятно, компании придется искать новые каналы распределения.

##### Задание 2.

Обведите правильный термин(ы), ответив на следующие вопросы по теме Marketing:

1. What does a business adjust to create a brand image for a product?

- The marketing mix
- Price
- Product

2. What is the most important element of the marketing mix?

- Price
- Product
- No single element is the most important

3. What does the overall marketing mix of a firm determine?

- Marketing strategy
- Marketing objective
- Profit from marketing

4. Who is protected by consumer protection laws?

- Businesses and customers
- Just customers
- Just businesses

5. Which of the following is NOT an element in the marketing mix?

- Price
- Profit
- Promotion

6. Where are premium products most likely to be sold?

- In supermarkets
- In designer stores
- On market stalls

7. When is a business most likely to adjust the marketing mix of a product?

- If costs change
- If customer needs change
- If management changes

### Задание 3.

Сопоставьте термины по теме Marketing слева с его определением справа:

1	Market opportunities	a	The company, product, or service with more sales than any other company, product etc in its market
2	Market	b	The process of dividing a market into distinct groups of customers

	research		who have different requirements or buying habits
3	Market segment	c	A group of customers that share similar characteristics, such as age, income, and social class
4	Market segmentation	d	The percentage of sales in a market that a company or product has
5	Market share	e	The activities involved in obtaining information about a particular market
6	Market leader	f	Possibilities of filling unsatisfied needs in sectors in which a company can profitably produce goods or services

#### Задание 4.

Прочитайте статью по теме **Marketing** статью и выберите правильный термин, чтобы заполнить каждый пробел (1-11) из А, В, С или D.

Promotional Discounts are a form of discounts used primarily to 1\_\_\_\_\_ a new product, to try to increase sales of existing products, or to reduce the inventory 2\_\_\_\_\_ of a particular product or products. They can also be employed to 3\_\_\_\_\_ customers to place an extra order, or increase the size of a regular order, so that the order will 4\_\_\_\_\_ for a price reduction. Many companies use this 5\_\_\_\_\_ if their products have seasonal 6\_\_\_\_\_ and troughs. A promotional incentive is a calculated risk that must generate a higher level of orders from customers who don't usually buy in those quantities. If the only result is to encourage buyers to put a large 7\_\_\_\_\_ of discounted products in their warehouse, and reduce the size of the next few orders until they have sold the discounted product, then the promotion has failed to 8\_\_\_\_\_ the desired results.

When problems – particularly problems of communication regarding the 9\_\_\_\_\_ of the discount – occur during the 10\_\_\_\_\_ of a promotion, the person who is managing the credit (whether the owner or a designated employee) will be spending too much extra time responding to the oral and written questions of customers. At this point, the credit manager must put on his or her customer relations hat and move into damage 11\_\_\_\_\_ before it becomes a more serious problem.

1	A) launch	B) declare	C) install	D) proclaim
2	A) point	B) rank	C) stage	D) level
3	A) instigate	B) motivate	C) provoke	D) initiate
4	A) quality	B) merit	C) attain	D) rate
5	A) implement	B) application	C) movement	D) tactic
6	A) peaks	B) heights	C) tips	D) caps
7	A) capacity	B) size	C) volume	D) scope
8	A) convey	B) fulfil	C) meet	D) produce
9	A) characteristic	B) nature	C) disposition	D) spirit
10	A) course	B) path	C) route	D) track
11	A) direction	B) manipulation	C) limitation	D) handling

#### Задание 5.

Обведите правильный модальный глагол:

- When Mr. Lee was younger, he \_\_\_\_\_ work in the garden for hours.  
a. was able to                      b. could                      c. might                      d. needn't
- The landlord \_\_\_\_\_ take his responsibilities more seriously.  
a. need                      b. should to                      c. ought to                      d. ought
- When I finish the course next year I \_\_\_\_\_ speak perfect French.  
a. can                      b. will be able to                      c. could                      d. would be able to
- This company is awful to work for. We \_\_\_\_\_ account for every minute of the day.

- a. have to                      b. mustn't                      c. are not to                      d. don't have to
5. When she was riding in the woods last week, Helen fell off her horse but luckily she \_\_\_\_\_ get back on and ride home.
- a. could                      b. would                      c. was able to                      d. had to
6. The newspaper \_\_\_\_\_ the rumour without concrete evidence.
- a. shouldn't have printed                      c. oughtn't have printed  
b. needn't have printed                      d. didn't have to print
7. You often have to wait for a decision long, \_\_\_\_\_?
- a. haven't you                      b. don't you                      c. aren't you                      d. won't you
8. – Should we hurry? – No, you \_\_\_\_\_, we have plenty of time.
- a. needn't to                      b. haven't to                      c. mustn't                      d. needn't
9. They spoke in very low voices but I \_\_\_\_\_ understand what they were talking about.
- a. could                      b. might                      c. was able to                      d. was to
10. With our new shampoo, you \_\_\_\_\_ spend hours caring for your hair.
- a. mustn't                      b. needn't                      c. haven't to                      d. shouldn't

### Задание 6.

Раскройте скобки, употребив правильную грамматическую конструкцию с инфинитивом:

1. They were glad \_\_\_\_\_ (introduce).
2. I'd rather \_\_\_\_\_ (stay) at home tonight than \_\_\_\_\_ (go) out.
3. I'd prefer \_\_\_\_\_ (watch) TV rather than \_\_\_\_\_ (play) cards.
4. You'd better \_\_\_\_\_ (put on) something warmer, \_\_\_\_\_ you? Or else you could catch a cold.
5. I'd rather you \_\_\_\_\_ (not go) to the concert tonight.
6. I'd sooner \_\_\_\_\_ (not go) to the country today.
7. I prefer \_\_\_\_\_ (go) by plane to \_\_\_\_\_ (go) by train.
8. I prefer \_\_\_\_\_ (go) alone rather than \_\_\_\_\_ (come) with him.
9. I'd sooner you \_\_\_\_\_ (do) it for me.
10. She'd sooner \_\_\_\_\_ (share) a house with other students than \_\_\_\_\_ (live) with her parents.
11. You'd better \_\_\_\_\_ (not go) there alone.
12. Would you rather I \_\_\_\_\_ (see) him off? Or would you sooner \_\_\_\_\_ (do) it yourself?
13. I'd prefer them \_\_\_\_\_ (come) with us.
14. I'd rather they \_\_\_\_\_ (come) with us.
15. Would you sooner I \_\_\_\_\_ (know) nothing?

16. It's high time they \_\_\_\_\_ (come) back, isn't it?
17. It's time for him \_\_\_\_\_ (settle) down.
18. It's about time they \_\_\_\_\_ (stop) nagging me about having a holiday.
19. I can't help being nervous. I'm the next \_\_\_\_\_ (sack).
20. He sent his son to Paris \_\_\_\_\_  
(he/study/French/there).
21. I gave her my address \_\_\_\_\_ (she/can/contact/me).- Please,  
give her mine \_\_\_\_\_ (she/contact/me) too.

### Задание 7.

Раскройте скобки, употребив правильную форму условного наклонения глагола:

1. When you \_\_\_\_\_ (be) in London again, you must come and see us.
2. We \_\_\_\_\_ (go) out as soon as it \_\_\_\_\_ (stop) raining.
3. We \_\_\_\_\_ (not /miss) the train providing we \_\_\_\_\_ (hurry).
4. If you want \_\_\_\_\_ (buy) a car, I \_\_\_\_\_ (lend) you some money.
5. If she \_\_\_\_\_ (leave) at 5 o'clock, she \_\_\_\_\_ (be) there by half past seven.
6. If you happen \_\_\_\_\_ (go) into town, get a video for tonight while you \_\_\_\_\_ (be) there.
7. The situation \_\_\_\_\_ (only/ grow) worse unless we \_\_\_\_\_ (take) urgent measures.
8. You \_\_\_\_\_ (get) the reply in a week provided all the data \_\_\_\_\_ (be) checked and verified quickly.
9. David \_\_\_\_\_ (phone) you the moment he \_\_\_\_\_ (hear) any news.
10. I \_\_\_\_\_ (be) back by the time the film \_\_\_\_\_ (begin).
11. He \_\_\_\_\_ (join) the game on condition we \_\_\_\_\_ (play) honestly.
12. Call me the moment you \_\_\_\_\_ (get) any further information.
13. If you \_\_\_\_\_ (not / be) home by 6, I \_\_\_\_\_ (eat) without you.
14. You \_\_\_\_\_ (get) fresh fish provided you \_\_\_\_\_ (go) to the market early.
15. The information \_\_\_\_\_ (study) carefully as soon as it \_\_\_\_\_ (deliver).
16. If I \_\_\_\_\_ (happen) to see anything she might like for her birthday, I \_\_\_\_\_ (buy) it.
17. I \_\_\_\_\_ (take) an umbrella in case it \_\_\_\_\_ (rain). I hate \_\_\_\_\_ (catch) in the rain.
18. I \_\_\_\_\_ (be) over the moon if my dream \_\_\_\_\_ (come) true.
19. He \_\_\_\_\_ (not / recover) soon unless he \_\_\_\_\_ (take) the prescribed medicine.
20. He wants to know if you \_\_\_\_\_ (finish) tonight. – Providing all \_\_\_\_\_ (go) well, I shall finish in a fortnight.

### Задание 8.

Раскройте скобки, употребив правильную грамматическую конструкцию с инфинитивом:

1. I \_\_\_\_\_ (go out) in a minute. - So \_\_\_\_\_ (I/be). So you'd \_\_\_\_\_ (better or rather?) \_\_\_\_\_ (take) your key with you.
2. Do you watch much television? – No. I prefer \_\_\_\_\_ (read) books to \_\_\_\_\_ (watch) TV.



3. \_\_\_\_\_ (we/go) to that new restaurant this evening? – Good idea. We'd \_\_\_\_\_ (better or rather?) \_\_\_\_\_ (book) a table.
4. \_\_\_\_\_ (I/tidy) your bedroom for you? - I'd rather you \_\_\_\_\_ (not tidy) it. I'll do it later.
5. My brother prefers \_\_\_\_\_ (play) computer games to \_\_\_\_\_ (watch) television.
6. I'd rather you \_\_\_\_\_ (not/make) so much noise. – Sorry. I \_\_\_\_\_ (try) to be quiet.
7. You'd \_\_\_\_\_ (rather or better?) \_\_\_\_\_ (work) hard this time. You \_\_\_\_\_ (never/have) a steady job; and if you \_\_\_\_\_ (do not), you never will. – I will. I want \_\_\_\_\_ (make) a good impression.
8. Paul \_\_\_\_\_ (buy) Tina a present. - Yes, but we'd \_\_\_\_\_ (rather or better/ not mention) it. It might be a surprise.
9. \_\_\_\_\_ (we/spend) the evening together? – Well, actually, I'd prefer \_\_\_\_\_ (spend) some time alone.
10. It's the company's office party tomorrow. – Yes. To be honest, I'd \_\_\_\_\_ (better or rather) \_\_\_\_\_ (not go).
11. Would you \_\_\_\_\_ (rather or better?) \_\_\_\_\_ (come) shopping with me or \_\_\_\_\_ (stay) home?
12. I'd rather you \_\_\_\_\_ (do) something with your time instead of sitting around all day.
13. It's about time you \_\_\_\_\_ (stop) pretending to be terribly busy!
14. I'd rather you \_\_\_\_\_ (not drive) so fast, Paul.
15. John had \_\_\_\_\_ (rather or better?) \_\_\_\_\_ (not speak) to me like that again.
16. He says he'd rather \_\_\_\_\_ (cook) his own meals than \_\_\_\_\_ (eat) in restaurants.
17. I'd rather you \_\_\_\_\_ (not mention) it to anyone until next week.
18. Tim's mother (would rather or had better?) he \_\_\_\_\_ (work) closer to home than he does.
19. She would prefer \_\_\_\_\_ (meet) you personally rather than \_\_\_\_\_ (talk) to you over the phone.

20. Sean prefers \_\_\_\_\_ (play) football to \_\_\_\_\_ (watch) it.
21. They would sooner \_\_\_\_\_ (go) bankrupt than \_\_\_\_\_ (seek) professional advice.

### Задание 9.

Раскройте скобки, используя правильную форму английского глагола (времена, инфинитив, герундий, причастие)

1. As I \_\_\_\_\_ (walk) home the other night, I \_\_\_\_\_ (notice) someone \_\_\_\_\_ (try) \_\_\_\_\_ (break) into a car, \_\_\_\_\_ (park) next to mine.
2. Andy saw two identical tourists \_\_\_\_\_ (talk) to a man in a white van. They pointed here and there and seemed \_\_\_\_\_ (argue).
3. "What's your wife's name?" the secretary asked Mitch. - "Why is that important?" - "Because when she \_\_\_\_\_ (call) I would like to know her name so that \_\_\_\_\_ (I/be) really polite to her on the phone".
4. I'd rather \_\_\_\_\_ (you/not/tell) my parents that I \_\_\_\_\_ (apply) for a job in the USA. I don't think they \_\_\_\_\_ (approve) ... \_\_\_\_\_ (I/work) abroad.
5. When the company \_\_\_\_\_ (call) me for an interview, I \_\_\_\_\_ (not/know) what \_\_\_\_\_ (do). I even considered \_\_\_\_\_ (not/turn up) for it. However, I felt I'd better \_\_\_\_\_ (go) as the American company \_\_\_\_\_ (already / arrange) for the interview \_\_\_\_\_ (hold) in London.
6. Why didn't you get them \_\_\_\_\_ (sign) the receipt before you \_\_\_\_\_ (let) them \_\_\_\_\_ (go)?
7. \_\_\_\_\_ (know) that John \_\_\_\_\_ (not/come) to the party, she decided to stay in.
8. The weather seems \_\_\_\_\_ (get) worse and worse. Why \_\_\_\_\_ (not / put off) the trip?
9. Why \_\_\_\_\_ (not/you/try) \_\_\_\_\_ (call) her instead of \_\_\_\_\_ (send) an e-mail? That will be quicker.
10. There's nothing quite like "Chocks away". \_\_\_\_\_ (Design) for two to six players, it will keep you \_\_\_\_\_ (amuse) for hours.
11. \_\_\_\_\_ (spend) a week in the cottage, he decided that he didn't really enjoy \_\_\_\_\_ (live) in the country and began \_\_\_\_\_ (think) of an excuse for \_\_\_\_\_ (sell) it and \_\_\_\_\_ (return) to London.
12. I didn't mean \_\_\_\_\_ (eat) anything but the cupcakes looked so delicious that I couldn't resist \_\_\_\_\_ (try) one.
13. I pretended \_\_\_\_\_ (enjoy) the conversation, but in fact I \_\_\_\_\_ (bore) out of my mind.
14. Remember \_\_\_\_\_ (phone) Tom tomorrow. - Why \_\_\_\_\_ (you/keep) \_\_\_\_\_ (tell) me \_\_\_\_\_ (not/forget) things?
15. A new jumbo jet \_\_\_\_\_ (design) at the moment. This plane \_\_\_\_\_ (expect) \_\_\_\_\_ (be able/ transport) 800 passengers at a time, if it ever \_\_\_\_\_ (manage/ get) off the ground.
16. Now that you \_\_\_\_\_ (finish/pack), isn't it time we \_\_\_\_\_ (leave)? The meter is ticking!

17. I really don't feel like \_\_\_\_\_ (go) out tonight. I'd sooner \_\_\_\_\_ (stay) in and \_\_\_\_\_ (watch) a DVD.

### Задание 10.

Передайте прямую речь в косвенную в следующих предложениях:

1. The article says, "The artist only uses oil paints."

\_\_\_\_\_

2. "They are working hard today," he said.

\_\_\_\_\_

3. "I've done things you asked me to do," Mary said.

\_\_\_\_\_

4. "The sun rises in the east," she said.

\_\_\_\_\_

5. "He broke the window," they said.

\_\_\_\_\_

### Задание 11.

Выберите нужный вариант ответа, используя правило Complex Object:

1. I hear \_\_\_\_\_ the district.

a. him leave            b. his leaving            c. him to leave            d. that he's left

2. I saw \_\_\_\_\_ absolutely happy with the news.

a. she look            b. she looking            c. her to look            d. she looked

3. I'd rather you \_\_\_\_\_ with us tonight.

a. have stayed            b. to stay            c. stay            d. stayed

4. She stayed at work so that \_\_\_\_\_ the report.

a. to complete            b. her complete            c. she could complete            d. she will complete

5. He was made \_\_\_\_\_ the truth.

a. tell            b. to tell            c. telling            d. to be told

### Задание 12.

Раскройте скобки, используя правильную форму английского глагола (времена, инфинитив, герундий, причастие, условные выражения, сослагательное наклонение, модальные глаголы)

1. It's essential that the matter \_\_\_\_\_ (settle) as soon as possible.

2. I saw a crystal-glass vase \_\_\_\_\_ (slip) from her hand and \_\_\_\_\_ (break) to pieces.

3. Unless the restaurant \_\_\_\_\_ (get) another cook, I \_\_\_\_\_ (never / come) here again.

4. The young man pretended \_\_\_\_\_ (read) a newspaper when I came in.

5. I was dumbstruck when I saw him dancing in the middle of the street. He \_\_\_\_\_ (m.v. / be) drunk. (должно быть)

6. I'd rather you \_\_\_\_\_ (not / go) on long distances in the new car until you \_\_\_\_\_ (get) used to \_\_\_\_\_ (drive) it properly.

7. The horse won't be well enough \_\_\_\_\_ (run) in tomorrow's race. He doesn't seem \_\_\_\_\_ (recover) from the long (*tired / tiring?*) journey.
8. Now I remember \_\_\_\_\_ (you / ask) me \_\_\_\_\_ (buy) a few bottles of still water on the way home. I wish I \_\_\_\_\_ (remember) it earlier.
9. You \_\_\_\_\_ (m.v./tell) me it was a formal party. I looked a real idiot in my pullover and jeans. (criticism)
10. But for the miserable weather we \_\_\_\_\_ (climb) the Mont Ventoux long ago.
11. You \_\_\_\_\_ (m.v. /do) the dishes instead of leaving it all to me! (упрек, могла бы и сделать)
12. What a waste of time! I \_\_\_\_\_ (m.v./ not /revise) 16<sup>th</sup> century European history: none of it came up in the exam.
13. Jim \_\_\_\_\_ (m.v./go) out with Sue! She has got engaged to Doug! (не может быть).
14. He tore the envelope open and took out the \_\_\_\_\_ (enclose) letter. He turned it several times in his hand and put it back \_\_\_\_\_ (unread).
15. Finally I sat up in bed and smoked another cigarette. I \_\_\_\_\_ (m.v./ smoke, должно быть) around two packs since I \_\_\_\_\_ (leave) Pencey.
16. I wish I \_\_\_\_\_ (take) him up on the offer when I had the chance, but I didn't and there is no point \_\_\_\_\_ (regret) about it now.
17. If Brian (not/help) \_\_\_\_\_ us yesterday we (still/puzzle) \_\_\_\_\_ over the problem now.
18. You \_\_\_\_\_ (already/eat) enough for three people! You \_\_\_\_\_ (m.v./ not/ still be) hungry!(не может быть)
19. - Andrea never wears that blouse we bought her.  
- Well, she \_\_\_\_\_ (m.v./not /like) the colour, it \_\_\_\_\_ (m.v./ not /go) with her skirts or it \_\_\_\_\_ (m.v./ not /be) the right size. Who knows?
20. If only my teachers \_\_\_\_\_ (see/I/run) this company, they \_\_\_\_\_ (be) totally amazed.

### Задание 13.

Прочитайте статью по теме Promotion статью и выберите правильный термин, чтобы заполнить каждый пробел (1-11) из A, B, C или D.

Promotional Discounts are a form of discounts used primarily to 1 \_\_\_\_\_ a new product, to try to increase sales of existing products, or to reduce the inventory 2 \_\_\_\_\_ of a particular product or products. They can also be employed to 3 \_\_\_\_\_ customers to place an extra order, or increase the size of a regular order, so that the order will 4 \_\_\_\_\_ for a price reduction. Many companies use this 5 \_\_\_\_\_ if their products have seasonal 6 \_\_\_\_\_ and troughs. A promotional incentive is a calculated risk that must generate a higher level of orders from customers who don't usually buy in those quantities. If the only result is to encourage buyers to put a large 7 \_\_\_\_\_ of discounted products in their warehouse, and reduce the size of the next few orders until they have sold the discounted product, then the promotion has failed to 8 \_\_\_\_\_ the desired results.

When problems – particularly problems of communication regarding the 9 \_\_\_\_\_ of the discount – occur during the 10 \_\_\_\_\_ of a promotion, the person who is managing the credit (whether the owner or a designated employee) will be spending too much extra time responding to the oral and written questions of customers. At this point, the credit manager must put on his or her customer relations hat and move into damage 11 \_\_\_\_\_ before it becomes a more serious problem.

