

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
Федеральное государственное автономное образовательное учреждение
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Отделение педагогики



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Программа дисциплины

Деловое письмо на английском языке Б1.В.ДВ.15

Направление подготовки: 44.03.05 - Педагогическое образование (с двумя профилями подготовки)

Профиль подготовки: Начальное образование и иностранный (английский) язык

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Программу дисциплины разработал(а)(и) старший преподаватель, к.н. Мефодьева М.А. кафедра иностранных языков отделение Высшая школа иностранных языков и перевода , Marina.Mefodeva@kpfu.ru ; Николаева О.А.

1. Цели освоения дисциплины

Целью дисциплины 'Деловое письмо на английском языке' является организация практического усвоения обучающимися норм и правил составления деловых бумаг.

2. Место дисциплины в структуре основной образовательной программы высшего профессионального образования

Данная учебная дисциплина включена в раздел "Б1.В.ДВ.15 Дисциплины (модули)" основной образовательной программы 44.03.05 Педагогическое образование (с двумя профилями подготовки) и относится к дисциплинам по выбору. Осваивается на 5 курсе, 9, 10 семестры.

3. Компетенции обучающегося, формируемые в результате освоения дисциплины /модуля

В результате освоения дисциплины формируются следующие компетенции:

Шифр компетенции	Расшифровка приобретаемой компетенции
ОК-4 (общекультурные компетенции)	способностью к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия
ОК-5 (общекультурные компетенции)	способностью работать в команде, толерантно воспринимать социальные, культурные и личностные различия
ОК-6 (общекультурные компетенции)	способностью к самоорганизации и самообразованию
ПК-10 (профессиональные компетенции)	способностью проектировать траектории своего профессионального роста и личностного развития

В результате освоения дисциплины студент:

4. должен демонстрировать способность и готовность:

овладение обучающимися композиционными моделями определённого жанра деловой бумаги и самостоятельное речевое 'наполнение' моделей по структурным элементам.

4. Структура и содержание дисциплины/ модуля

Общая трудоемкость дисциплины составляет 4 зачетных(ые) единиц(ы) 144 часа(ов).

Форма промежуточного контроля дисциплины: отсутствует в 9 семестре; зачет в 10 семестре.

Суммарно по дисциплине можно получить 100 баллов, из них текущая работа оценивается в 50 баллов, итоговая форма контроля - в 50 баллов. Минимальное количество для допуска к зачету 28 баллов.

86 баллов и более - "отлично" (отл.);

71-85 баллов - "хорошо" (хор.);

55-70 баллов - "удовлетворительно" (удов.);

54 балла и менее - "неудовлетворительно" (неуд.).

4.1 Структура и содержание аудиторной работы по дисциплине/ модулю

Тематический план дисциплины/модуля

N	Раздел Дисциплины/ Модуля	Семестр	Неделя семестра	Виды и часы аудиторной работы, их трудоемкость (в часах)			Текущие формы контроля
				Лекции	Практи- ческие занятия	Лабора- торные работы	
1.	Тема 1. Formal and informal correspondence	9		0	6	0	Письменная работа
2.	Тема 2. Online reviews and recommendations	9		0	6	0	Устный опрос Письменная работа
3.	Тема 3. Reporting trends and figures	9		0	6	0	Дискуссия Письменная работа
4.	Тема 4. Summarising results	9		0	6	0	Дискуссия Письменная работа
5.	Тема 5. A letter of intent	9		0	6	0	Дискуссия Письменная работа
6.	Тема 6. A letter of apology and compensation	9		0	6	0	Устный опрос Письменная работа
7.	Тема 7. Introducing your company	10		0	6	0	Устный опрос Письменная работа
8.	Тема 8. A formal report	10		0	6	0	Дискуссия Письменная работа
9.	Тема 9. A performance appraisal form	10		0	6	0	Устный опрос Письменная работа
10.	Тема 10. A procedure memo	10		0	6	0	Письменная работа
11.	Тема 11. Clarifying and checking understanding	10		0	6	0	Письменная работа