1	A) launch	B) declare	C) install	D) proclaim
2	A) point	B) rank	C) stage	D) level
3	A) instigate	B) motivate	C) provoke	D) initiate
4	A) quality	B) merit	C) attain	D) rate
5	A) implement	B) application	C) movement	D) tactic
6	A) peaks	B) heights	C) tips	D) caps
7	A) capacity	B) size	C) volume	D) scope
8	A) convey	B) fulfil	C) meet	D) produce
9	A) characteristic	B) nature	C) disposition	D) spirit
10	A) course	B) path	C) route	D) track
11	A) direction	B) manipulation	C) limitation	D) handling

#### Задание 14.

Сопоставьте термины по теме **Promotion** слева с его определением справа:

1	undercover marketing	a	using electronic media like email or SMS to promote products
2	e-marketing	b	promoting products to target customers, for example, through addressed mail
3	direct marketing	c	persuading people to buy a product or service by announcing it on TV, radio, or in other media
4	product placement	d	marketing that spreads from consumer to consumer, often online
5	viral marketing	e	marketing which customers do not realize they are being marketed to
6	advertising	f	putting products or references to products in media like films or video games

#### Задание 15.

Обведите правильный модальный глагол:

11. When Mr. Lee was younger, he \_\_\_\_\_ work in the garden for hours.  
a. was able to                      b. could                      c. might                      d. needn't
12. The landlord \_\_\_\_\_ take his responsibilities more seriously.  
a. need                      b. should to                      c. ought to                      d. ought
13. When I finish the course next year I \_\_\_\_\_ speak perfect French.  
a. can                      b. will be able to                      c. could                      d. would be able to
14. This company is awful to work for. We \_\_\_\_\_ account for every minute of the day.  
a. have to                      b. mustn't                      c. are not to                      d. don't have to
15. When she was riding in the woods last week, Helen fell off her horse but luckily she \_\_\_\_\_ get back on and ride home.  
a. could                      b. would                      c. was able to                      d. had to
16. The newspaper \_\_\_\_\_ the rumour without concrete evidence.  
a. shouldn't have printed                      c. oughtn't have printed  
b. needn't have printed                      d. didn't have to print
17. You often have to wait for a decision long, \_\_\_\_\_?  
a. haven't you                      b. don't you                      c. aren't you                      d. won't you
18. – Should we hurry? – No, you \_\_\_\_\_, we have plenty of time.  
a. needn't to                      b. haven't to                      c. mustn't                      d. needn't
19. They spoke in very low voices but I \_\_\_\_\_ understand what they were talking about.  
a. could                      b. might                      c. was able to                      d. was to
20. With our new shampoo, you \_\_\_\_\_ spend hours caring for your hair.

a. mustn't

b. needn't

c. haven't to

d. shouldn't

### Задание 16.

Прочтите высказывания сотрудников компании и напишите английские названия отделов, в которых данные сотрудники могут работать, используя терминологию по теме Management

- a) Well, we deal with the workforce needs of the firm: selection and recruitment of staff, pay, training, and so on.'
- b) We listen to customers and identify their needs. We're responsible for establishing sales plans and targets for the different sales forces. We also deal with advertising.'
- c) We work on new products and improve old ones. We have to keep up to date with what is going on in the outside world and have close contact with Marketing and Production.'
- d) We're responsible for the manufacturing of our products and for trying to find ways of improving quality. We deal with suppliers and make sure that we have enough components in stock.'
- e) Our department is concerned with the day-to-day running of the money side of the company. We have to estimate costs and prices, deal with the accounts, and produce budgets and cash flow forecasts.

### Задание 17.

Дополните следующий текст терминами по теме Management:

**appointed attacked combined defined constituted reviewed supervised supported**

Large British companies generally have a chairman of the board of directors who oversees operations, and a managing director (MD) who is responsible for the day-to-day running of the company. In smaller companies, the roles of chairman and managing director are usually (1).....Americans tend to use the term president rather than chairman, and chief executive officer (CEO) instead of managing director. The CEO or MD is (2) ..... by various executive officers or vice-presidents, each with clearly (3) ..... authority and responsibility (production, marketing, finance, personnel, and so on).

Top managers are (4) .....(and sometimes dismissed) by a company's board of directors. They are (5)..... and advised and have their decisions and performance (6) ..... by the board. The directors of private companies were traditionally major shareholders, but this does not apply to large public companies with wide share ownership. Such companies should have boards (7) ..... of experienced people of integrity and with a record of performance in a related business and a willingness to work to make the company successful. In reality, however, companies often appoint people with connections that will impress the financial and political milieu. Yet a board that does not demand high performance and remove inadequate executives will probably eventually find itself (8) ..... and displaced by raiders.

### Задание 18.

Обведите термин, который не входит в каждую горизонтальную группу:

- |           |          |          |            |
|-----------|----------|----------|------------|
| 1 firm    | company  | society  | subsidiary |
| 2 salary  | manager  | engineer | employee   |
| 3 finance | product  | planning | marketing  |
| 4 ship    | assembly | customer | purchase   |
| 5 plant   | facility | patent   | factory    |

### Задание 19.

Переведите на английский язык данные предложения, используя терминологию по теме Management:

1. Мой отец управляет нашей компанией вот уже 20 лет. В управлении бизнесом он придерживается консервативных взглядов, но компания всегда уделяет большое внимание нуждам потребителей и быстро реагирует на изменения на рынке. Отец решил сфокусироваться на переобучении сотрудников и принял на работу нескольких профессионалов, которые будут проводить обучение.
2. Штаб квартира компании ABC находится в Нью-Йорке, а её филиалы расположены в 15 странах.
3. Из-за слияния с компанией X наша компания была реорганизована. 30% персонала сократили. Я же получил повышение по карьерной лестнице. Сейчас я отвечаю за работу сервисного центра.
4. Постоянная потеря доли рынка, возрастающая конкуренция – проблемы, с которыми в последнее время столкнулась наша компания. Сейчас наша задача – срочно отреагировать на них. Прежде всего мы сменим курс компании, реструктуризируем её. Руководство компании решило не сокращать, а переобучить персонал. Умение адаптироваться к постоянно меняющемуся рынку – вот залог успеха любого бизнеса.

### Задание 20.

Раскройте скобки, используя правильную форму английского глагола (времени, условные выражения, сослагательное наклонение)

1. If the car \_\_\_\_\_ (be) out of order again, you \_\_\_\_\_ (have to) call the service station, but I doubt if you \_\_\_\_\_ (have / it / service) quickly.
2. Nobody \_\_\_\_\_ (know) what \_\_\_\_\_ (happen) in ten years' time as life \_\_\_\_\_ (get) tougher and tougher.
3. I wonder if they \_\_\_\_\_ (turn) to us for help if the need \_\_\_\_\_ (arise).
4. My little son \_\_\_\_\_ (want) to know if there \_\_\_\_\_ (be) some cartoons on TV tonight. If there \_\_\_\_\_ (be) some, he \_\_\_\_\_ certainly (watch) them.
5. I wonder if the weather \_\_\_\_\_ (change) for the better next week. I \_\_\_\_\_ (plan) to go to the countryside for a month.
6. I \_\_\_\_\_ (leave) a message at the office in case the customer \_\_\_\_\_ (phone). But I'm afraid he's unlikely \_\_\_\_\_ (call) today.
7. Nobody can definitely tell us when he \_\_\_\_\_ (come) back from London. But as soon as he \_\_\_\_\_ (return), we \_\_\_\_\_ (get in touch) with him.
8. We \_\_\_\_\_ (have) another meeting this week, provided no one \_\_\_\_\_ (object).
9. I \_\_\_\_\_ (always / be) by your side as long as you \_\_\_\_\_ (promise) to lend an ear to what I say.
10. He \_\_\_\_\_ (wonder) if Caroline \_\_\_\_\_ (change) her mind about going to the party.
11. If you are going to buy a car, make sure you \_\_\_\_\_ (take out) no-fault insurance as well.
12. We \_\_\_\_\_ (not/ miss) the train providing we \_\_\_\_\_ (leave) at once.
13. Whatever he \_\_\_\_\_ (say), they \_\_\_\_\_ (not / believe) him.
14. I \_\_\_\_\_ (tell) you later on whether I \_\_\_\_\_ (play) Scrabble with you on Saturday evening.
15. I \_\_\_\_\_ (accompany) you with great pleasure as soon as I \_\_\_\_\_ (finish) my report.
16. If the time \_\_\_\_\_ (be) convenient for you, we \_\_\_\_\_ (meet) tomorrow.

17. We \_\_\_\_\_ (not / start) till he \_\_\_\_\_ (arrive).  
18. Provided he \_\_\_\_\_ (leave) now, he \_\_\_\_\_ (miss) the rush hour.

### Задание 21.

Вставьте правильную форму глагола to be, обращая внимание на число имен существительных:

1. Where \_\_\_\_\_ your trousers?
2. \_\_\_\_\_ 3 pounds enough to eat out?
3. Tonight, there \_\_\_\_\_ athletics on TV.
4. Money \_\_\_\_\_ easy to spend and difficult to save.
5. The formulae \_\_\_\_\_ difficult to remember.
6. My luggage \_\_\_\_\_ too heavy to carry.
7. Physics \_\_\_\_\_ my favourite subject.
8. Measles \_\_\_\_\_ a common illness.
9. Darts \_\_\_\_\_ a popular game in England.
10. My phonetics \_\_\_\_\_ getting better.
11. The bacteria \_\_\_\_\_ dangerous.
12. The oasis \_\_\_\_\_ green and shady.
13. Three days \_\_\_\_\_ too long. You must do it by Monday.

### Задание 22.

Переведите на английский язык данные предложения, используя терминологию по теме Management:

1. Что касается ведения бизнеса, новый менеджер отдела продаж и маркетинга не приемлет консервативных взглядов. Он способен ставить чёткие цели, быстро реагировать на изменения рынка, поощрять командный дух сотрудников.
2. XYZ – динамичная, быстро растущая компания по производству канцелярских товаров. В условиях жёсткой конкуренции нам необходимо постоянно проводить исследования рынка и быстро реагировать на его изменения.
3. Наша компания была основана в середине 1990-х годов, и мы быстро развиваемся с тех пор. Компания состоит из 5 отделов: административный, финансовый, производственный, отдел маркетинга и продаж и кадровый отдел. Наш персонал насчитывает свыше 5000 сотрудников. Головной офис расположен в Лондоне. Наши дочерние предприятия находятся в Милане и Берлине. В следующем году компания планирует открыть свой филиал в Москве.

### Задание 23.

Переведите на английский язык данные предложения, используя терминологию по теме Management:

1. Недавно совет директоров компании Cornerstone Group успешно провел переговоры с Metrot Co. о слиянии этих двух компаний. Компания Metrot – прекрасное приобретение для Cornerstone Group.
2. Metrot Co. специализируется в производстве товаров для дома, и в своих розничных магазинах представляет широкий выбор товаров, а товарооборот компании составляет 4млн. евро.
3. Компания Metrot имеет много дочерних предприятий по всей Европе, а их головной офис находится в Париже. Благодаря своему динамичному стилю эта компания быстро реагирует на рыночные изменения.

### Задание 24.

Заполните пробелы наиболее подходящими терминами из списка по теме Management:



*To be in charge of, to be promoted to smth, to make smb redundant, demand for, to seduce customer, to introduce some changes, turnover, staff turnover, a wide range of smth, to relocate*

1. Why does the company have such a rapid \_\_\_\_\_?
2. The company plans \_\_\_\_\_ 30 employees \_\_\_\_\_ because of the reorganization.
3. The company has to \_\_\_\_\_ its headquarters and most of its staff to Europe.
4. It was difficult to explain a dramatic increase in the \_\_\_\_\_ chocolate biscuit bars in London.
5. He has been working for the company for 3 years and \_\_\_\_\_ a senior sales manager.
6. To win the competition it is necessary to \_\_\_\_\_ in the marketing strategy of the company.
7. The firm has an annual \_\_\_\_\_ of \$75 million.
8. To increase sales the management of the company has decided to launch a new promotion campaign, they are sure it will help them to \_\_\_\_\_ to buy a new product.
9. In this retail shop you can always find \_\_\_\_\_ diary products.
10. He was left \_\_\_\_\_ the store while the manager was away.

### Задание 25.

Раскройте скобки, используя правильную форму английского глагола (времена, инфинитив, герундий, причастие, условные выражения, сослагательное наклонение, модальные глаголы)

1. Look! Leslie seems \_\_\_\_\_ (enjoy) herself. It is the first time I \_\_\_\_\_ (see) her so happy.
2. There appeared \_\_\_\_\_ (be) no one in the house. John \_\_\_\_\_ (consider/climb) through one of the open windows but decided against it \_\_\_\_\_ (not risk/notice). He \_\_\_\_\_ (decide/wait) until it \_\_\_\_\_ (get) dark.
3. I \_\_\_\_\_ (mean/paint) the door for ages, but I keep \_\_\_\_\_ (forget) \_\_\_\_\_ (buy) the paint.
4. If you can't find him at home, try \_\_\_\_\_ (call) him at the office.
5. Your computer needs \_\_\_\_\_ (fix). Why \_\_\_\_\_ (you / not / have) Nick \_\_\_\_\_ (fix) it for you? - I'd rather \_\_\_\_\_ (see) to it myself than have it \_\_\_\_\_ (fix).
6. We'd really like \_\_\_\_\_ (live) in the city center but it's virtually impossible \_\_\_\_\_ (find) a three-bedroomed flat at a price we can afford \_\_\_\_\_ (pay).
7. Stop \_\_\_\_\_ (tease) him, he doesn't enjoy \_\_\_\_\_ (laugh) at.
8. The dog appears \_\_\_\_\_ (be) hungry – you'd better \_\_\_\_\_ (feed) it.
9. Her parents regret \_\_\_\_\_ (allow) Tina \_\_\_\_\_ (stay) out late.
10. Look! The wallpaper \_\_\_\_\_ (come) off the wall! It's high time \_\_\_\_\_ (we / do up) the flat.
11. Always late? Try \_\_\_\_\_ (set) your watch five minutes fast.
12. She certainly mentioned \_\_\_\_\_ (see) Mark, but I don't remember \_\_\_\_\_ (she/talk) about Vickie.

13. Martha \_\_\_\_\_ (practice/play) the piano daily for months, but she seems \_\_\_\_\_ (make) little progress.
14. Listen! The review \_\_\_\_\_ (say): "Tastefully \_\_\_\_\_ (decorate), conveniently \_\_\_\_\_ (locate), and with a wide range of courses to suit all occasions, this is the perfect meeting place after a hard day's work". Why \_\_\_\_\_ (not/go) there for dinner?
15. The witness said he \_\_\_\_\_ (hear) two shots \_\_\_\_\_ (fire) before \_\_\_\_\_ (see) two men \_\_\_\_\_ (run) down the street.
16. There is something wrong with her bicycle. It's time \_\_\_\_\_ (she/get/it/mend).
17. It makes \_\_\_\_\_ (I/feel) really happy \_\_\_\_\_ (see) old people \_\_\_\_\_ (hold) hands.
18. JK Rowling is reported \_\_\_\_\_ (receive) an award in recognition of her achievements.
19. A Roman necklace, which \_\_\_\_\_ (think/be) worth over two million pounds, \_\_\_\_\_ (find) last week by Audrey Perham who \_\_\_\_\_ (happen/walk) her dog in the park.
20. Now that we \_\_\_\_\_ (lose) all the money, it's no use \_\_\_\_\_ (say) that it's only my fault.
21. I really hate \_\_\_\_\_ (go) to the dentist but I don't think I can avoid \_\_\_\_\_ (visit) him this time.

### Задание 26.

Напишите русские аналоги данных английских терминов по теме Management:

1. to set objectives
2. to communicate objectives to smb
3. to set short-term goals
4. to set achievable goals
5. to formulate clear goals (
5. to attain objectives
6. to encourage, motivate and inspire
7. to monitor and measure the performance of employees
8. to develop a strategy
9. to manage with empathy, to have empathy with the staff
10. to take ownership of decisions
11. to be entitled to try out new ideas
12. to empower employees
13. to enhance (an enhanced sense of responsibility, an enhanced sense of involvement)
14. to praise and show recognition, to give praise
15. to concentrate on strengths, not weaknesses

### Задание 27.

Составьте предложения, используя данные слова и выражения из Вашего вокабуляра по теме Stock Market and Investing:

1. to share joy, to share a room with smb, nominal share, shareholder, preference share;
2. profit, to be profitable, gross profit, net profit;
3. to be an asset for a company, assets and liabilities, fixed asset;
4. stock exchange, to exchange, exchange rate, exchange broker, exchange list, exchange transaction;

5. a credit, to be creditworthy, credit limit, creditor, credit note, credit card;
6. current account, deposit account, account rendered, to open an account;
7. cash, to withdraw cash, cash flow, in cash, cashier, cash settlement.

### Задание 28.

Дополните предложения словами из активного вокабуляра по теме Stock Market and Investing:

1. The Company is obliged to acquire the securities at prevalent market prices in the future to ...
2. The Treasurer is directed to open an account and deposit the funds of the corporation with ...
3. The Annual Meeting of the Shareholders may be held at any date set by ...
4. In two separate transactions, the Company sold the business of executing and clearing securities transactions for ...
5. All cheques, drafts or other orders for payment of money shall be signed by ...
6. Securities sold not yet purchased represent an obligation of the Company to deliver specified equity securities at ...

### Задание 29.

Сопоставьте терминологию по теме International Trade из рамки с определениями ниже.

*autarky balance of payments balance of trade barter or counter-trade deficit dumping invisible imports and exports protectionism quotas surplus tariffs visible trade )GB) or merchandise trade (US)*

1. Trade in goods
2. Trade in services (banking, tourism, insurance and so on)
3. Direct exchange of goods, without the use of money
4. The difference between what a country receives and pays for its exports and imports of goods
5. The difference between a country's total earnings from exports and its total expenditure on imports
6. The (impossible) situation in which a country is completely self-sufficient and has no foreign trade
7. A positive balance of trade or payments
8. A negative balance of trade or payments
9. Selling goods abroad at (or below) cost price
10. Imposing trade barriers in order to restrict imports
11. Taxes charged on imports
12. Quantitative limits on the imports of particular products or commodities

### Задание 30.

Сопоставьте термины по теме International Trade слева с его определением справа:

1. Capacity	A. the quality of being stable
2. Profits	B. working via independent middlemen (agents and distributors)
3. Stability	C. developing foreign-based assembly or manufacturing facilities
4. Distribution channel	D. the ability or power to contain, absorb or hold
5. Indirect exporting	E. setting up an export department or even an overseas sales branch
6. Direct exporting	which actively uses the company's own employees
7. Direct investment	F. a network of organizations, including manufacturers, wholesalers

	and retailers, that distributes goods or services to consumers G.excess or revenues over outlays and expenses in a business enterprise over a given period of time, usually a year
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### Задание 31.

Заполните пропуски терминами по теме International Trade:

- 1.The pinball machine \_\_\_\_\_ has developed a \_\_\_\_\_ new market in the Middle East.
- 2.\_\_\_\_\_ from video games and computers has hit small manufacturers.
- 3.Vincent puts using a good \_\_\_\_\_ at the top of his lessons learned list.
- 4.When you've \_\_\_\_\_ time, effort and money in making an export sale, you want to get \_\_\_\_\_.
- 5.Other lessons learned centered on \_\_\_\_\_.
- 6.You should be prepared to \_\_\_\_\_ your product \_\_\_\_\_ to meet local \_\_\_\_\_.
- 7.Would-be exporters should make a firm \_\_\_\_\_ to export.
- 8.A final lesson is to remember that appearances can be \_\_\_\_\_.

### ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ПРОВЕРКИ СФОРМИРОВАННОСТИ ЗНАНИЙ ДЛЯ ПК-7

#### Задание 1.

**Прочитайте текст на тему Уровни и сферы управления, соберите и проанализируйте информацию о следующем:**

1. Скажите, какие вопросы рассматриваются в тексте.
2. Скажите, какая проблема вытекает из содержания.
3. Поставьте к тексту несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в тексте, используя собственный пример.
5. Выскажите мнение о прочитанном. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в тексте.

Catherine Ng established an electronic watch company with 6 employees in 1979. The company now has over 500 employees. Read the interview with the businesswoman.

What factors have made your business successful?

First of all, the advent of LCD watch technology in the 1970-s created a vast opportunity for us. Although the Swiss were the first to develop a quartz watch, the support of the Swiss manufactures was not strong as they overlooked the phenomenal growth potential of the market. They believed their mechanical excellence would keep them leaders of the industry and that the quartz watch was only a gimmick and it would soon fade out. In fact this poor judgment led to the downfall of some companies. As demand was greater than supply, therefore it wasn't difficult for me to get entry to the market when I first set up my company. At the end of the first year the number of employees increased to 20 and we moved from office premises to a factory. Our floor space increased from the original 600 sq. ft. to 2000 by the end of the first year and the company grew more than tenfold in the next five years.

And then a few years later, prices started to become very competitive as the retail market became saturated .So I had to think about certain strategies to tackle this problem. I had to think up a short-term strategy and develop some long-term planning. Like all our competitors, we developed new products such as giftware and luxury items. For example, we designed products with a time device in them and customers could print their logo on the product for promotional purposes. However competition became severe. It reached a point that any product which had a time module in it became less valuable.

In the short term we had to cut our costs. However for certain customers who are less price conscious, I was able to upgrade the quality of our products, for example by offering better batteries, a longer warranty. We did not want our customers to think we were ripping them off of course if we charged a higher price. For customers who were less focused on quality we had to reduce our prices. In the end our customers thought that our company offered quality products, which were value for money while most of our competitors struggled for survival and cut prices in a very competitive market. Some were even forced out of the market.

On the other hand, we also switched our capacity to producing clocks, cutting our watch production and training our workers to assemble clock product. Watch production was based on an assembly line. Well we bought components from suppliers and assembled the watches. Clock products involved more components and we had to make them in house and the company started to install machinery, hire designers and the work flow became more sophisticated and today we have become one of the best known manufacturers in the world, with ISO 9001 certification.

What are the crucial factors behind your success?

The critical factors of our success, I would say, were our vision and our strategic planning. From time to time we utilize management tools such as SWOT analysis to review our situation and make necessary adjustments. Furthermore, we have made use of the Internet to promote our products, for example we used an e-catalogue to start with, and lately we have developed a customer relationship management system.

If I was asked what advice I would give to people looking for success in business, well, I would say: be well prepared. Seize an opportunity ones it emerges and finally stay open-minded as business can be developed by individuals, alliances, partnerships and joint ventures.

## **Задание 2.**

**Прочитайте текст на тему Уровни и сферы управления, соберите и проанализируйте информацию о следующем:**

1. Скажите, какие вопросы рассматриваются в тексте.
2. Скажите, какая проблема вытекает из содержания.
3. Поставьте к тексту несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в тексте, используя собственный пример.
5. Выскажите мнение о прочитанном. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в тексте.

Peter Drucker, the well-known American business professor and consultant, suggests that the work of a manager can be divided into planning (setting objectives), organizing, integrating (motivating and communicating), measuring performance, and developing people.

First of all, managers (especially senior managers such as company chairmen and directors) set objectives, and decide how their organization can achieve them. This involves developing strategies, plans and precise tactics, and allocating resources of people and money. Secondly, managers organize. They analyze and classify the activities of the organization and the relations among them. They divide the work into manageable activities and then into individual tasks. They select people to perform these tasks. Thirdly, managers practice the social skills of motivation and communication. They also have to communicate objectives to the people responsible for attaining them. They have to make the people who are responsible for performing individual tasks form teams. They make decisions about pay and promotion. As well as organizing and supervising the work of their subordinates, they have to work with people in other areas and functions. Fourthly, managers have to measure the performance of their staff, to see whether the objectives set for the organization as a whole and for each individual member of it are being achieved. Lastly, managers develop people – both their subordinates and themselves.

Obviously, objectives occasionally have to be modified or changed. It is generally the job of a company's top managers to consider the needs of the future, and to take responsibility for innovation, without which any organization can only expect a limited life. Top managers also have to manage a business's relations with customers, suppliers, distributors, bankers, investors, neighbouring communities, public authorities, and so on, as well as deal with any major crises which arise. Top managers are appointed and supervised (and dismissed) by a company's board of directors.

Although the tasks of a manager can be analyzed and classified in this fashion, management is not entirely scientific. It is a human skill. Business professors obviously believe that intuition and 'instinct' are not enough; there are management skills that have to be learnt. Drucker, for example, wrote in his book "An Introductory View of Management" that 'Altogether this entire book is based on the proposition that the days of the "intuitive" manager are numbered,' meaning that they were coming to an end. But some people are clearly good at management, and others are not. Some people will be unable to put management techniques into practice. Others will have lots of technique, but few good ideas. Outstanding managers are rather rare.

### **Задание 3.**

#### **Прочитайте текст на тему Организационные структуры, соберите и проанализируйте информацию о следующем:**

1. Скажите, какие вопросы рассматриваются в тексте.
2. Скажите, какая проблема вытекает из содержания.
3. Поставьте к тексту несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в тексте, используя собственный пример.
5. Выскажите мнение о прочитанном. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в тексте.

No business can continue to function in the same way forever. Companies that refuse to change with time risk losing their competitive edge, their market share and consequently their profitability. To survive and remain competitive in the fast evolving business environment companies need to be responsive, flexible, capable of anticipating and managing change. This continuous adjustment to change is commonly referred to as "restructuring". Restructuring occurs – or should occur – when the organization can no longer meet the needs of the business. There is a doctrine in business planning that structure follows strategy; the organization's structure should be aligned to fit its strategic needs. When strategies change, then the structure must adapt.

Restructuring leads to changes in the organizational setup, it can take many forms and involve a change in a company's structure, strategy, policies, procedures, or culture. It can be massive, affect an entire enterprise and might take years, e. g. it took Toyota company 15 years to change its organizational structure, or may affect a few employees within one department. In any case, regardless of the type and scope, organizational change means letting go of the old ways in which work is done, and adjusting to the new ways.

One of the most powerful drivers of change involving enterprise restructuring is globalization. As the 21<sup>st</sup> century unfolds, the significance of national economies is declining. Globalized markets aren't only expanding business opportunities, they are also intensifying competitive pressures. To succeed in the current economic climate, companies need to think and act globally. It means exploring new markets, diversifying into new areas, reaching out to new groups of consumers, which in its turn means competing with bigger players on the world trade arena. This current trend towards the liberalization of markets is the main reason behind restructuring. To remain competitive companies shift from old recruitment and personnel management practices. Traditional management structures were bureaucratic and hierarchical. Now management experts see wisdom in flatter organizations with wider roles and responsibilities for each member of the team. Job flexibility and empowerment are key features of new structures, but successful

implementation requires changes in the communication and reporting policies of the organization. While new enterprises can start with these paradigms, old companies have to restructure themselves. New methods of work, for example outsourcing of certain tasks by subcontracting self-employed people, telecommuting or adjusting work hours by employing some people only for the days when there are work peaks require new methods and practices and it can also trigger restructuring and organizational changes.

Rapid technological change, new communication and information technologies, innovations in materials and work processes may require restructuring to keep up with the times. Companies, whose technological base and expertise are obsolete, are driven out of the market.

Organizational change is often a response to changing demographics. The increasing presence of women and minority groups, ageing of the population, especially noteworthy in industrialized economies, have led to the development of new work practices, e.g. work arrangements such as flexible hours and job sharing are becoming more popular. Companies need to reconsider benefits and compensations which are more suitable for women and elderly people, to offer different pension plans and devise new strategies to retain employees.

In many cases the need to restructure originates from poor management practices, such as a short-term focus or failure to anticipate future needs, poor marketing strategy, profit losses, financial constraints, inability to adapt and find new markets, high employee or production costs.

#### **Задание 4.**

**Прочитайте текст на тему Менеджмент, соберите и проанализируйте информацию о следующем:**

1. Скажите, какие вопросы рассматриваются в тексте.
2. Скажите, какая проблема вытекает из содержания.
3. Поставьте к тексту несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в тексте, используя собственный пример.
5. Выскажите мнение о прочитанном. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в тексте.

The legendary chairman of GE, management theorist, strategic thinker, and corporate icon who made it to the top despite his working-class background. If leadership is an art, then surely Welch has proved himself a master painter.

“The two greatest leaders of this century are Alfred Sloan of General Motors (GM) and Jack Welch of General Electric (GE)”, - says Noel Tichy, a longtime GE observer and University of Michigan management professor. “And Welch would be the greater of the two because he set a new, contemporary paradigm for the corporation that is the model of the 21<sup>st</sup> century.”

Jack Welch was 45 when he took control of the company that documented sales of just under \$ 28 billion, and an estimated market value of around \$ 14 billion. When Welch retired in 2001, the company`s estimated market value was \$ 410 billion. When the legendary manager took over as CEO in 1981 it was a slow-moving old-line American industrial giant with 9 layers of management which he transformed into a keenly competitive global corporation. Welch reshaped the company through more than 600 acquisitions and a forceful push abroad into newly emerging markets.

How was he able to wield so much influence and power over one of the most complex organizations in all of American business? Many managers struggle daily to lead and motivate mere handfuls of people. Many CEOs wrestle to squeeze just average performance from companies a fraction of GE`s size. How did Welch, who sat atop a business empire with \$ 304 billion in assets and 276 000 employees in more than 100 countries, do it?

He did it because he believed that any component of the company had to be profitable. Productivity, efficiency and profitability were the optimum words of the day. If employees failed to be productive, they were relieved of their duties. If a division was of no value, it was discarded.

He did it because he was and he is and has always been a fierce believer that people are company's most valuable asset. "You build the best team, you win. Hire the right people, hire the best. Human capital determines the long-term success of any company".

He did it because he created something unique at a big company: informality. Making the company informal means violating the chain of command, communicating across levels, paying employees as if they worked not for a big company but for a demanding entrepreneur where everyone knows the boss. Everyone, from secretaries to factory workers called him Jack. Every week there were unexpected visits to plants and offices, hurriedly scheduled lunches with managers several layers below him. "We are pebbles in the ocean, but he knows about us," – said Brian Nailor, fortysomething marketing manager of industrial products.

He did it through sheer force of personality, coupled with passion for winning the game of business. "The world will belong to passionate, driven leaders..."

Jack Welch may have come from very humble beginnings, but he faced the challenge and rose to become one of the most influential CEOs of all time. He has written several bestselling books on management and recently founded the Jack Welch Management Institute. His trademark "the Welch Way" has become an online MBA program and he is frequently called upon as a commentator for various business programs on television. Welch is an example for many, and he has the exact traits needed to be close to perfection as a manager.

### **Задание 5.**

#### **Прочитайте текст на тему Менеджмент, соберите и проанализируйте информацию о следующем:**

1. Скажите, какие вопросы рассматриваются в тексте.
2. Скажите, какая проблема вытекает из содержания.
3. Поставьте к тексту несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в тексте, используя собственный пример.
5. Выскажите мнение о прочитанном. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в тексте.

Leadership is needed at all levels in an organization. It is likely, however, that the leadership qualities required by a supervisor or manager are not the same as those required by the chief executive of a company. It is, therefore, difficult to define leadership satisfactorily.

A typical definition is that the leader 'provides direction and influences others to achieve common goals.' This is true in the case of supervisors and managers, but is it a good definition of the leader of an organization? A chief executive must indeed give 'direction' but he must do much more than that. He has to create 'a sense of excitement' in the organization, and convince staff that he knows where the business is going. In addition he must be a focus for their aspirations. As Peter Drucker, the American writer, says, *'Leadership is the lifting of a man's vision to higher sights, the raising of a man's performance to a higher standard, the building of a man's personality beyond its normal limitations.'*

An important analysis of leadership has been made by Fred Fielder, Professor of Psychology and Management at the University of Washington. For over twenty years, he has carried out research into effective leadership in a number of organizations – businesses,



government agencies and voluntary associations. Fielder observed how leaders behaved, and he has identified two basic leadership styles.

*Task-motivated leaders* ‘tell people what to do and how to do it.’ Such leaders get their satisfaction from completing the task and knowing they have done it well. They run a ‘tight ship’, give clear orders and expect clear directives from their superiors. This does not mean that they show no concern for other people. But their priority is getting the job done.

*Relationship-motivated leaders* are more people-oriented. They get their satisfaction from having a good relationship with other workers. They want to be admired and liked by their subordinates. Such leaders will share responsibility with group members by encouraging subordinates to participate in decisions and make suggestions.

Throughout his work, Fred Fiedler emphasized that both styles of leadership could be effective in appropriate situations. There was no best style for all situations. Effective leadership depended on matching the leader to the task and the situation.

In a book called *The Winning Streak*, the authors studied leadership in some top British companies. The managers of those companies believed that effective leadership was a crucial factor in their organizations’ success.

The authors were able to identify some characteristics of the chairmen and chief executives of the companies, which made them good leaders: firstly, the leaders were visible’. They did not hide away in some ivory tower at Head Office. Instead, they made regular visits to plants and sites, toured round their companies and talked to employees. Leaders made their presence felt. There are some fascinating examples of this practice. Sir Hector Laing, Chairman of United Biscuits, travels around his company with a jug of orange juice. He uses this to show employees how the company profits are divided up between employees, reinvestment, dividends, tax etc. Lord Sieff, Chairman of Marks and Spencer until 1984, kept close contact with his staff. Once, when there had been heavy snowfalls, he drove from London to Chatham – a long way – from just to thank sales assistants for turning up in spite of the weather. Lord Sieff had the habit of making telephone calls every Saturday, at about 5 p.m. to a few stores, chosen at random. He wanted to know how the day’s trading had gone. No doubt, by doing this, he kept the staff on their toes. And he showed them that the Chairman had not forgotten them!

Another example of being ‘visible’ is provided by Brian Nelson, group Managing Director of Bulmer, the cider-making firm. Every six months, he goes out in a lorry which delivers cider, and works as the lorry driver’s mate. This gives him the opportunity to learn about the delivery service, and to talk frankly to employees about problems.

Besides being visible, the leaders of these top companies provided a ‘clear mission’. In other words, they knew where the organization was going and persuaded staff to follow them. Sometimes, they spelled out the mission in a written statement. For example, Saatchi and Saatchi, the advertising group, include a statement of their principles in all annual reports. The statement says that Saatchi and Saatchi must be ‘sharp in the definition of their long-term objectives.’ And the documents also cover matters like employees, clients, creativity, market position and profitability.

Finally, successful organizations have clear values. And it is the job of the leader to show what they are. As Douglas Strachan, Managing Director of Allied Lyons Beer Divisions, says, ‘You have to keep telling people your values. If you repeat it often enough, it does go down the line.’ Thus, the leader is not only someone who ‘lifts a man’. He/She must also protect and promote the organization’s values.

#### **Задание 6.**

**Прочитайте текст на тему Маркетинг, соберите и проанализируйте информацию о следующем:**

1. Скажите, какие вопросы рассматриваются в тексте.
2. Скажите, какая проблема вытекает из содержания.

3. Поставьте к тексту несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в тексте, используя собственный пример.
5. Выскажите мнение о прочитанном. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в тексте.

### HOW TO SELECT THE BEST CANDIDATES – AND AVOID THE WORST

(by Adrian Furnham)

Investing thousands of pounds in the recruitment and training of each new graduate recruit may be just the beginning. Choosing the wrong candidate may leave an organization paying for years to come.

Few companies will have escaped all of the following failures: people who panic at the first sign of stress; those with long, impressive qualifications who seem incapable of learning; hypochondriacs whose absentee record becomes astonishing; and the unstable person later discovered to be a thief or worse.

Less dramatic, but just as much a problem, is the person who simply does not come up to expectations, who does not quite deliver; who never becomes a high-flyer or even a steady performer; the employee with a fine future behind them.

The first point to bear in mind at the recruitment stage is that people don't change. Intelligence levels decline modestly, but change little over their working life. The same is true of abilities, such as learning languages and handling numbers.

Most people like to think that personality can change, particularly the more negative features such as anxiety, low esteem, impulsiveness or a lack of emotional warmth. But data collected over 50 years gives a clear message: still stable after all these years. Extroverts become slightly less extroverted: the acutely shy appear a little less so, but the fundamentals remain much the same. Personal crises can affect the way we cope with things: we might take up or drop drink, drugs, religion or relaxation techniques, which can have pretty dramatic effects. Skills can be improved, and new ones introduced, but at rather different rates. People can be groomed for a job. Just as politicians are carefully repackaged through dress, hairstyle and speech specialists, so people can be sent on training courses, diplomas or experimental weekends. But there is a cost to all this which may be more than the price of the course. Better to select for what you actually see rather than attempt to change it.

### Задание 7.

**Прочитайте текст на тему Маркетинг на рынке, соберите и проанализируйте информацию о следующем:**

1. Скажите, какие вопросы рассматриваются в тексте.
2. Скажите, какая проблема вытекает из содержания.
3. Поставьте к тексту несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в тексте, используя собственный пример.
5. Выскажите мнение о прочитанном. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в тексте.

### WHEN A FOUNDER STEPS DOWN

Handing over the family business often sets off a bitter feud. Tony Bogod, a family-firms consultant, regularly asks psychologists for help. 'Although I trained as an accountant, I now find myself working more with feelings than with figures,' he says. 'I really need a leather couch in my office.' One owner-manager had handed over the running of his printing business to two sons. But the brothers fought furiously. Bogod says: 'One day the father phoned me in tears, saying, "all I want is for them to be happy."' This case follows a general trend for fathers who pass their

businesses to sons. ‘Father-son succession is much harder than father-daughter,’ says Bogod. ‘When a son goes into the business, it is about proving himself, being competitive, and wanting to make his father proud. But with a daughter, it is about support and wanting to be there for him.’ Bogod believes that starting an early discussion about passing on the business is the key to a successful handover. Even though talking to parents about retirement is hard, you should start doing it ten years before they retire.

Barbara Murray, a family-business expert, believes that failing to talk is not the only pitfall. ‘A common mistake that people make’ says Murray ‘is that when they are nervous about who is going to be the next leader they try to solve the problem very quickly without exploring it properly. So it’s automatically the oldest son or the daughter with the business degree who gets the company. What they should really do is have an honest look at what the business needs, then find someone who is not directly involved in the firm. The outsider can say if the skills the business needs are in the offspring.’

Before making a final choice, owner-managers should consider another factor, says Andrew Godfrey of Grant Thornton, the accountant. ‘You need to know what you want to do with your business before you select a successor. Until you know where the business is going, you don’t know what kind of leader you need-is it a cost-cutting man or a marketing man?’

Leaving the decision on succession to the board spells trouble says Godfrey. ‘If you don’t choose, you’ll end up with a committee. Rule by committee is disastrous. Nothing happens, you get a business vacuum and the firm drifts.’ Many families fall out when the company founder stays on past retirement, says Godfrey. ‘There has to be a plan about how the older generation is going to exit the business. To do this they need to have enough money outside the company to make themselves financially independent.’

But choosing a successor is just too hard for a lot of owner-managers. ‘The classic mistake is the father who retires and just cannot tell his children who is going to be managing director. He says, ‘you can sort it out when I am dead.’ This will keep a lid on it while he is alive. But as soon as he dies, you can be sure that the family will have its own version of world war three.’

### **Задание 8.**

#### **Прочитайте экономическую статью и ответьте на следующие вопросы:**

1. Скажите, какие вопросы рассматриваются в статье.
2. Скажите, какая проблема вытекает из содержания.
3. Задайте к статье несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в статье, используя собственный пример.
5. Выскажите мнение о прочитанном,. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в статье.
6. Подумайте, как и где вы можете использовать извлеченную из статьи информацию.
7. Определите, нужно ли вам более детально ознакомиться с текстом для использования полученной информации в вашей будущей профессиональной деятельности.

#### **The Case for Chain Mud Pump Drives**

There are literally thousands of oil field mud pumps running today by chains and sprockets, and many by V-belts. In most cases it is no accident that a particular pump is driven the way in is. Different types of installations require different means of powering in order to get the most economical operation. Our purpose in getting into this subject is to outline the areas of use where chain drives are particularly advantageous. The primary consideration is total cost per horse-power-hour. Initial cost is part of this, but also included are moving costs and maintenance costs, including down time.

If we were to drive a pump mounted on a steel frame upon which the prime mover was also carefully mounted, alignment would be no particular problem, and advantage could then be taken of a chain drive with its smaller space requirement, lighter weight, and lower cost per

horsepower-hour. Because offshore equipment, inland barges, and also many land rigs are arranged with unitized construction, chain drives are used predominantly in this type of application.

However, a pump skidded by itself on the ground is subject to drive misalignment. Even though there is more cost in providing a motor takeup mounting and more massive components for the V-belt drive, its ability to accept greater misalignment than a chain drive results in service life which makes it more economical in this particular instance. Finally, when a prospect has been identified and evaluated and passes the oil company's selection criteria, an exploration well is drilled in an attempt to conclusively determine the presence or absence of oil or gas. Oil exploration is an expensive, high-risk operation. Offshore and remote area exploration is generally only undertaken by very large corporations or national governments. Typical shallow shelf oil wells (e.g. North sea) cost USD\$10 - 30 million, while deep water wells can cost up to USD\$100 million plus. Hundreds of smaller companies search for onshore hydrocarbon deposits worldwide, with some wells costing as little as USD\$100,000.

### **Задание 9.**

#### **Прочитайте экономическую статью и ответьте на следующие вопросы:**

1. Скажите, какие вопросы рассматриваются в статье.
2. Скажите, какая проблема вытекает из содержания.
3. Задайте к статье несколько вопросов и задайте их вашему товарищу, затем ответьте на его вопросы.
4. Подтвердите точку зрения, изложенную в статье, используя собственный пример.
5. Выскажите мнение о прочитанном,. Сообщите известные вам дополнительные сведения. Приведите примеры, факты, подобные описываемым в статье.
6. Подумайте, как и где вы можете использовать извлеченную из статьи информацию.
7. Определите, нужно ли вам более детально ознакомиться с текстом для использования полученной информации в вашей будущей профессиональной деятельности.