N	Раздел Дисциплины/ Модуля	Семестр	Неделя семестра	Виды и часы аудиторной работы, их трудоемкость (в часах)			Текущие формы контроля
				Лекции	Практи- ческие занятия	Лабора- торные работы	
12.	Тема 12. Progress reports on a project	10		0	6	0	Устный опрос
.	Тема . Итоговая форма контроля	10		0	0	0	Зачет
	Итого			0	72	0	

4.2 Содержание дисциплины

Тема 1. Formal and informal correspondence

практическое занятие (6 часа(ов)):

to extend work on an informal email □ to differentiate between formal or neutral and informal phrases □ to use phrases of varying formality in emails

Тема 2. Online reviews and recommendations

практическое занятие (6 часа(ов)):

to write a review and recommendation for a company's products or services □ to practise using adjective + noun collocations □ to recycle the language of storytelling and review past tenses

Тема 3. Reporting trends and figures

практическое занятие (6 часа(ов)):

to write a report giving trends and figures □ to extend the use of future forms

Тема 4. Summarising results

практическое занятие (6 часа(ов)):

to write a short report summarising tables of results and key information □ to extend the use of quantifiers and determiners

Тема 5. A letter of intent

практическое занятие (6 часа(ов)):

□ to write a letter of intent □ to introduce standard phrases used in letters of intent

Тема 6. A letter of apology and compensation

практическое занятие (6 часа(ов)):

□ to write a letter of apology or compensation □ to provide an extension for the letter of complaint □ to identify formal phrases used in letters of complaint

Тема 7. Introducing your company

практическое занятие (6 часа(ов)):

□ to write a letter introducing a company □ to extend work on emotive language □ to learn formal ways to refer to or describe a company and its activities

Тема 8. A formal report

практическое занятие (6 часа(ов)):

□ to write a formal business report □ to extend the use of reporting verbs □ to review passive verbs

Тема 9. A performance appraisal form

практическое занятие (6 часа(ов)):

□ to complete a performance appraisal form □ to practise dependent prepositions in verb phrases for talking about job responsibilities □ to review and extend the language for describing skills, qualities and experience

Тема 10. A procedure memo

практическое занятие (6 часа(ов)):

□ to write a memo which outlines a procedure for staff to follow or procedural changes □ to recognise varieties of style, tone and levels of formality in a memo □ to recycle the grammar for describing habitual actions, and used to / be used to and get used to

Тема 11. Clarifying and checking understanding

практическое занятие (6 часа(ов)):

□ to introduce key vocabulary for the topic of transportation and logistics □ to practise writing short emails with phrases for clarifying and checking □ to review and extend the language for getting clarification and dealing with misunderstandings

Тема 12. Progress reports on a project

практическое занятие (6 часа(ов)):

□ to write short progress reports on recent news summarising key information □ to review and extend the use of adverbs for emphasis

4.3 Структура и содержание самостоятельной работы дисциплины (модуля)

N	Раздел дисциплины	Семестр	Неделя семестра	Виды самостоятельной работы студентов	Трудоемкость (в часах)	Формы контроля самостоятельной работы
1.	Тема 1. Formal and informal correspondence	9		подготовка к письменной работе	3	Письменная работа
2.	Тема 2. Online reviews and recommendations	9		подготовка к письменной работе	2	Письменная работа
				подготовка к устному опросу	1	Устный опрос
3.	Тема 3. Reporting trends and figures	9		подготовка к дискуссии	1	Дискуссия
				подготовка к письменной работе	2	Письменная работа
4.	Тема 4. Summarising results	9		подготовка к дискуссии	1	Дискуссия
				подготовка к письменной работе	2	Письменная работа
5.	Тема 5. A letter of intent	9		подготовка к дискуссии	1	Дискуссия
				подготовка к письменной работе	2	Письменная работа
6.	Тема 6. A letter of apology and compensation	9		подготовка к письменной работе	2	Письменная работа
				подготовка к устному опросу	1	Устный опрос