### **Proper tool is a good investment**

Pump-part manufacturers provide other tools to allow users to extract maximum cost from mud-pump parts. A hydraulic valve-seat puller, for example, is almost a necessity for high-pressure pumps. The cost of damage that can be done by trying to «torch out» a seat will typically pay for a good hydraulic tool. And the tool can serve for many years. A knocker should be used to remove pistons from rods; a single hammer «ding» on a rod can mean premature failure with related lost time and expense. Install rod packing according to instructions. Different kinds of packing require different tightening procedures for proper operation. And all parts manufacturers agree that matching springs, seats, and valves should be used.

Valves and seats do not all weigh the same and hence demand different springs to match opening pressures. When to replace? Ideally, of course, parts should be replaced just before failure. When pump pressure falls, it's too late! This means the best way to insure optimum part and pump life-achieve minimum operating costs coupled with maximum pump efficiency-and make sure there is always at least one mud pump working is to: (a) keep accurate records of operating hours, and (b) inspect often those parts readily accessible. Various types of elapsed time recording devices are available; when drilling is critical, the cost of even the most expensive is virtually inconsequential compared to having to stop drilling.

A final note. Pump-part technology is very advanced and proven. Manufacturers have had experience in almost all environments and working conditions, and their help can be significant. But the only group who ultimately can design and implement effective mud-pump-part programs are those on the rig. The accompanying check-list may help.

### Задание 10.

**Прочитайте текст, ответьте на вопросы по его содержанию и выполните задание после текста.**

#### Market and Command Economies

Economics is a science that analyses what, how, and for whom society produces. The central economic problem is to reconcile the conflict between people's unlimited demands with society's ability to produce goods and services.

In industrial Western countries markets are to allocate resources. The market is the process by which production and consumption are coordinated through prices.

In a command economy, a central planning office makes decisions on what, how, and for whom to produce. Economy cannot rely entirely on command, but there was extensive planning in many Soviet bloc countries.

A free market economy has no government intervention. Resources are allocated entirely through markets.

Modern economies in the West are mixed and rely mainly on the market but with a large dose of government intervention. The optimal level of government intervention remains a problem which is of interest to economists.

The degree of government restrictions differs greatly between countries that have command economies and countries that have free market economies. In the former, resources are allocated by central government planning. In the latter, there is not any government regulation of the consumption, production, and exchange of goods. Between the two main types lies the mixed economy where market and government are both of importance.

1. What is the central economic problem of a society?
  2. What is the market?
  3. What is the function of the market in an industrial country?
  4. How are decisions made in a command economy?
  5. In what way does a free market economy differ from a command economy?
  6. To which type do most economies in the West belong?
- б) Подумайте и скажите:
1. To which type does the economy of present-day Russia belong?
  2. Is the level of government regulation growing or falling in Russia's economy now?

Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.

1. (*A command economy / a free market economy*) is a society where the government makes all decisions about production and consumption.

2. (*Economics/Economy*) studies how markets and prices allow society to solve the problems of what, how, and for whom to produce.

3. Every economist sees (*the restriction/the importance*) of the question of what, how, and for whom to produce.

4. Nations have different (*consumption / levels*) of farm production.

5. When (*the price /the importance*) of some goods grows, people will try to use less of them but producers will want to produce more of them.

6. In (*mixed/both*) countries, Canada and the USA structural changes in the agricultural sector of economy have become of interest to economists and general public in the 80s and 90s of the 20th century.

7. After years of competition between command and market economies, (*the former / the latter*) gave way in many countries of the world to (*the former/ the latter*).

### 7.3.2. Типовые задания и (или) материалы для оценки умений

## ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ПРОВЕРКИ СФОРМИРОВАННОСТИ УМЕНИЙ ДЛЯ ОК-4

### Задание 1.

**Компании используют разные методы исследования рынка, которые могут точно выявить, что на уме у потребителя. В парах составьте список этих различных приемов и обсудите их преимущества и недостатки. Используйте лексику по теме **Marketing**.**

To identify attractive markets – *определить выгодные рынки*

To enter/ to penetrate the market/ to gain a market foothold – *выйти на рынок*

To abandon, to get out of, to leave the market – *уйти с рынка*

To drive smb out of the market – *вытеснить с рынка*

To corner, to monopolize the market – *монополизировать рынок*

To expand markets, to gain entry to new markets – *расширить рынки, завоевать выход на новые рынки*

Market segment – *сегмент рынка*; market segmentation – *сегментация рынка*; to spot market opportunities through market segmentation – *обнаружить возможности рынка с помощью его сегментации*; to refine market segmentation – *совершенствовать сегментацию рынка*

Market niche, to search for a market niche, to satisfy a market niche – *рыночная ниша, искать рыночную нишу, удовлетворять потребности рыночной ниши*

To establish one's own niche – *найти свою нишу* (a well-established company – *компания с твёрдыми позициями на рынке*)

Key players / Market leader/ Market challenger/ Market follower / a definite market leader/ a weak/complacent market leader; a distinct market challenger – *основные игроки, лидер рынка, компания/продукт, занимающий 2 место за лидером, остальные игроки, определённо лидер рынка/слабый, незначительный лидер рынка, очевидный конкурент*

To adapt to a changing business environment – *адаптироваться к изменению деловой среды*

To respond to market conditions, an immediate response – *отреагировать на условия рынка, мгновенная реакция*

To move downmarket/upmarket – *перейти в другой, более дешёвый /дорогой сегмент рынка*

Market share – *доля рынка*

To build market share – *создать долю на рынке*

To increase/ to expand one's market share – *увеличить/расширить долю рынка*

To win a large market share – *завоевать большую долю рынка*

To protect market share (against competitors) – *защищать долю рынка от конкурентов*

The second largest market share – *вторая по величине доля рынка*

The marketing concept – *концепция маркетинга*

Marketing-oriented /marketing-led company – *компания, ориентированная на рынок*

Market research – *исследование, изучение рынка*

Extensive market research / Cutting edge market research – *тщательное исследование рынка*

To carry out / to do market research – *провести исследование рынка*

To employ market research techniques – *использовать техники маркетингового исследования*

To collect data (primary data, secondary data) – *собрать сведения (первичные, вторичные)*

To spot/identify market opportunities – *выявить возможности рынка*

To score exceptionally well in market research – *очень хорошо проявить себя в ходе маркетингового исследования*

To conduct surveys – *провести опрос*

To set up a focus group – *создать фокусную группу*

To anticipate a consumer need – *предвосхитить нужды покупателей*

To find out the needs of customers, to identify a consumer need, to find out, to reveal what is on the consumer's mind, – *выяснить, что покупателю нужно*

To test buying habits/ to study consumer behavior – *проверить покупательские привычки, изучить поведение потребителей*

To find good sales prospects, prospecting – *найти хороших потенциальных покупателей*

To develop a marketing plan/ to set up the marketing strategy – *разработать маркетинговый план; разработать маркетинговую структуру*

To choose target customers, a target audience – *выбрать целевых покупателей*

To evaluate the target market – *оценить целевой рынок*

To create a psychological profile of each segment – *создать психологический профиль каждого сегмента*

To design a persuasive marketing mix – *разработать убедительный комплекс маркетинга*

To develop a marketing mix that is suited to the market – *разработать комплекс маркетинга соответствующий данному рынку*

To be targeted at specific market segments / products specifically adapted to particular segments – *быть нацеленным на определённые сегменты рынка/ продукты адаптированные к определённым сегментам*

To tailor products to customer needs – *создать продукты, отвечающие нуждам покупателей*

To serve the needs of customers (about a product) – *соответствовать нуждам покупателей*

To satisfy changes in consumer needs – *удовлетворить изменения нужд потребителей*

A consumer product – *продукт массового потребления*

To compete, competitor, competition (intense, fierce, stiff, tough ≠ low key) – *конкурировать, конкурент, конкуренция (жесткая, слабая)*

To operate in highly competitive market; extremely competitive areas – *работать на рынке с сильной конкуренцией; области с чрезвычайно высокой конкуренцией*

Competing products – *конкурирующие продукты*

To give a product a competitive advantage – *дать продукту конкурентное преимущество*

To put smb clearly ahead of one's competition (e.g. about a strategy, a USP – a unique selling point/ proposition) – *позволить кому-либо вырваться в лидеры (о стратегии, уникальном свойстве продукта)*

To perform a SWOT analysis – *провести анализ сильных, слабых сторон, возможностей и угроз*

To maintain a steady demand for – *поддерживать постоянный спрос на*

To stretch a brand into other areas = to diversify – *диверсифицировать продукт*

To set a price (that will cover the costs and return a profit) – *установить цену, которая покрывает расходы и принесёт прибыль*

Pricing option – *ценовые опции*

To be priced above/ with/ below the market – *иметь цену выше\наравне с\ ниже рыночной*

To be priced in a range near competing products – *иметь цену наравне с конкурентными продуктами*

To price attractively, an attractively priced product – *выставить привлекательную цену, привлекательный по цене продукт*

Price-conscious / price-sensitive buyers – *покупатели, обращающие внимание на цену, чувствительные к цене покупатели*

To drive the customer away – *отпугнуть покупателя*

To draw in competitors – *привлечь конкурентов*

To distribute via outlets (points of sale) – *распределять через торговые точки*

Distribution / distribution channel = a channel of distribution – *сбыт, канал сбыта*

## **Задание 2.**

**Подготовьте развернутые письменные ответы на вопросы по теме Marketing:**

1. What is market? Give the definitions of market leaders, market challengers and market followers.

2. What is marketing? What are non-profit organizations involved in?
3. What are the major marketing functions?
4. What is market research? Why is market research necessary? What data may be collected in the process of market research? What market research techniques can be employed?
5. What does a marketing strategy include? What is implied by a PEST ANALYSIS?
6. What is the target market? What are the four basic methods for segmenting a market?
7. Why are firms becoming more customer-oriented and less product-oriented? What are the three approaches that a firm can opt for in order to serve a particular segment?
8. What is the total marketing concept or the marketing mix? What are other Ps of marketing?
9. How do companies decide on a product price? Speak about three pricing options.
10. What does placement involve? What is a common channel of distribution?

### Задание 3.

**Посмотрите на список рекламных инструментов ниже и проанализируйте выбранный Вами бренд с точки зрения стратегии продаж. Подготовьте устную презентацию, используя лексику по теме Marketing.**

#### **PROMOTIONAL MIX**

*Advertising*

*Public Relations*

*Sales Promotions (PR)*

*Personal Selling*

*Events* (memorable occasions in-store, on the street, in any unusual location)

*Sponsorship* of sports teams, music groups... (sponsoring events)

**Endorsements** (**signing a celebrity** and using their status **to endorse a brand**)

*Trade Promotions to retailers* (financial incentives to stock a new product or give more space, visibility to existing products (e.g. shelf height and aisle position))

*Product placement in films* (featuring a product in a film or TV programme)

*Telemarketing* (selling to customers over the phone)

**Viral marketing** (online through social networking websites and friend emailing video clips)

The term '*guerrilla marketing*' covers all unconventional techniques – from viral marketing to the distribution of the products on the beach.

### Задание 4.

**Подготовьте развернутые письменные ответы на вопросы по теме Marketing:**

1. What is promotion? What are the main functions of promotion?
2. What are the four promotional tools?
3. What is the aim of sales promotion?
4. What are the functions of personal selling? Why is it used sparingly?
5. What do public relations deal with? What is the most important element of PR?
6. What is the difference between publicity and advertising?
7. What are the different media for advertising?
8. What is the difference between product and corporate advertising?
9. Why do most companies use advertising agencies? What are the roles of both parties?
10. What is a media plan?
11. What is the "threshold effect"? Why does advertising become ineffective after a certain point?
12. What are the main functions of advertising?

### Задание 5.

**Посмотрите на список рекламных инструментов ниже и проанализируйте выбранный Вами бренд с точки зрения стратегии продаж. Подготовьте устную презентацию, используя лексику по теме Promotion.**



## **PROMOTIONAL MIX**

*Advertising*

*Public Relations*

*Sales Promotions (PR)*

*Personal Selling*

*Events* (memorable occasions in-store, on the street, in any unusual location)

*Sponsorship* of sports teams, music groups... (sponsoring events)

**Endorsements** (**signing a celebrity** and using their status **to endorse a brand**)

*Trade Promotions to retailers* (financial incentives to stock a new product or give more space, visibility to existing products (e.g. shelf height and aisle position))

*Product placement in films* (featuring a product in a film or TV programme)

*Telemarketing* (selling to customers over the phone)

**Viral marketing** (online through social networking websites and friend emailing video clips)

The term '*guerrilla marketing*' covers all unconventional techniques – from viral marketing to the distribution of the products on the beach.

### **Задание 6.**

**Подготовьте развернутые письменные ответы на вопросы по теме Promotion:**

1. What is promotion? What are the main functions of promotion?
2. What are the four promotional tools?
3. What is the aim of sales promotion?
4. What are the functions of personal selling? Why is it used sparingly?
5. What do public relations deal with? What is the most important element of PR?
6. What is the difference between publicity and advertising?
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9. Why do most companies use advertising agencies? What are the roles of both parties?
10. What is a media plan?
11. What is the "threshold effect"? Why does advertising become ineffective after a certain point?
12. What are the main functions of advertising?

### **Задание 7.**

**Письменно согласитесь или не согласитесь со следующим утверждением, проанализировав знания по теме Management:**

Effective management is putting first things first. While leadership decides what "first things" are, it is management that puts them first, day-by-day, moment-by-moment. Management is discipline, carrying it out.

### **Задание 8.**

**Подготовьте устную презентацию по следующей ситуации на тему Management:**

Представьте, что вы являетесь управляющим директором компании среднего размера. Когда вы заняли пост управляющего директора, вы обнаружили, что компания находится в плохом состоянии. Команда работала неэффективно, моральный дух был низким, а продажи снижались в течение года. За три года вам удалось изменить ситуацию к лучшему. Вам удалось создать высокоэффективную команду по продажам, персонал очень мотивирован, продажи растут. Скажите, как вам это удалось. Охватите следующие моменты: постановка целей, общение, мотивация, выговор, похвала.

### **Задание 9.**

**Прокомментируйте (устно) следующее утверждение с употреблением активной лексики по теме Management:**

Job security and salary should be based on employee performance, not on years of service. Rewarding employees primarily for years of service discourages people from maintaining consistently high levels of productivity.” Discuss the extent to which you agree or disagree with the opinion stated above.

### **Задание 10.**

**Используйте следующую статью в качестве модели и напишите о бизнес - лидере, которым Вы восхищаетесь (например, Стив Джобс, Билл Гейтс, Ли Якокка, Майкл Блумберг, Карлос Гон). Используйте вокабуляр по теме Management.**

The legendary chairman of GE, management theorist, strategic thinker, and corporate icon who made it to the top despite his working-class background. If leadership is an art, then surely Welch has proved himself a master painter.

“The two greatest leaders of this century are Alfred Sloan of General Motors (GM) and Jack Welch of General Electric (GE)”, - says Noel Tichy, a longtime GE observer and University of Michigan management professor. “And Welch would be the greater of the two because he set a new, contemporary paradigm for the corporation that is the model of the 21<sup>st</sup> century.”

Jack Welch was 45 when he took control of the company that documented sales of just under \$ 28 billion, and an estimated market value of around \$ 14 billion. When Welch retired in 2001, the company`s estimated market value was \$ 410 billion. When the legendary manager took over as CEO in 1981 it was a slow-moving old-line American industrial giant with 9 layers of management which he transformed into a keenly competitive global corporation. Welch reshaped the company through more than 600 acquisitions and a forceful push abroad into newly emerging markets.

How was he able to wield so much influence and power over one of the most complex organizations in all of American business? Many managers struggle daily to lead and motivate mere handfuls of people. Many CEOs wrestle to squeeze just average performance from companies a fraction of GE`s size. How did Welch, who sat atop a business empire with \$ 304 billion in assets and 276 000 employees in more than 100 countries, do it?

He did it because he believed that any component of the company had to be profitable. Productivity, efficiency and profitability were the optimum words of the day. If employees failed to be productive, they were relieved of their duties. If a division was of no value, it was discarded.

He did it because he was and he is and has always been a fierce believer that people are company`s most valuable asset. “You build the best team, you win. Hire the right people, hire the best. Human capital determines the long-term success of any company”.

He did it because he created something unique at a big company: informality. Making the company informal means violating the chain of command, communicating across levels, paying employees as if they worked not for a big company but for a demanding entrepreneur where everyone knows the boss. Everyone, from secretaries to factory workers called him Jack. Every week there were unexpected visits to plants and offices, hurriedly scheduled lunches with managers several layers below him. “We are pebbles in the ocean, but he knows about us,” – said Brian Nailor, fortysomething marketing manager of industrial products.

He did it through sheer force of personality, coupled with passion for winning the game of business. “The world will belong to passionate, driven leaders...”

Jack Welch may have come from very humble beginnings, but he faced the challenge and rose to become one of the most influential CEOs of all time. He has written several bestselling books on management and recently founded the Jack Welch Management Institute. His trademark “the Welch Way” has become an online MBA program and he is frequently called upon as a commentator for various business programs on television. Welch is an example for many, and he has the exact traits needed to be close to perfection as a manager.

### Задание 11.

**Изучите прилагательные в рамке и скажите, какие из них характеризуют хорошего и плохого лидера. Используйте вокабуляр по теме Management.**

decisive	open	passionate	energetic	balanced
charismatic	ruthless	impulsive	straight	careful
motivating	informal	flexible	accessible	thoughtful
adventurous	uncaring	lunatic	moderate	aggressive

### Задание 12.

**Выполните роль переводчика, представляя компанию Samsung Electronics на брифинге с журналистами, используя знания по теме Stock Market and Investing.**

*Mrs. Loginova, journalist, «Komsomolskaya Pravda»:* Мистер Лу Кун Хи, является ли Самсунг Электроникс концерном или акционерным обществом? И второй вопрос: как распределяется акционерный капитал в Самсунг Групп?

*Interpreter:* .....

*The Chairman of Samsung Group, Mr. Lee Kun Hee:* Samsung Electronics Co., Ltd. is a stockholding company. 55,45% of the shares belong to the private investors; 22,85% – to financial institutions and funds; 15,25% – to affiliated companies; 4,45% – to me and my family, 2% – to my employees.

*Interpreter:* .....

*Mr. Savelyev, journalist, «Moscowskie Vedomosti»:* Владеет ли Самсунг Групп акциями других компаний в сфере электроники?

*Interpreter:* .....

*Mr.Lee Kun Hee:* SEC possesses 10-20% of the shares of the other companies in the sphere of electronics.

*Interpreter:* .....

*Mr.Denisov, journalist, TV-program «Segodnya»:* Мистер Ли, кто, на Ваш взгляд, является самым серьезным конкурентом для Самсунг Электроникс в настоящее время?

*Interpreter:* .....

*Mr.Lee Kun Hee:* We consider that such famous companies as Sony and Panasonic, and some other companies are our main competitors at the electronics market.

*Interpreter:* .....

*Mrs.Fedotova, journalist, TV-program «Itogi»:* Мистер Ли, что Вы думаете о перспективах развития Вашей компании на рынке Восточной Европы?

*Interpreter:* .....

*Mr.Lee Kun Hee:* I suppose that Eastern Europe is a perspective market in the future but now we experience some difficulties here due to instability in the economic situation.

*Interpreter:* .....

*Mr.Lee Kun Hee:* I'd like to add that South-East Asia and Western Europe are preferable now for us because they attract more investors.

*Interpreter:* .....

*Mr.Vanin, journalist, NTV-program:* Мистер Ли, можете ли Вы привести цифры, которые характеризовали бы суммы чистой прибыли компании в 2000 году и суммы чистых продаж?

*Interpreter:* .....

*Mr.Lee Kun Hee:* In 2000 the amount of our net profit was up to \$ 294.5 million. As far as the net sales are concerned it was approximately \$ 28.8 billion.

*Interpreter:* .....

*Mr.Lee Kun Hee:* Thank you for your questions.

*Interpreter:* .....

### **Задание 13.**

#### **Подготовьте развернутые письменные ответы на вопросы по теме Stock Market and Investing:**

1. Is it necessary for a contemporary person to know about the life of financial world?
2. What do you know about the work of the Stock Exchange in your country?
3. How can Stock Exchange influence our everyday life?
4. What does «to be a reliable client in a bank» mean?
5. Is it important for a businessman to choose a bank with good reputation?
6. What does «to be a shareholder» mean?
7. Do the rates and indexes influence the business activity of the companies? How?

8. What financial conditions are necessary to achieve a success in business?

#### **Задание 14.**

**Подготовьте развернутые письменные ответы на вопросы по теме International Trade:**

1. Why do companies export? Name two main reasons for exporting.
2. What is visible trade? What is invisible trade?
3. What is a balance of payment? This balance can be either positive or negative. What are the words used to describe these situations? Does Russia have a payments surplus or deficit?
4. What is a balance of trade? This balance can be either positive or negative. What are the words used to describe these situations? Which countries famously have trade surpluses?
5. What do we call the situation in which a country has no foreign trade? Which European country famously tried that between the 1960s and 1980s?
6. What factors should be evaluated when a company wants to start exporting?
7. What are the main difficulties the exporters may face when trying to penetrate foreign markets?
8. What different methods to establish products in a foreign market can the companies choose from?
9. What is the difference between agents and distributors?
10. What questions should be discussed with an agent/a distributor before signing an agency agreement?

#### **Задание 15.**

**Прочитайте следующий текст и подготовьте устную презентацию о преимуществах и недостатках экспорта в Индию. Используйте лексику по теме International Trade:**

After three years travelling around Asia as head of BARCO's activities in the region, Joost Verbrugge is convinced that India is one of the most exciting long-term market opportunities in the world and one of the most complex. Since 1994, BARCO, best-known for its digital projectors for computers, has gone from a relatively low level of exports to India to selling about BFr 200m of products there a year, half exported from Europe, half assembled on the spot. That is a small but significant part of its total BFr 23bn turnover last year.

Expansion in India has taken place at the same time as a shift in BARCO's strategic focus, and its emergence as one of Belgium's fastest-growing companies.

Created in 1934 as the Belgian American Radio Corporation, the company moved out of consumer products in the 1980s. It concentrated instead on high-value niche markets such as computer projectors and specialist display systems.

From its base in Kortrijk, Flanders – Belgium's Dutch-speaking region – it has exported to India for more than a decade, originally selling kits for video monitors to the national television station, through local agents. Four years ago, it set up its own sales and services office in New Delhi.

It now has a smaller sales office in Bangalore, a software house in Chennai and a projector assembly plant in Noida, near New Delhi. Having invested about BFr 100m, and now employing 150 people in India, it plans a further sales office in Mumbai and a component factory in Noida. 'That is quite a lot for a small company like BARCO,' says Mr. Verbrugge. 'It's mainly investment for the future. The market is partly there now, and we are convinced it will definitely be there in a few years.'

But for those wanting to exploit the potential, obstacles remain. Although India has made effort to open its economy in recent years, Mr. Verbrugge says it remains more closed than other fast-growing markets such as China, when it comes to bureaucracy, import duties and tax barriers.

It is not unusual to have import duties of 40% on things that you would consider normal working tools, like a printer for a PC,' he says. 'As well as the high import duties, you have a famous – or should I say infamous – bureaucracy.' This can have important practical effects. Mr. Verbrugge says that BARCO would like to assemble more of its products within India, but this would mean importing components from 20 different countries, creating huge amounts of paperwork and delays.

Although India is welcoming to foreigners, Mr. Verbrugge says there are also cultural hurdles, which can initially be deceptive. 'On a first visit India seems easier than China or Japan because people speak English. Only after you start operating there do you see all the complexities. There are sensitivities between states, between religions, between strata of society. 'Such differences also make the country fascinating. 'India is a hundred different worlds living next to each other in the same country,' Mr. Verbrugge says.

These practical and cultural complexities were largely behind BARCO's decision to set up its own sales office in the subcontinent. 'Much more is needed than just having an agent with a fax and a phone. You have to understand the marketplace, how Indian business works.'

But the opportunities presented by India outweigh the advantages. 'If you can afford to miss a fifth of the world's population, you can afford not to be there,' says Mr. Verbrugge. 'I think any company serious about having a worldwide market share can't be absent from India.'

*The Financial Times*

## ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ПРОВЕРКИ СФОРМИРОВАННОСТИ УМЕНИЙ ДЛЯ ПК-7

### Задание 1.

**Компании используют разные методы исследования рынка, которые могут точно выявить, что на уме у потребителя. В парах составьте список этих различных приемов и обсудите их преимущества и недостатки. Используйте лексику по теме Marketing.**

To identify attractive markets – *определить выгодные рынки*

To enter/ to penetrate the market/ to gain a market foothold – *выйти на рынок*

To abandon, to get out of, to leave the market – *уйти с рынка*

To drive smb out of the market – *вытеснить с рынка*

To corner, to monopolize the market – *монополизировать рынок*

To expand markets, to gain entry to new markets – *расширить рынки, завоевать выход на новые рынки*

Market segment – *сегмент рынка*; market segmentation – *сегментация рынка*; to spot market opportunities through market segmentation – *обнаружить возможности рынка с помощью его сегментации*; to refine market segmentation – *совершенствовать сегментацию рынка*

Market niche, to search for a market niche, to satisfy a market niche – *рыночная ниша, искать рыночную нишу, удовлетворять потребности рыночной ниши*

To establish one's own niche – *найти свою нишу (a well-established company – компания с твёрдыми позициями на рынке)*

Key players / Market leader/ Market challenger/ Market follower / a definite market leader/ a weak/complacent market leader; a distinct market challenger – *основные игроки, лидер рынка, компания/продукт, занимающий 2 место за лидером, остальные игроки, определённо лидер рынка/слабый, незначительный лидер рынка, очевидный конкурент*

To adapt to a changing business environment – *адаптироваться к изменению деловой среды*

To respond to market conditions, an immediate response – *отреагировать на условия рынка, мгновенная реакция*

To move downmarket/upmarket – *перейти в другой, более дешёвый /дорогой сегмент рынка*

Market share – *доля рынка*

To build market share – *создать долю на рынке*  
To increase/ to expand one's market share – *увеличить/расширить долю рынка*  
To win a large market share – *завоевать большую долю рынка*  
To protect market share (against competitors) – *защищать долю рынка от конкурентов*  
The second largest market share – *вторая по величине доля рынка*

The marketing concept – *концепция маркетинга*

Marketing-oriented /marketing-led company – *компания, ориентированная на рынок*

Market research – *исследование, изучение рынка*

Extensive market research / Cutting edge market research – *тщательное исследование рынка*

To carry out / to do market research – *провести исследование рынка*

To employ market research techniques – *использовать техники маркетингового исследования*

To collect data (primary data, secondary data) – *собрать сведения (первичные, вторичные)*

To spot/identify market opportunities – *выявить возможности рынка*

To score exceptionally well in market research – *очень хорошо проявить себя в ходе маркетингового исследования*

To conduct surveys – *провести опрос*

To set up a focus group – *создать фокусную группу*

To anticipate a consumer need – *предвосхитить нужды покупателей*

To find out the needs of customers, to identify a consumer need, to find out, to reveal what is on the consumer's mind, – *выяснить, что покупателю нужно*

To test buying habits/ to study consumer behavior – *проверить покупательские привычки, изучить поведение потребителей*

To find good sales prospects, prospecting – *найти хороших потенциальных покупателей*

To develop a marketing plan/ to set up the marketing strategy – *разработать маркетинговый план; разработать маркетинговую структуру*

To choose target customers, a target audience – *выбрать целевых покупателей*

To evaluate the target market – *оценить целевой рынок*

To create a psychological profile of each segment – *создать психологический профиль каждого сегмента*

To design a persuasive marketing mix – *разработать убедительный комплекс маркетинга*

To develop a marketing mix that is suited to the market – *разработать комплекс маркетинга соответствующий данному рынку*

To be targeted at specific market segments / products specifically adapted to particular segments – *быть нацеленным на определённые сегменты рынка/ продукты адаптированные к определённым сегментам*

To tailor products to customer needs – *создать продукты, отвечающие нуждам покупателей*

To serve the needs of customers (about a product) – *соответствовать нуждам покупателей*

To satisfy changes in consumer needs – *удовлетворить изменения нужд потребителей*

A consumer product – *продукт массового потребления*

To compete, competitor, competition (intense, fierce, stiff, tough ≠ low key) – *конкурировать, конкурент, конкуренция (жесткая, слабая)*

To operate in highly competitive market; extremely competitive areas – *работать на рынке с сильной конкуренцией; области с чрезвычайно высокой конкуренцией*

Competing products – *конкурирующие продукты*

To give a product a competitive advantage – *дать продукту конкурентное преимущество*

To put smb clearly ahead of one's competition (e.g. about a strategy, a USP – a unique selling point/ proposition) – *позволить кому-либо вырваться в лидеры (о стратегии, уникальном свойстве продукта)*

To perform a SWOT analysis – *провести анализ сильных, слабых сторон, возможностей и угроз*

To maintain a steady demand for – *поддерживать постоянный спрос на*

To stretch a brand into other areas = to diversify – *диверсифицировать продукт*

To set a price (that will cover the costs and return a profit) – *установить цену, которая покрывает расходы и принесёт прибыль*

Pricing option – *ценовые опции*

To be priced above/ with/ below the market – *иметь цену выше\наравне с\ ниже рыночной*

To be priced in a range near competing products – *иметь цену наравне с конкурентными продуктами*

To price attractively, an attractively priced product – *выставить привлекательную цену, привлекательный по цене продукт*

Price-conscious / price-sensitive buyers – *покупатели, обращающие внимание на цену, чувствительные к цене покупатели*

To drive the customer away – *отпугнуть покупателя*

To draw in competitors – *привлечь конкурентов*

To distribute via outlets (points of sale) – *распределять через торговые точки*

Distribution / distribution channel = a channel of distribution – *сбыт, канал сбыта*

### Задание 2.

**Подготовьте развернутые письменные ответы на вопросы по теме Marketing:**

1. What is market? Give the definitions of market leaders, market challengers and market followers.
2. What is marketing? What are non-profit organizations involved in?
3. What are the major marketing functions?
4. What is market research? Why is market research necessary? What data may be collected in the process of market research? What market research techniques can be employed?
5. What does a marketing strategy include? What is implied by a PEST ANALYSIS?
6. What is the target market? What are the four basic methods for segmenting a market?
7. Why are firms becoming more customer-oriented and less product-oriented? What are the three approaches that a firm can opt for in order to serve a particular segment?
8. What is the total marketing concept or the marketing mix? What are other Ps of marketing?
9. How do companies decide on a product price? Speak about three pricing options.
10. What does placement involve? What is a common channel of distribution?

### Задание 3.

**Посмотрите на список рекламных инструментов ниже и проанализируйте выбранный Вами бренд с точки зрения стратегии продаж. Подготовьте устную презентацию, используя лексику по теме Marketing.**

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*Product placement in films* (featuring a product in a film or TV programme)

*Telemarketing* (selling to customers over the phone)

**Viral marketing** (online through social networking websites and friend emailing video clips)

The term '*guerrilla marketing*' covers all unconventional techniques – from viral marketing to the distribution of the products on the beach.

#### **Задание 6.**

**Подготовьте развернутые письменные ответы на вопросы по теме Promotion:**

1. What is promotion? What are the main functions of promotion?
2. What are the four promotional tools?
3. What is the aim of sales promotion?

4. What are the functions of personal selling? Why is it used sparingly?
5. What do public relations deal with? What is the most important element of PR?
6. What is the difference between publicity and advertising?
7. What are the different media for advertising?
8. What is the difference between product and corporate advertising?
9. Why do most companies use advertising agencies? What are the roles of both parties?
10. What is a media plan?
11. What is the "threshold effect"? Why does advertising become ineffective after a certain point?
12. What are the main functions of advertising?

#### **Задание 7.**

**Письменно согласитесь или не согласитесь со следующим утверждением, проанализировав знания по теме Management:**

Effective management is putting first things first. While leadership decides what "first things" are, it is management that puts them first, day-by-day, moment-by-moment. Management is discipline, carrying it out.

#### **Задание 8.**

**Подготовьте устную презентацию по следующей ситуации на тему Management:** Представьте, что вы являетесь управляющим директором компании среднего размера. Когда вы заняли пост управляющего директора, вы обнаружили, что компания находится в плохом состоянии. Команда работала неэффективно, моральный дух был низким, а продажи снижались в течение года. За три года вам удалось изменить ситуацию к лучшему. Вам удалось создать высокоэффективную команду по продажам, персонал очень мотивирован, продажи растут. Скажите, как вам это удалось. Охватите следующие моменты: постановка целей, общение, мотивация, выговор, похвала.

#### **Задание 9.**

**Прокомментируйте (устно) следующее утверждение с употреблением активной лексики по теме Management:**

Job security and salary should be based on employee performance, not on years of service. Rewarding employees primarily for years of service discourages people from maintaining consistently high levels of productivity." Discuss the extent to which you agree or disagree with the opinion stated above.

#### **Задание 10.**

**Используйте следующую статью в качестве модели и напишите о бизнес - лидере, которым Вы восхищаетесь (например, Стив Джобс, Билл Гейтс, Ли Якокка, Майкл Блумберг, Карлос Гон). Используйте вокабуляр по теме Management.** The legendary chairman of GE, management theorist, strategic thinker, and corporate icon who made it to the top despite his working-class background. If leadership is an art, then surely Welch has proved himself a master painter.

"The two greatest leaders of this century are Alfred Sloan of General Motors (GM) and Jack Welch of General Electric (GE)", - says Noel Tichy, a longtime GE observer and University of Michigan management professor. "And Welch would be the greater of the two because he set a new, contemporary paradigm for the corporation that is the model of the 21<sup>st</sup> century."

Jack Welch was 45 when he took control of the company that documented sales of just under \$ 28 billion, and an estimated market value of around \$ 14 billion. When Welch retired in 2001, the company`s estimated market value was \$ 410 billion. When the legendary manager took over as CEO in 1981 it was a slow-moving old-line American industrial giant with 9 layers of management which he transformed into a keenly competitive global corporation. Welch reshaped the company through more than 600 acquisitions and a forceful push abroad into newly emerging markets.

How was he able to wield so much influence and power over one of the most complex organizations in all of American business? Many managers struggle daily to lead and motivate mere handfuls of people. Many CEOs wrestle to squeeze just average performance from companies a fraction of GE`s size. How did Welch, who sat atop a business empire with \$ 304 billion in assets and 276 000 employees in more than 100 countries, do it?

He did it because he believed that any component of the company had to be profitable. Productivity, efficiency and profitability were the optimum words of the day. If employees failed to be productive, they were relieved of their duties. If a division was of no value, it was discarded.

He did it because he was and he is and has always been a fierce believer that people are company`s most valuable asset. “You build the best team, you win. Hire the right people, hire the best. Human capital determines the long-term success of any company”.

He did it because he created something unique at a big company: informality. Making the company informal means violating the chain of command, communicating across levels, paying employees as if they worked not for a big company but for a demanding entrepreneur where everyone knows the boss. Everyone, from secretaries to factory workers called him Jack. Every week there were unexpected visits to plants and offices, hurriedly scheduled lunches with managers several layers below him. “We are pebbles in the ocean, but he knows about us,” – said Brian Nailor, fortysomething marketing manager of industrial products.

He did it through sheer force of personality, coupled with passion for winning the game of business. “The world will belong to passionate, driven leaders...”

Jack Welch may have come from very humble beginnings, but he faced the challenge and rose to become one of the most influential CEOs of all time. He has written several bestselling books on management and recently founded the Jack Welch Management Institute. His trademark “the Welch Way” has become an online MBA program and he is frequently called upon as a commentator for various business programs on television. Welch is an example for many, and he has the exact traits needed to be close to perfection as a manager.

### Задание 11.

**Изучите прилагательные в рамке и скажите, какие из них характеризуют хорошего и плохого лидера. Используйте вокабуляр по теме Management.**

decisive	open	passionate	energetic	balanced
charismatic	ruthless	impulsive	straight	careful
motivating	informal	flexible	accessible	thoughtful
adventurous	uncaring	lunatic	moderate	aggressive

## Задание 12.

Выполните роль переводчика, представляя компанию **Samsung Electronics** на брифинге с журналистами, используя знания по теме **Stock Market and Investing**.

*Mrs.Loginova, journalist, «Komsomolskaya Pravda»:* Мистер Лу Кун Хи, является ли Самсунг Электроникс концерном или акционерным обществом? И второй вопрос: как распределяется акционерный капитал в Самсунг Групп?

*Interpreter:* .....

*The Chairman of Samsung Group, Mr.Lee Kun Hee:* Samsung Electronics Co., Ltd. is a stockholding company. 55,45% of the shares belong to the private investors; 22,85% – to financial institutions and funds; 15,25% – to affiliated companies; 4,45% – to me and my family, 2% – to my employees.

*Interpreter:* .....

*Mr.Savelyev, journalist, «Moscowskie Vedomosti»:* Владеет ли Самсунг Групп акциями других компаний в сфере электроники?

*Interpreter:* .....

*Mr.Lee Kun Hee:* SEC possesses 10-20% of the shares of the other companies in the sphere of electronics.

*Interpreter:* .....

*Mr.Denisov, journalist, TV-program «Segodnya»:* Мистер Ли, кто, на Ваш взгляд, является самым серьезным конкурентом для Самсунг Электроникс в настоящее время?

*Interpreter:* .....

*Mr.Lee Kun Hee:* We consider that such famous companies as Sony and Panasonic, and some other companies are our main competitors at the electronics market.

*Interpreter:* .....

*Mrs.Fedotova, journalist, TV-program «Itogi»:* Мистер Ли, что Вы думаете о перспективах развития Вашей компании на рынке Восточной Европы?

*Interpreter:* .....

*Mr.Lee Kun Hee:* I suppose that Eastern Europe is a perspective market in the future but now we experience some difficulties here due to instability in the economic situation.

*Interpreter:* .....

*Mr.Lee Kun Hee:* I'd like to add that South-East Asia and Western Europe are preferable now for us because they attract more investors.

*Interpreter:* .....

*Mr.Vanin, journalist, NTV-program:* Мистер Ли, можете ли Вы привести цифры, которые характеризовали бы суммы чистой прибыли компании в 2000 году и суммы чистых продаж?

*Interpreter:* .....

*Mr.Lee Kun Hee:* In 2000 the amount of our net profit was up to \$ 294.5 million. As far as the net sales are concerned it was approximately \$ 28.8 billion.

*Interpreter:* .....

*Mr.Lee Kun Hee:* Thank you for your questions.

*Interpreter:* .....

### **Задание 13.**

**Подготовьте развернутые письменные ответы на вопросы по теме Stock Market and Investing:**

1. Is it necessary for a contemporary person to know about the life of financial world?
2. What do you know about the work of the Stock Exchange in your country?
3. How can Stock Exchange influence our everyday life?
4. What does «to be a reliable client in a bank» mean?
5. Is it important for a businessman to choose a bank with good reputation?
6. What does «to be a shareholder» mean?
7. Do the rates and indexes influence the business activity of the companies? How?
8. What financial conditions are necessary to achieve a success in business?

### **Задание 14.**

**Подготовьте развернутые письменные ответы на вопросы по теме International Trade:**

1. Why do companies export? Name two main reasons for exporting.
2. What is visible trade? What is invisible trade?
3. What is a balance of payment? This balance can be either positive or negative. What are the words used to describe these situations? Does Russia have a payments surplus or deficit?
4. What is a balance of trade? This balance can be either positive or negative. What are the words used to describe these situations? Which countries famously have trade surpluses?
5. What do we call the situation in which a country has no foreign trade? Which European country famously tried that between the 1960s and 1980s?
6. What factors should be evaluated when a company wants to start exporting?
7. What are the main difficulties the exporters may face when trying to penetrate foreign markets?
8. What different methods to establish products in a foreign market can the companies choose from?
9. What is the difference between agents and distributors?
10. What questions should be discussed with an agent/a distributor before signing an agency agreement?

### **Задание 15.**

**Прочитайте следующий текст и подготовьте устную презентацию о преимуществах и недостатках экспорта в Индию. Используйте лексику по теме International Trade:**

After three years travelling around Asia as head of BARCO's activities in the region, Joost Verbrugge is convinced that India is one of the most exciting long-term market opportunities in the world and one of the most complex. Since 1994, BARCO, best-known for its digital projectors

for computers, has gone from a relatively low level of exports to India to selling about BFr 200m of products there a year, half exported from Europe, half assembled on the spot. That is a small but significant part of its total BFr 23bn turnover last year.

Expansion in India has taken place at the same time as a shift in BARCO's strategic focus, and its emergence as one of Belgium's fastest-growing companies.

Created in 1934 as the Belgian American Radio Corporation, the company moved out of consumer products in the 1980s. It concentrated instead on high-value niche markets such as computer projectors and specialist display systems.

From its base in Kortrijk, Flanders – Belgium's Dutch-speaking region – it has exported to India for more than a decade, originally selling kits for video monitors to the national television station, through local agents. Four years ago, it set up its own sales and services office in New Delhi.

It now has a smaller sales office in Bangalore, a software house in Chennai and a projector assembly plant in Noida, near New Delhi. Having invested about BFr 100m, and now employing 150 people in India, it plans a further sales office in Mumbai and a component factory in Noida. 'That is quite a lot for a small company like BARCO,' says Mr. Verbrugge. 'It's mainly investment for the future. The market is partly there now, and we are convinced it will definitely be there in a few years.'

But for those wanting to exploit the potential, obstacles remain. Although India has made effort to open its economy in recent years, Mr. Verbrugge says it remains more closed than other fast-growing markets such as China, when it comes to bureaucracy, import duties and tax barriers.

It is not unusual to have import duties of 40% on things that you would consider normal working tools, like a printer for a PC,' he says. 'As well as the high import duties, you have a famous – or should I say infamous – bureaucracy.' This can have important practical effects. Mr. Verbrugge says that BARCO would like to assemble more of its products within India, but this would mean importing components from 20 different countries, creating huge amounts of paperwork and delays.