N	Раздел дисциплины	Семестр	Неделя семестра	Виды самостоятельной работы студентов	Трудоемкость (в часах)	Формы контроля самостоятельной работы
7.	Тема 7. Introducing your company	10		подготовка к письменной работе	5	Письменная работа
				подготовка к устному опросу	4	Устный опрос
8.	Тема 8. A formal report	10		подготовка к дискуссии	4	Дискуссия
				подготовка к письменной работе	5	Письменная работа
9.	Тема 9. A performance appraisal form	10		подготовка к письменной работе	5	Письменная работа
				подготовка к устному опросу	4	Устный опрос
10.	Тема 10. A procedure memo	10		подготовка к письменной работе	9	Письменная работа
11.	Тема 11. Clarifying and checking understanding	10		подготовка к письменной работе	9	Письменная работа
12.	Тема 12. Progress reports on a project	10		подготовка к устному опросу	9	Устный опрос
	Итого				72	

5. Образовательные технологии, включая интерактивные формы обучения

Освоение дисциплины 'Деловое письмо на английском языке' предполагает использование как традиционных (практические занятия с использованием методических материалов), так и инновационных образовательных технологий с использованием в учебном процессе активных и интерактивных форм проведения занятий: выполнение ряда практических заданий с использованием профессиональных программных средств создания и ведения электронных баз данных; мультимедийных программ, включающих подготовку и выступления студентов на семинарских занятиях с фото-, аудио- и видеоматериалами по предложенной тематике. ЭОРы, SANAКО

6. Оценочные средства для текущего контроля успеваемости, промежуточной аттестации по итогам освоения дисциплины и учебно-методическое обеспечение самостоятельной работы студентов

Тема 1. Formal and informal correspondence

Письменная работа, примерные вопросы:

1 How often do you write emails or letters at work? How formal or informal are they? Mark the level of formality on the scale and compare it with a partner. 2 Read three pieces of correspondence. What level of formality are they? Write 1, 2 and 3 on the scale and compare with your partner. Explain your reasons. Dear Ryan I am writing in response to your message on my voicemail. I'd be delighted to give a talk to your business students on the subject of Modern Management Practices. I'd be grateful if you could send me any days and times you have in mind so we can finalise the exact date. I look forward to hearing from you. Best regards Corinne Hi I'm afraid my plane is delayed by two hours. Can you pick me up at around 2 instead? See you soon. (I hope!) Dear Mr Baker With regard to your interest in the position of IT assistant, please find attached the full job description and application form. Please note that the closing date for applications is the 30th of this month. Unfortunately, due to the expected high number of applications for this post, we are only able to reply to those applicants who have been shortlisted. We thank you for your interest. Yours sincerely Alan Johnson

3a The verbs 1-10 tend to be used in more formal correspondence. Match the formal verbs 1-10 to the less formal verbs in the box. need tell change say sorry get ask about ask for help stop give 1 inform 6 enquire 2 request 7 alter 3 apologise 8 terminate 4 receive 9 require 5 assist 10 provide b How many of the verbs 1-10 have a noun form? e.g. inform ? information 4 Find expressions in the texts in Exercise 2 to complete the table. FORMAL OR NEUTRAL INFORMAL

Opening	Reason for writing / Reference	Further to your letter ?	Enclosure or attachment	Give good news	Apologise / Give bad news	Request	Thanks / Refer to future contact	Closing
1 _____	2 _____	3 _____	4 _____	5 _____	6 _____	7 _____	8 _____	9 _____
10 _____	11 _____	12 _____	13 _____	14 _____	15 _____	16 _____	17 _____	18 _____

6 Rewrite this email using an informal style. Use expressions from Exercises 3 and 5. Dear Dr Bruce Baines With regard to your visit to Italy next week, I'm attaching details of your flights and hotel reservations. I regret to inform you that the business college in Perugia has cancelled the appointment on Wednesday. Would it be possible for you to give the same presentation in Bologna? I'd be grateful if you could confirm the flight times as soon as possible. Please do not hesitate to contact me if you need me to assist you any further. 7 Read this informal reply. Rewrite it using a neutral or more formal style. Hi Maddie It's about the flight times to Italy. Sorry but I can't fly out on Monday morning. Can you change it to Monday evening? I'm happy to talk in Bologna instead. B.