Although India is welcoming to foreigners, Mr. Verbrugge says there are also cultural hurdles, which can initially be deceptive. 'On a first visit India seems easier than China or Japan because people speak English. Only after you start operating there do you see all the complexities. There are sensitivities between states, between religions, between strata of society. 'Such differences also make the country fascinating. 'India is a hundred different worlds living next to each other in the same country,' Mr. Verbrugge says.

These practical and cultural complexities were largely behind BARCO's decision to set up its own sales office in the subcontinent. 'Much more is needed than just having an agent with a fax and a phone. You have to understand the marketplace, how Indian business works.'

But the opportunities presented by India outweigh the advantages. 'If you can afford to miss a fifth of the world's population, you can afford not to be there,' says Mr. Verbrugge. 'I think any company serious about having a worldwide market share can't be absent from India.'

*The Financial Times*

### **7.3.3. Типовые задания и (или) материалы для оценки навыков**

#### **ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ НАВЫКОВ И ОПЫТА ДЕЯТЕЛЬНОСТИ ДЛЯ КОМПЕТЕНЦИИ ОК-4**

##### **Задание 1.**

**Изучите кейс ниже. Решите, какой вариант, по вашему мнению, будет наиболее эффективным в выявлении талантливых студентов маркетологов. Подготовьте устную презентацию кейса на английском языке, объяснив свой выбор.**

## MARKETING TO STUDENTS

Virgin Mobile is a phone operator that provides a wide range of mobile communication services to its customers in the UK. Competition between mobile phone operators is strong and winning a large market share in the student market is vital. Students use their mobile phones a lot – to call friends and family, and also to get information and play games. There are 2.5 million students in the UK, and 96 per cent of them own a mobile phone. But it is difficult to market to students because they are hard to reach and cynical about sales pitch.\* Virgin Mobile has decided that the best way to promote the brand to students is to find insiders: student marketers who will work on promotional campaigns in their own universities.

The problem for Virgin Mobile is how to identify student marketers with brilliant ideas and good selling skills. There are three options:

- 1) Use standard job recruitment methods. Post a job advertisement, select from written applications and hold interviews in each university.
- 2) Recruit people at student fairs. Universities hold fairs for students at the start of each year. Different companies have stands at these fairs to sell their products or services to students. Students can find out about things that may be helpful during their student life. Virgin Mobile could set up a stand at student fairs, tell those who come to the stand about marketing opportunities and recruit interested students “on the spot”.
- 3) Hold a competition in which students suggest ways to promote the brand to other students. The students with the best suggestions get the chance to put their ideas into practice and win an attractive prize.

### Задание 2.

**Разработайте и запишите на английском языке маркетинговый план для выбранного Вами продукта, рассмотрев основные четыре П маркетинга:**

<b>Product:</b>	What identity does your product have? What does it do? Why will people want to buy it? Does it have a good brand name?
<b>Place:</b>	What geographical markets will you target and why? Will they be local, national, international? What social groups/types of customer is the product aimed at? How will the product be sold (Internet, high street, direct mail, etc)?
<b>Price:</b>	How much will the product cost? What type of profit margin do you expect? Will the product be priced differently for different markets? Will there be any special offers or discounts available?
<b>Promotion:</b>	How much will you advertise the product (word of mouth campaign, magazines, broadcast media, posters)? What type of launch will the product have? What will the initial promotional budget be?

### Задание 3.

**Изучите данный кейс и проанализируйте все три бизнес стратегии для спортивной одежды Una. Представьте свои идеи для будущей стратегии компании в письменном отчете.**

#### Una Sportswear

Una Sportswear is an Italian sportswear manufacturer. It was founded by Franco Rossi in 1978 and has since become a world-famous company. Originally, it specialised in tennis shoes, but later it diversified into football, athletics, tennis and volleyball clothing. The directors of the company are of different nationalities, and the working language of Una Sportswear is English.

During the last three years, Una Sportswear's annual results have been disappointing. Profits have fallen steadily while costs have risen, and competition in its main markets has been fierce. At present, it is reviewing its strategy in order to improve its performance. It also faces the possibility of being taken over. A giant French retailing group has announced that it would like to acquire the company, but only in the event of a 'friendly takeover', with full agreement from the present management.

Franco Rossi is now 58 years old. He would like to become Chairman of the company in the near future and to appoint one of the present directors as CEO to run Una Sportswear. There are three possible candidates for this position. Each candidate will present his/her ideas for the company's future strategy to the board of directors. The director who makes the most persuasive presentation will replace Franco Rossi as CEO of the company.

#### Problems faced by Una Sportswear

A report by JPS Consultants identified four reasons for Una Sportswear's poor results in recent years. The company had:

- launched too many product lines in a wide range of sports
- invested in too many expensive endorsements with top sports people
- suffered from fierce competition from stronger rivals
- lost its reputation for being innovative.

#### Strategies for turning round the company

The leadership candidates will present three alternative strategies for the Board to consider.

##### Strategy 1

Una Sportswear must give up its independence and merge with, or be taken over by, a larger, financially stronger company.

##### Strategy 2

Una Sportswear should acquire a number of smaller companies and focus more on making sports accessories.

##### Strategy 3

Una Sportswear should grow organically by revising its organisation, product ranges and marketing strategy.

#### **Задание 4.**

**Изучите данный кейс, проведите SWOT-анализ, используя информацию из прочитанного кейса и составьте рекомендации, которые могли бы помочь спасти компанию. Подумайте, в частности, о том, что можно было бы сделать, чтобы:**

- Изменить корпоративной культуры**
- Улучшить качество**
- Сократить издержки**
- Найти и исследовать новые рынки**
- Восстановить репутацию компании**

**Представьте рекомендации в письменном отчете.**

#### **MACBETH Glassware**

Macbeth Glassware, founded in 1837, has a long history of producing beautiful glass objects and ornaments. They have always been popular wedding presents. Glass-blowing and glass-cutting, which is performed by hand, are highly-skilled jobs and Macbeth employs some of



the best craftspeople in the world (average age 53). The factory produces over 8,000 glass objects per year, of which 1,000 are responsible for 80% of overall sales. There is a lot of waste and breakage. Each item is inspected by a supervisor who checks it for flaws and then issues a certificate of authenticity. Up to 20% of finished items are rejected; 15% are sold as \*seconds, and the remaining 5% are melted down and recycled.

The company employs 600 people, 200 produce the goods, and the rest are clerical staff, work in the stock room, or are managers. Most craftspeople are paid on a \*piece-work basis, and feel that they have low status in the company. There is a big division between blue-collar staff and white-collar clerical workers, with separate restaurants and facilities for factory workers and management. There are five levels of management in the company, and a poor relationship exists between management and the workforce.

Sales have fallen dramatically in the past three years. There is strong competition from the Czech republic and Poland, which produce good quality goods which are less expensive. Department stores have complained about late deliveries and slow ordering facilities (mail order only). A few years ago the company launched a cheaper range of glass ornaments called the MacAnimals range. This has damaged the company's upmarket image. An important chain of department stores has stopped stocking Macbeth products. The consultants believe there could be a big market for these goods in North America (including Canada), Australia, and New Zealand, where many people are of Scottish origin.

*\*Glossary:seconds with only small defects; piece-work they are paid for how much they produce*

### Задание 5.

**Изучите текст ниже. Подготовьте устный рассказ на английском языке об устройстве фондовой биржи, используя информацию из текста.**

The modern economic situation makes it impossible for any person not to be involved in the financial world. So you should have a certain background as to the fundamental notions in this sphere. Read and translate.

The American Central Bank, the FED, is the equivalent of the Bank of England in Britain.

The units of ownership of a company, allowing the holder to receive a proportion of the company's profits, are the shares. The shares can be ordinary, preference, nominal and equity securities. When one company attempts to gain control of another, by buying a majority of its shares, it is making a takeover bid. When one company joins another to form a larger single company, the new company is the result of a merger. When one company buys a majority of the shares of another, and so gains control, it has carried out a takeover. The capital needed to run a business is provided by investment. The shareholders' investment in a company is the share capital.

If the company is publicly quoted the shares are sold on the Stock Exchange. The exchange brokers (stockjobbers) work here and realize exchange transactions paying attention to exchange fluctuations. They have certain exchange restrictions while working. They use the exchange lists in the everyday work. Sometimes it may occur the exchange lost.

In the UK, a fixed amount of paid-up capital held by a stockholder is a stock.

If the market is thought to be good and prices on the Stock Exchange are thought to be likely to rise, the market is called a bull market.

If the market is thought to be poor and prices on the Stock Exchange are likely to fall, the market is called a bear market.

A promise to pay a sum of money over an agreed time by anyone licensed to do so, such as a government, insurance firm, etc., is a bond.

Certificates of ownership of bonds that can be transferred from seller to buyer without any formalities are bearer bonds.

Something that is owned by an individual or company, has monetary value, and can be sold to pay debts, is an asset. Items which the business expects to keep for a year or more are its fixed assets.

The sum borrowers pay to lenders for the use of their money is determined by the interest rate.

The interest which a bank charges on loans is a rate which is usually higher than its base rate. You can raise a loan in a bank if you are a reliable client. Banks require securities to guarantee a loan.

### *Rates*

The value of the money of one country compared to that of another is shown by the exchange rate. The rate of the tax added to the price of an article, paid by the buyer to the seller, and by the seller to the government is the VAT rate. The Customs and Excise Department inspect a company's VAT records, which have to be kept for 6 years.

The rate of interest fixed by a central bank, such as the Bank of England, is the bank rate.

### *Indexes*

The index of share prices in America is the Dow Jones index.

The same index in Britain is the FT (FTSE – footsie) index.

The same in Japan is Nikkei Dow index.

### *Banks, Accounts, Clients*

The bank account that covers daily needs (salaries are paid into it, cash is drawn from it, and cheques are written against it) is the current account.

The account which describes the trading activities of a business over a stated period of time is the profit and loss account.

To start an account with a bank or with a supplier is to open it; to finish using an account with a bank or with a supplier and formally to end the arrangement is to close it.

To obtain cash from a bank at which one has an account is to draw out cash. Every company must watch its cash flow carefully if it is to avoid bankruptcy. The clients can transfer money from the account or withdraw the whole deposit from a bank. You can open a current account or deposit account in a bank. An inquiry to a bank, asking whether a customer is creditworthy, is a status inquiry. Payment of a debt in a cash is a cash settlement. The greatest sum which debtors are allowed to owe is their credit limit. Items for which payment is owed appear on an account as debit items. Items to be paid to a creditor are shown on a credit note.

If you need cash in the bank you can use the cash dispenser putting into it your credit card.

A note which accompanies goods sent by a seller, to be signed by the person who receives the goods, is a delivery note. A document showing what has been bought and for how much, and indicating that the goods are in transit, is an advice note.

A percentage deduction made for an order over a stated value, or payment within a stated time, is a discount. The complete statement, showing what is owed or possessed, provides a statement of the balance account. A statement produced, usually at the end of a financial year, showing the financial state of the business and including, among other things, its assets and liabilities, is its balance sheet.

The difference between the cost and the selling price is profit. The profit can be gross or net.

A company's turnover, less its cost of sales, is its gross profit. A company's turnover after the cost of sales, tax, rent and other liabilities are deducted is its net profit.

## ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ НАВЫКОВ И ОПЫТА ДЕЯТЕЛЬНОСТИ ДЛЯ КОМПЕТЕНЦИИ ПК-7

### Задание 1.

**Изучите данный кейс. Вы являетесь членами рекламной команды в компании Фокус. Подготовьте рекламную кампанию для одного из продуктов или услуг. Используйте ключевые вопросы ниже, чтобы проанализировать продукт и выбрать правильные методы продвижения. Представьте свою рекламную стратегию в устном отчете на английском языке.**

Focus, a large advertising agency based in Paris, has a reputation for creative imaginative and effective campaigns. Recently however, Focus's reputation was damaged when two major clients changed to rival agencies. Focus now needs to convince potential clients that it still has plenty of creative ideas to offer.

At present, Focus is competing against some well-known agencies for several contracts. It has been asked to present ideas for advertising campaigns to the managements of the companies concerned. Concepts are required for the following advertising campaigns:

- **A sports car.** A high-priced, hand-finished model with a classic design. The car was popular in the 1950s and 60s. An American firm now wants to re-launch it. (Target consumers will be high-income executives with a sense of fun and style.)  
**Aim: An international campaign, with advertising adapted to local markets.**
- **A perfume.** A unisex perfume with bio-degradable packaging. Produced by a well-known up-market manufacturer. The company now wishes to enter the lower end of the market.  
**Aim: Launch the perfume in an English-speaking country.**
- **A chain of eight London restaurants.** The restaurants (specializing in your national cuisine) are in prime positions and offer extensive menus. They are reasonably priced, but are not attracting enough customers.  
**Aim: A creative campaign to improve sales.**
- **A major bank.** The bank (in an English-speaking country) wants to advertise the following new services:
  1. Competitive low-interest mortgages
  2. Direct telephone banking
  3. A foreign travel service**Aim: Develop loyalty among existing customers and attract new ones.**

*!!! It has also asked your agency to suggest other campaigns.*

### KEY QUESTIONS:

1. What is the campaign's key message?
2. What are the USPs of the product or service?
4. Who is your target audience?
5. What special promotions will you use at the start of the campaign?

6. What media will you use? Several, or just one or two? *Use this checklist as a guide, brainstorm some ideas and produce a draft of a poster or a thirty-second radio/TV commercial. Remember AIDA (attention, interest, decision, action).*

- What kind of image do you want to project?
- What approach/technique will you use?
- How will you attract the reader/listener's attention?
- What will your slogan be? (maximum 10 words)
- What pictures or photographs will you use?
- Will you use someone famous to endorse the product?
- Will you invent a jingle or use a cartoon character?
- Who will you use to do the voiceover?

### **Задание 2.**

**Изучите данный кейс. Представьте, что Вы директор Business Equipment and Systems. Выполните следующее задание:**

- 1. Проанализируйте все проблемы, влияющие на работу отдела продаж.**
- 2. Предложите способы повышения эффективности работы отдела продаж.**
- 3. Разработайте план действий на ближайшие полгода.**

**Изложите Ваши предложения в письменном отчете-письме акционерам BES.**

#### **CASE STUDY: THE NEW BOSS**

#### Background

Business Equipment and Systems (BES), based in Birmingham, England, sells fax machines, data projectors and slim plasma screens. Eighteen months ago its national Sales Manager Vanessa Bryant, moved to a senior management position. Her replacement, Nigel Fraser, has been told to increase turnover by at least 10% and to create a high-performing sales team.

However, since Nigel's appointment the team has not been working effectively and morale is low. Last year's sales were over 20% below target. The sales team has a mix of nationalities because BES intends to enter other European markets in the near future.

Nigel Fraser is well aware that his sales team is not working well together. Before considering what action to take to improve its performance, he made some notes on the team.

Read about Nigel and then read the notes on the sales team.

**NIGEL FRASER.** A 'whiz kid'. Previously worked for a business equipment chain. Ambitious and creative with a direct, 'no-nonsense' approach. Task-oriented, he sees his main objective as meeting sales targets. Very disappointed with current sales performance. Believes the team needs to be controlled more tightly and is underperforming because of bad habits acquired under Vanessa Bryant.

#### JOHN. Fax machines. Aged 42

Personality: Calm, relaxed, reliable. A good influence on the team.

Performance: Missed his sales targets five times last year. Ranked sixth in department (value of sales). Competition very strong in the fax machine market. Steady worker.

Good/bad points: Supports Nigel, good team player.

Other: Very popular with everyone.

#### MARTIN. Plasma screens. Aged 35

Personality: Extrovert, dominating, charismatic

Performance: Top sales person last three years (value of sales).

Good/bad points: Popular with customers. Unpopular with some colleagues. Typical comments: 'arrogant', 'boastful', 'doesn't listen'. Often late for meetings or makes excuses and doesn't come.

DENISE. Fax machines. Aged 35

Personality: Dynamic, moody, outspoken.

Performance: Excellent. Ranked fourth. Usually meets her sales targets.

Good/bad points: Gets on well with John and Robert. Argues a lot with Markus in meetings. Becomes very aggressive.

Other: Used to have a personal relationship with Markus.

MARKUS. Plasma screens. Aged 30

Personality: friendly, charming, volatile

Performance: Needs to improve. Ranked fifth (value of sales).

Good/bad points: Talented salesman, but inconsistent. Works hard when he is in the mood. Popular with most colleagues. Always makes his final call close to home (not good for the company).

Other: Dislikes Denise and shows it!

ELIANA. Data projectors, new products. Aged 25

Personality: Very ambitious, hard-working, creative

Performance: Excellent. Ranked second in department (value of sales).

Good/bad points: Feels demotivated. Wants to move to plasma screens.

Other: Some people are envious of her success. They don't accept her ideas.

ANNA. Fax machines. Aged 26

Personality: Reliable, quiet, hard-working

Performance: Missed her sales targets three times last year. Ranked seventh in department (value of sales).

Good/bad points: Some good ideas but colleagues don't listen to her. Very helpful to her colleagues.

Other: Martin and Markus often 'put her down' in meetings.

ROBERT. Data projectors, new products. Aged 46

Personality: Strong, sociable, team player

Performance: Very good. Ranked third in department (value of sales).

Good/bad points: Highly experienced salesman. Enjoys meetings, a lot of ideas.

Other: Hates Martin. They often insult each other at meetings. Very unhappy with the atmosphere in the department. Is considering leaving the company.

Additional problems in the sales team

1. When the sales staff miss their targets or when customers complain, the staff blame each other or other departments. No one takes responsibility for mistakes.
2. Members of the team do not help each other enough, for example by passing on information about customers. Some members dislike each other.
3. Staff become aggressive when Nigel criticizes them for poor performance.
4. Morale in the department is poor. Nigel felt happier in his previous job, and he has heard people talking about the 'good old days' when Vanessa Bryant was running the department.

**Задание 3.**

**Изучите данный кейс. Представьте, что Вы директор SLIM GYMS. Изучите картотеку четырех кандидатов и проанализируйте их сильные и слабые стороны. Выберите лучшего кандидата на должность Генерального директора. Изложите Ваши предложения в письменном отчете-письме акционерам SLIM GYMS.**

## Case Study SLIM GYMS

### Background

SLIM GYMS owns and operates six health and fitness clubs in Manhattan, New York. The clubs aim to appeal to people of all ages and income groups.

All the clubs have a large gymnasium, with the latest equipment, an aerobics studio, a solarium, a swimming pool, sun decks, a café, bar and clubroom. There are always several fitness instructors on hand to advise people and provide them with personalized fitness programmes. A wide range of aerobic and relaxation classes run throughout the day and during the evening. The clubs try to create a friendly atmosphere, organizing numerous social activities to bring members together. Three of the clubs are located in areas where large numbers of Spanish, Chinese and Italians live. Slim Gyms recently advertised for a General Manager.

<p><b>SLYM GYMS</b></p> <p>General Manager</p> <p>Required for our chain of Health and Leisure Clubs</p> <ul style="list-style-type: none"> <li>• Salary negotiable</li> <li>• Excellent benefits package</li> </ul> <hr/> <p>Apply to:</p> <p>88 Harvey Place 11-G</p> <p>New York</p> <p>NY 10003-1324</p>	<p><b>THE JOB</b></p> <ul style="list-style-type: none"> <li>• Developing a customer-oriented culture in the organization in the clubs</li> <li>• Increasing the revenue and profits of the six clubs in Manhattan</li> <li>• Exploiting new business opportunities</li> <li>• Liaising with and motivating our team of managers and their staff</li> <li>• Contributing to marketing plans and strategies</li> </ul> <p><b>THE PERSON</b></p> <ul style="list-style-type: none"> <li>• Dynamic, enthusiastic, flexible</li> <li>• A strong interest in health and fitness</li> <li>• A good track record in previous jobs</li> <li>• The ability to work with people from different cultural backgrounds</li> <li>• Outstanding communication skills</li> <li>• A flair for new ideas and sound organizational skills</li> </ul>
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**Name: Isabella Rosetti**

Age: 35

Marital Status: Single

Education: Princeton University – Master’s Degree in Business Administration (MBA)

Experience: Advertising agency for the last years. Important position liaising with clients and managing a team of 10 people. Previously worked as Sales Manager in a department store. Previously worked as Sales Manager in a department store (Chinatown area).

Outstanding achievement: Got a contract with a major advertiser.

Skills: Fluent Italian, judo expert, paints.

Personality/appearance: Well dressed and self-confident. Says she is usually successful when she wants to be. Thinks women are better managers than men: “They listen more and use their intuition to solve problems.”

Comments: Positive reference, but employer suggested she sometimes took days off work with no good reason. Several good ideas for increasing revenue, e.g. by setting up beauty centres in our clubs. Didn’t mention the cost of doing this! Above average score on our aptitude test.

**Name: Michael Bolen**

Age: 36

Marital Status: Married, with three children

Education: Columbia University – Master’s Degree in Business Administration (MBA)  
Experience: Four years with international sports good manufacturer – Marketing Director. Previous experience with a variety of firms (sales, administration). Wants to work for a smaller organization.

Outstanding achievement: Successful product launch in previous job.

Skills: Numerate and good with computers. Only a few words of Spanish.

Personality/appearance: Forceful, determined, with strong news. Likes to ‘keep his distance’ from people until he knows them well. According to the letter of reference, ‘Some women find him too assertive and cold.’

Comments: Unhappy in present position. He has often changed jobs. Aptitude test – average score.

**Name: Bob Wills**

Age: 40

Marital Status: Single

Education: Park High School

Experience: Twenty years in US army – Physical Fitness Instructor. Travelled all over the world. Left army three years ago. Has taken courses in marketing, management and computing. Over the last two years has run a fitness centre in Lower Manhattan very successfully.

Outstanding achievement: Two decorations for bravery.

Skills: Speaks Spanish fluently (his girlfriend is Puerto Rican). Is a successful disc jockey in a downtown club.

Personality/appearance: Correctly dressed in a dark suit, but has tattoos. Sociable, with a lot of friends. Enjoys parties and dancing.

Comments: Believes you should always stick to the rules. Values honesty and reliability. Can be quick-tempered if people are not doing their best. Very enthusiastic with many good ideas. High score on aptitude test.

**Name: Stephanie Grant**

Age: 30

Marital Status: Married, no children

Education: New York University – BSc in Business Administration

Experience: Former swimming champion. Competed at Olympic Games. For last six years, highly successful presenter (children and sports programmes).

Outstanding achievement: Voted Top Sports Personality on a cable TV channel four years ago.

Skills: Exceptional sportswoman.

Personality/appearance: Beautiful, clever and successful. Good sense of humour. On television, handles people well. Presents an image of a caring, sympathetic person.

Comments: ‘She’ll do anything to get what she wants,’ wrote one journalist. At 24, she gave up competitive swimming, following rumours of drug-taking. Aptitude test – above average.

#### **7.4. Перечень вопросов для подготовки к зачету**

##### **1. Marketing:**

1. What is market? Give the definitions of market leaders, market challengers and market followers.
2. What is marketing? What are non-profit organizations involved in?
3. What are the major marketing functions?
4. What is market research? Why is market research necessary? What data may be collected in the process of market research? What market research techniques can be employed?
5. What does a marketing strategy include? What is implied by a PEST ANALYSIS?
6. What is the target market? What are the four basic methods for segmenting a market?
7. Why are firms becoming more customer-oriented and less product-oriented? What are the three approaches that a firm can opt for in order to serve a particular segment?
8. What is the total marketing concept or the marketing mix? What are other Ps of marketing?
9. How do companies decide on a product price? Speak about three pricing options.
10. What does placement involve? What is a common channel of distribution?

## **2. What is the difference between a manager and a leader? Which leadership qualities can be acquired and which must you be born with? What are the three modern management styles?**

1. Why is leadership needed at all levels of organization?
2. What qualities of a leader were needed in the past? What qualities of a leader are needed now? What factors have influenced change of priorities?
3. What leaders do modern businesses require? What should be done to instill these qualities?
4. Leadership is traditionally considered to be an inborn quality. Is it possible to teach those skills? Are you a leader or a follower by nature?
5. What types of leaders do you know? What management style is typical of a task-motivated leader/ a relationship-motivated leader?
6. What does it mean “to delegate authority”? Does it have any benefits for the boss/ the employees? What management style is empowerment typical of?
7. Should a leader be good at team-building? What kind of people should be included in a team and why? What role would you prefer and why?
8. Which of the three management styles would you prefer to use as a manager/ experience as an employee? Why?

## **3. What are the main forms of capital? How is each form of capital raised? What is leverage? What company is called a highly leveraged one?**

1. What parts is after-tax profit divided into? How is a dividend cover calculated? What does a low dividend cover (below 1.0) mean?
2. What is accounting? What is the difference between accounting and bookkeeping?
3. What is creative accounting? How can companies make the figures in financial documents more attractive than they really are?
4. What does auditing mean? Who is audit carried out by?
5. What organizations set rules for the companies in the USA and Britain?

## **7.5. Методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций**

Для обучающихся по очной форме обучения уровень сформированности компетенции (компетенций), реализуемых данной дисциплиной, оценивается с применением балльно - рейтинговой системы в ходе текущей и промежуточной аттестации студентов согласно Положению о балльно-рейтинговой системе Автономной некоммерческой организации высшего образования «Институт международных экономических связей».

Для обучающихся по очно-заочной и заочной формам обучения уровень сформированности компетенции (компетенций), реализуемых данной дисциплиной оценивается с использованием традиционной шкалы: «неудовлетворительно», «удовлетворительно», «хорошо», «отлично» (при проведении экзамена) или «зачтено» / «незачтено» (при проведении зачета), согласно Положению о текущем контроле и промежуточной аттестации обучающихся в АНО ВО «Институт международных экономических связей».

### **Процедура и критерии оценки с применением балльно-рейтинговой системы**

Максимальная оценка текущей работы студентов – 50 баллов, в т.ч:

- посещение аудиторных занятий (контактная работа – лекции, практические работы/семинары) – максимум 20 баллов;
- работа на семинарах и практических занятиях (выступление с докладом, подготовка презентаций, устные ответы, решений задач, работа студентов малых группах, выполнение заданий и т.п.) – максимум 20 баллов;



- письменная контрольная работа, реферат и другие виды письменных работ – максимум 10 баллов (если предусмотрено выполнение двух работы – максимум по 5 баллов за каждую).

**Промежуточная аттестация** в соответствии с учебным планом по направлению 38.03.01 Экономика, профиль «Мировая экономика» по дисциплине проводится в форме зачета.

Максимальная оценка знаний, умений и навыков студента, выявленных в ходе зачета – 50 баллов. Сумма баллов на зачете складывается из оценки правильности выполнения тестовых заданий или устного ответа и решения ситуационных задач.

Максимальное количество баллов за выполнения заданий для проверки уровня сформированности знаний – **20 баллов**. Это могут быть тесты или при устном зачете ответы на вопросы билета (за каждый вопрос не более 10 баллов).

### Шкала оценки тестовых заданий

- Тесты закрытого типа (множественного выбора, альтернативного выбора, исключения лишнего, восстановления последовательности)  
Правильно выбран вариант ответа – 1 балл
- Тесты дополнения  
Вписан верный ответ – 2 балла

### Шкала оценивания устного ответа (в баллах) на вопрос на зачете

Раскрытие темы, использование основных понятий (максимум 3 балла)	Тема раскрыта с опорой на соответствующие понятия и теоретические положения	3
	Аргументация на теоретическом уровне неполная, но с опорой на соответствующие понятия	2
	Аргументация на теоретическом уровне неполная, смысл ряда ключевых понятий не объяснен	1
	Терминологический аппарат непосредственно не связан с раскрываемой темой	0
Изложение фактов и примеров по теме (максимум 3 балла)	Приводятся факты и примеры в полном объеме	3
	Приводятся примеры в полном объеме, но может быть допущена фактическая ошибка, не приведшая к существенному искажению смысла	2
	Приводятся примеры в усеченном объеме, допущено несколько фактических ошибок, не приведших к существенному искажению смысла	1
	Допущены фактические и логические ошибки, свидетельствующие о непонимании темы	0
Композиционная целостность, логическая последовательность (максимум 3 балла)	Ответ характеризуется композиционной цельностью, соблюдена логическая последовательность, поддерживается равномерный темп на протяжении всего ответа	3
	Ответ характеризуется композиционной цельностью, есть нарушения последовательности, поддерживается равномерный темп на протяжении всего ответа	2
	Есть нарушения композиционной целостности и последовательности, большое количество неоправданных пауз	1
	Не прослеживается логика, мысль не развивается	0
Речевых и лексико-		1

грамматических ошибок нет (1 балл)		
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Максимальное количество баллов за выполнения заданий для проверки уровня сформированности умений и навыков – **30 баллов**.

Максимальное количество баллов за выполнения заданий для проверки уровня сформированности умений – **10 баллов**.

**Шкала оценивания стандартных задач**

Понимание представленной информации	0	1	2	3
Изложение фактов	0	1	2	3
Предложение способа решения проблемы	0	1	2	3
Аккуратность оформления				1
<b>ИТОГО:</b>				<b>10</b>

Максимальное количество баллов за выполнения заданий для проверки уровня сформированности владений – **20 баллов**.

**Шкала оценивания нестандартных ситуационных задач, требующих аргументации собственной точки зрения**

Понимание представленной информации	0	1	2	3
Изложение фактов	0	1	2	3
Предложение способа решения проблемы	0	1	2	3
Обоснование способа решения проблемы	0	1	2	3
Предложение альтернативного варианта	0	1	2	3
Полнота, последовательность, логика изложения	0	1	2	3
Аккуратность и правильность оформления				2
<b>ИТОГО:</b>				<b>20</b>

При выставлении зачета оценки суммируются баллы, полученные в ходе текущей работы и баллы, полученные непосредственно в ходе зачета.

Перевод итоговой суммы баллов по дисциплине из 100-балльной в эквивалент традиционной пятибалльной системе осуществляется в соответствии со следующей шкалой (п. 3.3 Положения о балльно-рейтинговой системе):

**Зачет**

Баллы по 100-балльной-шкале	Традиционная система оценки
50-100 баллов	Зачтено
49 баллов и ниже	Не зачтено

**Описание шкалы оценивания**

Оценка «неудовлетворительно» (не зачтено) 49 баллов и ниже компетенция (компетенции) не сформирована	Оценка «удовлетворительно» (зачтено) 50-69 баллов Базовый уровень освоения компетенции (компетенций)	Оценка «хорошо» (зачтено) 70-84 баллов Повышенный уровень освоения компетенции (компетенций)	Оценка «отлично» (зачтено) 85-100 баллов Высокий уровень освоения компетенции (компетенций)
Компетенция (ее часть) не развита. Обучающийся не обладает необходимыми знаниями, не смог продемонстрировать	Компетенция (ее часть) недостаточно развита. Обучающийся частично знает основные теоретические	Обучающийся владеет знаниями и умениями, проявляет соответствующие навыки при решении	Обучающийся обладает всесторонними и глубокими знаниями, уверенно демонстрирует

умения и навыки	положения, допускает ошибки при определении понятий, способен решать стандартные задачи, допуская небольшие погрешности	стандартных и нестандартных задач, но имеют место некоторые неточности в демонстрации освоения материала	умения, сложные навыки, уверенно ориентируется в практических ситуациях.
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### **Процедура и критерии оценки с применением традиционной шкалы оценивания**

Для студентов очно-заочной и заочной форм обучения уровень сформированности компетенций оценивается с использованием тестирования - системы стандартизированных простых и комплексных заданий, позволяющей определить уровень знаний, умений и владений обучающегося.

Критерии оценивания заданий:

оценка «удовлетворительно» / «зачтено»- за 51-69% правильно выполненных заданий,

оценка «хорошо» / «зачтено» - за 70-85% правильно выполненных заданий,

оценка «отлично» / «зачтено» - за правильное выполнение более 85% заданий.

В случае проведения промежуточной аттестации в устно - письменной форме используется следующая шкала оценивания:

Оценка «отлично» / «зачтено». Ответы на поставленные вопросы излагаются логично, последовательно и не требуют дополнительных пояснений. Полно раскрываются причинно-следственные связи между явлениями и событиями. Делаются обоснованные выводы. Практическая задача решена верно. Студент уверенно отвечает на дополнительные вопросы. При проведении тестирования количество правильных ответов больше или равно 85 %.

Оценка «хорошо» / «зачтено». Ответы на поставленные вопросы излагаются систематизировано и последовательно. Материал излагается достаточно уверенно. Раскрыты причинно-следственные связи между явлениями и событиями. Демонстрируется умение анализировать материал, однако не все выводы носят аргументированный и доказательный характер. Практическая задача решена верно, либо допущена несущественная ошибка. Студент может допустить неточность при ответе на дополнительные вопросы. При проведении тестирования количество правильных ответов больше или равно 70 %.

Оценка «удовлетворительно» / «зачтено». Допускаются нарушения в последовательности изложения. Неполно раскрываются причинно-следственные связи между явлениями и событиями. Демонстрируются поверхностные знания вопроса. В решении практических задач допущена ошибка, исправляемая с помощью преподавателя. Имеются затруднения с выводами. Студент частично отвечает на дополнительные вопросы. При проведении тестирования количество правильных ответов более 51 %.

Оценка «неудовлетворительно» / «не зачтено». Материал излагается непоследовательно, сбивчиво, не представляет определенной системы знаний по дисциплине. Не раскрываются причинно-следственные связи между явлениями и событиями. Не продемонстрировано умение анализировать материал. Практическая задача не решена или решена не верно. Выводы не правильны или не сделаны. Ответы на дополнительные вопросы отсутствуют. При проведении тестирования количество правильных ответов менее 50 %.

При формировании окончательного результата промежуточной аттестации с применением традиционной шкалы оценивания учитываются результаты текущего контроля работы студента и оценка может быть повышена на один балл.

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

### 8.1. Основная литература

1. Моисеева, Т. В. Английский язык для экономистов : учебное пособие для вузов / Т. В. Моисеева, Н. Н. Цаплина, А. Ю. Широких. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2023. — 157 с. — (Высшее образование). — ISBN 978-5-534-08911-0. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/516202>
2. Ашурбекова, Т. И. Английский язык для экономистов (B1–B2) : учебник и практикум для вузов / Т. И. Ашурбекова, З. Г. Мирзоева. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2023. — 195 с. — (Высшее образование). — ISBN 978-5-534-07039-2. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/512909>
3. Стогниева, О. Н. Английский язык для экономистов (B1–B2). English for Business Studies in Higher Education : учебное пособие для вузов / О. Н. Стогниева. — Москва : Издательство Юрайт, 2023. — 197 с. — (Высшее образование). — ISBN 978-5-534-10008-2. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/517158>
4. Меняйло, В. В. Академическое письмо. Лексика. Developing Academic Literacy : учебное пособие для вузов / В. В. Меняйло, Н. А. Тулякова, С. В. Чумилкин. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2023. — 240 с. — (Высшее образование). — ISBN 978-5-534-01656-7. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/513761>

### 8.2. Дополнительная литература

1. Английский язык для изучающих международные отношения (B2–C1) : учебник для вузов / Н. В. Аржанцева, Л. Е. Бушканец, А. К. Гараева, Д. В. Тябина. — Москва : Издательство Юрайт, 2023. — 255 с. — (Высшее образование). — ISBN 978-5-534-10866-8. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/517066>
2. Ступникова, Л. В. Английский язык в международном бизнесе. English in international business activities : учебное пособие для вузов / Л. В. Ступникова. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2023. — 216 с. — (Высшее образование). — ISBN 978-5-534-11015-9. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/517594>
3. Пестова, М. С. Английский язык: перевод коммерческой документации (B2) : учебное пособие для вузов / М. С. Пестова. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2023. — 191 с. — (Высшее образование). — ISBN 978-5-534-11543-7. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/517265>
4. Якушева, И. В. Английский язык (B1). Introduction Into Professional English : учебник и практикум для вузов / И. В. Якушева, О. А. Демченкова. — 3-е изд., испр. и доп. — Москва : Издательство Юрайт, 2023. — 148 с. — (Высшее образование). — ISBN 978-5-534-07026-2. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/512146>
5. Невзорова, Г. Д. Английский язык. Грамматика : учебное пособие для вузов / Г. Д. Невзорова, Г. И. Никитушкина. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2023. — 213 с. — (Высшее образование). — ISBN 978-5-534-09359-9. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/512890>

## **9. Перечень ресурсов информационно-телекоммуникационной сети "Интернет", необходимых для освоения дисциплины (модуля) и информационных технологий, используемых при осуществлении образовательного процесса по дисциплине (модулю), включая перечень программного обеспечения и информационных справочных систем (при необходимости)**

1. <http://biblioclub.ru> - ЭБС «Университетская библиотека онлайн»
2. <http://learnenglish.britishcouncil.org/> сайт Британского Совета с банком материалов для уроков и самостоятельного изучения английского языка по различным темам как общего, так и делового характера. Охвачены все уровни лексической сложности: от начального до самого продвинутого.
3. <https://www.duolingo.com/> - **бесплатный** сервис для изучения иностранных языков с нуля. Программа построена в форме «дерева достижений»: чтобы перейти на новый уровень, нужно сначала набрать определенное количество очков, которые даются за правильные ответы. Есть приложения для iOS и Android.
4. <https://www.real-english.com/new-lessons.htm> - сайт с уроками, статьями и видео зарисовками для изучающих английский язык, все материалы условно разделены на лексические и грамматические, доступны все уровни сложности.
5. <https://www.economist.com/> - экономический сайт и форум на английском языке, содержащий деловые новости, экономические статьи на деловую тематику, обсуждение проблем делового характера.
6. <https://www.ft.com/> - сайт экономической газеты на английском языке. Содержит деловые новости, экономические статьи на деловую тематику, обсуждение проблем делового характера.

### **Лицензионное программное обеспечение:**

- Windows (зарубежное, возмездное);
- MS Office (зарубежное, возмездное);
- Adobe Acrobat Reader (зарубежное, свободно распространяемое);
- КонсультантПлюс: «КонсультантПлюс: Студент» (российское, свободно распространяемое);
- 7-zip – архиватор (зарубежное, свободно распространяемое);
- Comodo Internet Security (зарубежное, свободно распространяемое).

## **10. Методические указания для обучающихся по освоению дисциплины (модуля)**

### **Советы по ведению глоссария профессиональных терминов**

- ✓ отобранные термины и лексические единицы должны относиться к широкому и узкому профилю специальности;
- ✓ отобранные термины и лексические единицы должны быть новыми и не дублировать ранее изученные;
- ✓ отобранные термины и лексические единицы должны быть снабжены транскрипцией и переводом на русский язык (во избежание неточностей рекомендуется пользоваться специализированным словарем);
- ✓ общее количество отобранных терминов не должно быть меньше 500 единиц;
- ✓ отобранные термины и лексические единицы предназначены для активного усвоения и должны использоваться при чтении, восприятии на слух, говорении и письме.

### **Методические рекомендации по написанию делового письма**

Письмо должно быть ясным, кратким и вежливым.

Употребляйте простые слова/выражения вместо высокопарных и стереотипных, если они имеют одно значение, конкретные вместо абстрактных. Чем проще вы говорите, тем

быстрее вас поймут. Однако не забывайте, что в официальной деловой переписке не используются никакие сокращения типа "Гm" и сленг. Например, вместо фразы "We are the recipients of", лучше сказать "We received". Вы добьетесь краткости и ясности в своих письмах, если будете использовать короткие или средней длины предложения вместо длинных и сложных оборотов. Грамотное деление на абзацы облегчает зрительное восприятие текста и задает всему процессу ритм.

Одним из показателей вежливости в деловой переписке является личное обращение к человеку. Не надо забывать про вежливость даже тогда, когда вы очень недовольны кем-то или чем-то.

Подытожим:

1. Выбирайте короткие и средней длины предложения, употребляйте простые слова и выражения
2. Не употребляйте разговорные сокращения и сленг
3. Делите написанное на абзацы
4. Будьте вежливы и дипломатичны

### «Шапка» письма.

Каждое деловое письмо печатается (пишется) на уже заготовленном, фирменном бланке. В верхней части бланка размещается так называемая "шапка" - заголовок. Обычно в заголовке даны **следующие сведения:**

- зарегистрированное название компании
- краткие сведения о характере ее деятельности,
- контактная информация.

### Тело письма. Заключительная форма вежливости. Подпись.

Первый абзац основного текста начинается с предложения, в котором вы подтверждаете получение письма от вашего корреспондента, или со ссылки на поступившее письмо.

Обычно объем делового письма не превышает одну страницу. Но, если объем письма больше одной страницы и его продолжение напечатано на обратной стороне листа, то в конце первой страницы пишется p.t.o., что означает Please Turn Over (Смотрите на обороте).

Если вы отправляете копии письма и другим адресатам, тогда в конце письма сделайте соответствующую отметку в виде следующей аббревиатуры: "с.с." - carbon copies (точные копии) или Copy to...

Иногда вы не хотите, чтобы получатель вашего письма знал, что вы еще кому-то отослали копии. В этом случае внизу писем-копий вы указываете "b.c.c." - blind carbon copies. (скрытые копии).

Если к письму имеется приложение (каталог, контракт, счет и т.д.), то внизу, после подписи делается указание об этом: "Enc:", "Encl:" - это сокращение от Enclosure (приложение, вложение).

### Примерные языковые клише для делового письма по частям:

<b>1. Обращение</b>	
Dear Sirs, Dear Sir or Madam	(если вам не известно имя адресата)
Dear Mr, Mrs, Miss or Ms	(если вам известно имя адресата; в том случае когда вы не знаете семейное положение женщины следует писать Ms, грубой ошибкой является использование фразы "Mrs or Miss")
Dear Frank,	(В обращении к знакомому человеку)

<b>2. Вступление, предыдущее общение.</b>	
Thank you for your e-mail of (date)...	Спасибо за ваше письмо от (числа)
Further to your last e-mail...	Отвечая на ваше письмо...
I apologise for not getting in contact with you before now...	Я прошу прощения, что до сих пор не написал вам...
Thank you for your letter of the 5th of March.	Спасибо за ваше письмо от 5 Марта
With reference to your letter of 23rd March	Относительно вашего письма от 23 Марта
With reference to your advertisement in «The Times»	Относительно вашей рекламы в Таймс
<b>3. Указание причин написания письма</b>	
I am writing to enquire about	Я пишу вам, чтобы узнать...
I am writing to apologise for	Я пишу вам, чтобы извиниться за...
I am writing to confirm	Я пишу вам, что бы подтвердить...
I am writing in connection with	Я пишу вам в связи с ...
We would like to point out that...	Мы хотели бы обратить ваше внимание на ...
<b>4. Просьба</b>	
Could you possibly...	Не могли бы вы...
I would be grateful if you could ...	Я был бы признателен вам, если бы вы ...
I would like to receive	Я бы хотел получить.....
Please could you send me...	Не могли бы вы выслать мне...
<b>5. Соглашение с условиями.</b>	
I would be delighted to ...	Я был бы рад ...
I would be happy to	Я был бы счастлив...
I would be glad to	Я был бы рад...
<b>6. Сообщение плохих новостей</b>	
Unfortunately ...	К сожалению...
I am afraid that ...	Боюсь, что...
I am sorry to inform you that	Мне тяжело сообщать вам, но ...
We regret to inform you that...	К сожалению, мы вынуждены сообщить вам о...
<b>7. Приложение к письму дополнительных материалов</b>	
We are pleased to enclose ...	Мы с удовольствием вкладываем...
Attached you will find ...	В прикрепленном файле вы найдете...
We enclose ...	Мы прилагаем...

Please find attached (for e-mails)	Вы найдете прикрепленный файл...
<b>8. Высказывание благодарности за проявленный интерес.</b>	
Thank you for your letter of	Спасибо за ваше письмо
Thank you for enquiring	Спасибо за проявленный интерес...
We would like to thank you for your letter of ...	Мы хотели бы поблагодарить вас за...
<b>9. Переход к другой теме.</b>	
We would also like to inform you ...	Мы так же хотели бы сообщить вам о...
Regarding your question about ...	Относительно вашего вопроса о...
In answer to your question (enquiry) about ...	В ответ на ваш вопрос о...
I also wonder if...	Меня также интересует...
<b>10. Дополнительные вопросы.</b>	
I am a little unsure about...	Я немного не уверен в ...
I do not fully understand what...	Я не до конца понял...
Could you possibly explain...	Не могли бы вы объяснить...
<b>11. Передача информации</b>	
I'm writing to let you know that...	Я пишу, чтобы сообщить о ...
We are able to confirm to you...	Мы можем подтвердить ...
I am delighted to tell you that...	Мы с удовольствием сообщаем о ...
We regret to inform you that...	К сожалению, мы вынуждены сообщить вам о...
<b>12. Предложение своей помощи</b>	
Would you like me to...?	Могу ли я (сделать)...?
If you wish, I would be happy to...	Если хотите, я с радостью...
Let me know whether you would like me to...	Сообщите, если вам понадобится моя помощь.
<b>13. Напоминание о намеченной встрече или ожидание ответа</b>	
I look forward to ...	Я с нетерпением жду,
hearing from you soon	когда смогу снова услышать вас
meeting you next Tuesday	встречи с вами в следующий Вторник
seeing you next Thursday	встречи с вами в Четверг
<b>14. Подпись</b>	
Yours faithfully,	Искренне Ваш (если имя человека Вам не известно)
Yours sincerely,	(если имя Вам известно)



**Критерии оценки писем:** логичность содержания, наличие языковых клише, убедительность аргументации, грамотность, оформление работы.

**Методические рекомендации по подготовке и защите презентации**

- ✓ Определите тему, цель и план выступления.
- ✓ Установите продолжительность презентации;
- ✓ Обратите внимание на особенности слушателей;
- ✓ Предусмотрите включение слушателей в обсуждение темы-проблемы;
- ✓ Следите за манерой представления презентации: соблюдение зрительного контакта с аудиторией, выразительность, жестикуляция, телодвижения;
- ✓ Предусмотрите иллюстрации (но не перегружайте ими слайды), ключевые слова,
- ✓ Обязательно предусмотрите репетицию выступления в сопровождении с презентацией.

**Требования к презентации:**

4. 7-12 слайдов в PowerPoint
5. План презентации:
  - ✓ Вступление (почему выбрана данная тема презентации) (2 слайда)
  - ✓ Основная часть
  - ✓ Заключение (выводы) (2 слайда)
6. Спикер презентует свою тему и отвечает на вопросы участников.

**Примерные клише для защиты презентации:**

**Начало**

Starting	
Formal Meeting	Informal Meeting
<p><b>Good morning/afternoon/evening</b> ladies and gentlemen.... My name is ... and I'm head of the marketing department. Our <b>purpose</b> this morning is to hear a presentation, and to <b>discuss</b> it with all of you.</p>	<p>Okay everybody. Please <b>take a seat</b>. Let's <b>get started</b>. If you have any questions, please <b>feel free to ask me</b> at the end of the presentation. We'll hear a presentation and discuss it to see if there are any <b>fresh ideas</b>.</p>
<p><b>take a seat</b> – присаживайтесь, <b>purpose</b> – цель, <b>get started</b> – начать, <b>discuss</b> – обсуждать, <b>feel free to ask</b> – свободно спрашивайте, <b>fresh ideas</b> – свежие идеи.</p>	

**Главная часть**

Introduction	
Formal Meeting	Informal Meeting
<p>As you already know, today's presentation <b>is designed</b> to present some important points of ... This first <b>slide</b> shows our <b>agenda for</b> the day.</p>	<p>All right, <b>let me start</b> by <b>saying thanks</b> to all of you for the interest in this presentation. I would like to talk to you today about .... for... minutes.</p>
<p>First, I will begin with an <b>overview</b> of ... Then, Ms. Smooth will <b>present the data</b> that she gathered and her ideas for ... She will be followed by Mr. Hanson, who will discuss adapting our product to meet market needs, and <b>at last</b> we'll make a <b>conclusion</b> with the main recommendations.</p>	<p>First I would like to talk about.... Then I would like you to take a look at... Following that we're going to talk about... Then I'm going to <b>wrap things up</b> with our team's recommendations. Lastly we are going to discuss...</p>

Since we have very limited time today, please <b>hold your questions</b> until the end of the presentation.	Any questions <b>so far</b> ? Please feel free to <b>interrupt</b> me at any time.
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**be designed** – быть задуманным, **slide** – слайд, **agenda** – повестка дня, **let me start** – позвольте начать, **say thanks** – благодарить, **overview** – обзор, **present the data** – представлять данные, **at last** – наконец, **conclusion** – заключение, **wrap things up** – завершим, **hold the questions** – держать (не забывать) вопросы, **so far** – пока, **interrupt** – прерывать

Некоторые фразы, данные ниже, помогут не растеряться и сфокусировать внимание аудитории в наиболее важных точках презентации. Фразы одинаковы для любого типа презентации – формального и неформального.

English	Russian
Now we will look at...	Теперь взглянем на ...
I'd like now to discuss...	Теперь мне хотелось бы обсудить...
Let's now talk about...	Давайте теперь поговорим о ...
Let's now turn to...	Теперь давайте перейдем к ...
Let's move on to...	Продолжим с ...
That will bring us to our next point...	Это отсылает нас к следующему пункту ...
Moving on to our next slide ...	Двигаемся к нашему следующему слайду ...
	...

#### Заключение

English	Russian
Let's sum it up.	Давайте суммируем.
Let's wrap it up.	Завершим.
I would like to sum up the main points again...	Еще раз хотел бы суммировать главное...
So, in conclusion...	Итак, в заключение...
Finally let me just sum up today's main topics...	Наконец, подведем итог сегодняшним главным моментам...

#### Ответы на вопросы

English	Russian
I think I answered your question earlier.	Я думаю, я ответил уже на Ваш вопрос ранее.
I'm glad you asked that.	Рад, что Вы спросили об этом.
Well, as I already said...	Итак, как я уже и говорил...
That's a very good question (of you to ask).	Очень хороший вопрос (который Вы задали).
So you are asking about...	Итак, Вы спрашиваете о ...
If I've understood you correctly you are asking about...	Если я правильно понял Вас, Вы спрашиваете о ...

#### Оценка презентаций:

1. Если презентация оценена на «отлично» студент имеет право на ответ из двух аспектов на экзамене
2. Оценка презентаций складывается из голосования участников и профессионального мнения преподавателей

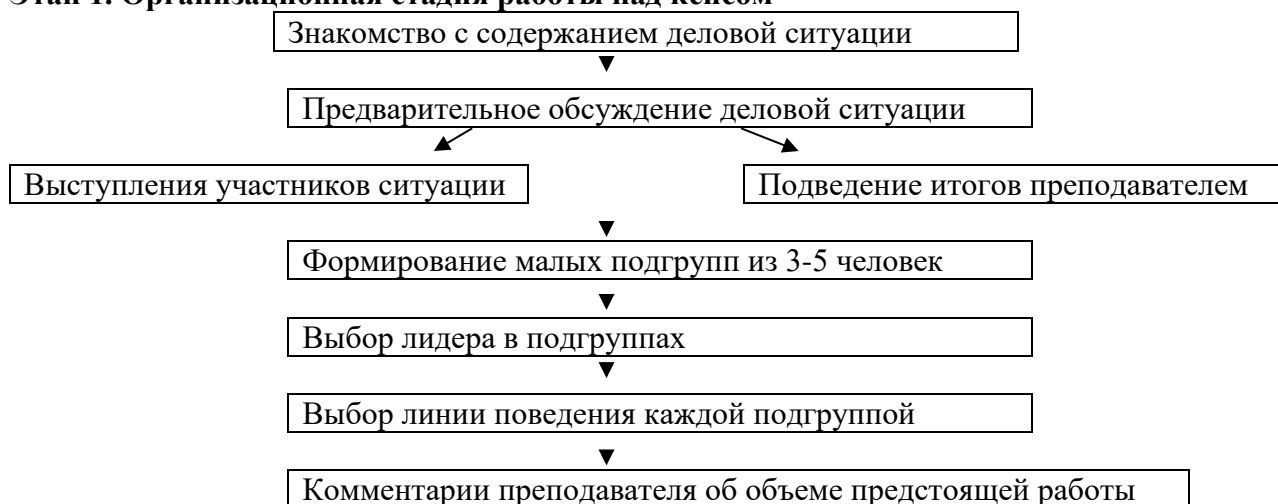
#### Методические рекомендации по работе с кейсами

«Кейс-стади» (от англ. «case study») – изучение конкретного случая / проблемы / ситуации). Суть кейс-технологии заключается в том, что студентам предлагается осмыслить деловую ситуацию, взятую из реальной экономической практики, которая не только отражает какую-либо практическую проблему, как правило, не имеющую однозначного решения, но и которая актуализирует определенный комплекс профессиональных и коммуникативных знаний и умений.

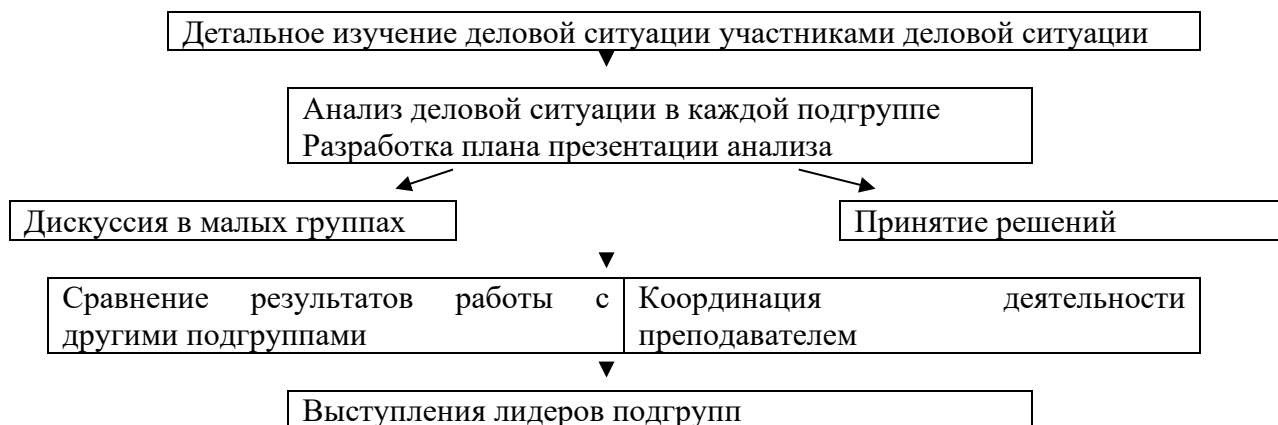
Участникам предлагается стать представителями компании, проблемы которой они только что детально изучили, и высказать свою точку зрения сначала в форме презентации (монологическая речь), а затем принять участие в дискуссии/переговорах (диалогическая и полилогическая формы общения), в ходе которой должно быть найдено оптимальное решение.

### Схема работы с «case study»

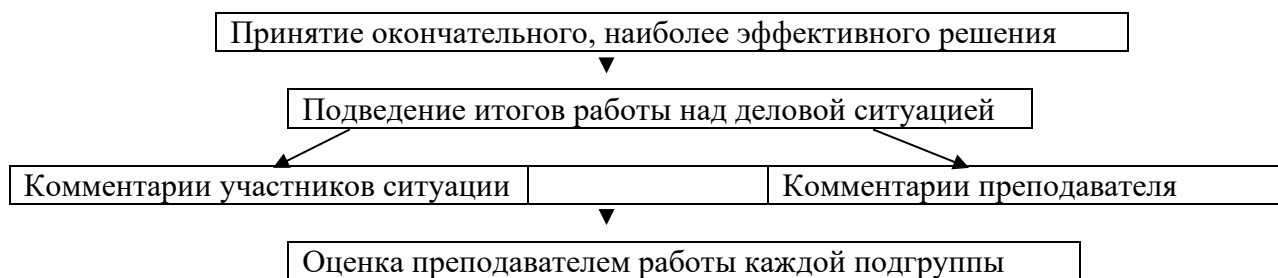
#### Этап 1. Организационная стадия работы над кейсом



#### Этап 2. Рабочая стадия работы над кейсом



#### Этап 3. Завершающая стадия работы над кейсом



## Примерные языковые клише для презентации кейса

### 1. Introduction. Background information.

Let me present (to you) a case which is devoted to the problem/question of... (which deals with/concentrates on). To start with, I'll give you some background information.

The company .... operates in the ... industry, it produces/offers/provides..... on/in the .... market.

The company is based in....., it was founded in... by....

The company has a competitive edge over the rest of the industry/ its competitive advantages/unique selling propositions are...

### 2. Problem.

The problem the company faces is the following/as follows:...

The possible reasons for such a failure might be...

So the purpose of my presentation is to find ways ... (to overcome these obstacles/to eliminate this risk/to increase the company's sales) or

My task is to analyze the current situation and suggest a solution to the problem/possible ways out/measures to improve the situation.

### 3. Solution.

The case offers /mentions a few options/there are a number of options in the case...

Let me enlist/name the options mentioned in the case...

Let's dwell on their advantages and disadvantages/benefits and drawbacks/pros and cons/strengths and weaknesses

In my opinion/to my mind/from my point of view/ as far as I am concerned

If the company implements the first idea, it will only benefit from employing this strategy because...

It's worth doing... for a number of reasons. On the one hand... on the other hand...

The most sensible/ profitable/shrewdest thing to do is...

It makes no sense to .../ it doesn't make much sense to...

The risks of this strategy are quite obvious. It might lead to/result in... or the company might end up doing...

### 4. Conclusion.

As you see the advantages of this option outweigh its disadvantages. If the company follows the above-mentioned plan it will hopefully regain its position on the market.

That seems to be all I wanted to say, now I'm ready to answer your questions.

## Методические рекомендации по составлению резюме

Your resume is one of the most important tools you have when you are looking for a job. If you are planning to spread your wings and soar higher in your career, you need to make your resume as attractive as possible, because with a solid resume you stand a better chance of landing a good job. In your resume you need to enumerate your personal details clearly and in the correct order.

1. Start with personal information. State your full name, your address, your contact phone numbers and your e-mail address.

2. Define your career objective.

3. Education. State your education qualifications starting with the most recent. Be sure to list all certificates and diplomas you have received. State all your academic achievements. (e.g. graduated with honors, *or* excelled in Maths and English, *or* made straight As in Maths and Languages).

4. State your actual work experience. Highlight abilities, skills and experience you have acquired. They should be related to the job you are applying for. If you have little or no work experience, concentrate on your skills and abilities.

5. You may also include information about some additional skills, languages you know (e.g. good working knowledge of Microsoft Word and Excel, Russian – native, fluent in English, knowledgeable in French and German, full current driving licence).

6. You can also include interests and activities that say something positive about you.

7. If you have no work experience, it will be a good idea to highlight your personal skills and qualities that are relevant to the position you are applying for (creative, sociable, resourceful, able to work under pressure of deadlines, reliable, a good team player, a quick learner, results oriented, excellent communication, organizational and time management skills).

Remember that long resumes are no longer in favour, and the single-page format gets the best result with the employer.

Your resume should not be a repeat of your cover letter.

If you have recommendation letters, include those too as separate attachments.

Bear in mind that the image you will create with your resume, must match the salary and responsibility level of the position you are applying for.

## План практических занятий

### 1. Письменная речь.

Основы деловой переписки: клише, шапка письма, основные сокращения. Письмо-сопровождение. Письмо-подтверждение. Письмо-запрос. Письмо-просьба. Резюме.

### 2. Аудирование.

Восприятие речи (различение звуков, интонационных и ритмических моделей, паузаций); распознавание слов (восприятие звукового образа слова, соотнесение этого образа с вокабуляром, восстановление лексико-грамматической и семантической информации о слове на основе восприятия его звуковой оболочки); обработка предложений (парцелляция, определение структуры предложения, выявление его компонентов); построение буквального смысла предложения (выбор релевантного значения для многозначных слов); сохранение информации в краткосрочной памяти; распознавание когезивных средств в речи; интерпретация имплицитного содержания и интенции речевого акта; прогнозирование; ориентация в ситуации, формулировка ответа.

### 3. Лексика.

Лексический запас английских фразеологических и идиоматических оборотов, усвоение наиболее употребительных синонимов, антонимов и омонимов английского языка по следующим темам:

- Company structures
- Management
- Recruitment and selection
- Cultural awareness in business
- Financial statements
- International trade
- Marketing
  
- Ethics in business
- Managing change
- Branding

### 4. Грамматика

#### Морфология

**Глагол.** Действительный и страдательный залоги (*Active and Passive Voices*). Особенности перевода страдательных конструкций на русский язык. Модальные глаголы и их эквиваленты. Глаголы *to be* и *to have*, употребляющиеся в самостоятельном, модальном (эквивалентно модальным глаголам, выражающим возможность, вероятность, долженствование) и вспомогательном значениях. Основные сведения о сослагательном наклонении.

Неличные формы глагола: инфинитив (Infinitive) и его функции; герундий (Gerund) и его функции; причастия (Participle I и Participle II) в функциях определения и обстоятельства. Сложные формы инфинитива и причастия.

#### **Синтаксис**

**Простое распространённое предложение.** Прямой порядок слов повествовательного и побудительного предложений в утвердительной и отрицательной формах. Обратный порядок слов вопросительного предложения.

**Сложносочинённое и сложноподчинённое предложения.** Независимый (самостоятельный) причастный оборот. Инфинитив в функции определения и перевод его на русский язык определительным придаточным предложением. Объективный инфинитивный оборот (the Objective Infinitive Construction/Complex Object); субъективный инфинитивный оборот (the Subjective Infinitive Construction/Complex Subject).

#### **5. Коммуникативная практика.**

Речевые акты и ситуационно оправданное речевое поведение: Коммуникативные действия, направленные на учет позиции собеседника либо партнера по деятельности (интеллектуальный аспект коммуникации). Речевые действия, служащие средством коммуникации (передачи информации другим людям), способствуют осознанию и усвоению отображаемого содержания. Коммуникативные действия, направленные на кооперацию, т.е. согласование усилий по достижению общей цели, организации и осуществлению совместной деятельности

## **11. Описание материально-технической базы, необходимой для осуществления образовательного процесса по дисциплине (модулю)**

**Учебная аудитория,** предназначенная для проведения учебных занятий, предусмотренных настоящей рабочей программой дисциплины, оснащенная оборудованием и техническими средствами обучения, в состав которых входят: комплекты специализированной учебной мебели, доска классная, мультимедийный проектор, экран, компьютер с установленным лицензионным программным обеспечением, с выходом в сеть «Интернет» и доступом в электронную информационно-образовательную среду.

**Помещение для самостоятельной работы обучающихся – аудитория, оснащенная следующим оборудованием и техническими средствами:** специализированная мебель для преподавателя и обучающихся, доска учебная, мультимедийный проектор, экран, звуковые колонки, компьютер (ноутбук), персональные компьютеры для работы обучающихся с установленным лицензионным программным обеспечением, с выходом в сеть «Интернет» и доступом в электронную информационно-образовательную среду.