Тема 2. Online reviews and recommendations

Письменная работа , примерные вопросы:

3 Look at the adjective + noun combinations in bold in the three texts. Online reviews and recommendations often use this type of positive language. Match the phrases to these definitions. 1 the routine jobs and management tasks day-to-day running 2 views which are supported by experience and evidence _____ 3 something special that your company has _____ 4 a lot of publicity about your product _____ 5 an honest person you are close to and you can rely on _____ 6 a surprising increase in the sales of a company _____ 7 the product is easy for anyone to use _____ 8 worth the money you pay _____ 9 a good person to work with _____ 10 something that happens straight away _____

4 Complete the collocations with words from Exercise 3. 1 The product is expensive, but it also has a high resale _____. 2 The site offers businesses _____ publicity at a minimal cost. 3 We recommend this software package because of its _____ interface design. 4 Although this is a new area for us, the potential _____ in the market is high. 5 This accounting software guarantees efficient _____ of business accounts. 6 We can feel safe when buying this product because it is a _____ brand. 7 This bank offers loans to businesses with significant fixed _____. 8 We are looking for a new business _____ so we can expand into the new market. 9 Many of our customers write _____ comments on our blogs and online forums. 10 You will see _____ results when you use this product. 5 Underline all the verbs in the three recommendations in Exercise 2. How many different tenses are used?

Writers of reviews and recommendations often refer to the past as well as the present. Why do you think this is? 6 Complete the following review with the correct form of the verbs in brackets. 7 Imagine you are a customer or client of the company you work for. Write an online review and recommendation about the company's products or services. I CAN write an online review or recommendation I use tenses referring to the past, use positive adjective + noun combinations I As business customers, we definitely 1 _____ (recommend) LMR Net for their fast and reliable internet service. We switched to LMR because our former provider 2 _____ (offer, not) guaranteed internet speeds for business customers. At peak times the Internet 3 _____ (be) slow and we 4 _____ (start) to lose business. Since changing, we 5 _____ (have, not) any problems with slow speeds or crashes. We also 6 _____ (like) the priority live support that LMR 7 _____ (provide) for business customers. We 8 _____ (be) able to cut our costs with their business unlimited usage bundle, saving us hundreds of pounds a year. Most importantly, we 9 _____ (gain) customers again. 7 Imagine you are a customer or client of the company you work for. Write an online review and recommendation about the company's products or services

Устный опрос, примерные вопросы:

1 Discuss these questions about online social media. 1 Which online social media do you or your company use to promote its products or services? Facebook? LinkedIn? Twitter? Others? 2 How do you or your company use them? How effective or useful do you think social media sites are for businesses? 3 Do you ever read reviews and recommendations of people, products or services online? Are you influenced by them? 2 Read three online reviews and recommendations. 1 What is each review recommending? A person? A service? A product? 2 How positive is each recommendation? How convincing are they? A BoostHotels.com are the perfect partner for achieving the maximum exposure on the online travel agent sites with immediate effect. Until using them, we'd been trying to raise our hotel's profile in other ways but with little success and a large marketing bill. Then I signed up with BoostHotels.com and I've seen remarkable growth in terms of volume and average room rate. The best thing about their expertise is that now I have more time to get on with the day-to-day running of my business. B My last one had only been working for a year before it died. I travel all the time, so I knew I needed something built to last but portable. A friend was telling me how much he liked this model so I bought it. So far it hasn't disappointed. The user-friendly design makes it good for day-to-day work with PowerPoint, Excel, etc. and the screen is big enough for watching a movie. I've noticed it can be slow when multi-tasking but it hasn't crashed. For the price, I'd say it's good value. C We have been working with Mark Hendon over the last two years and he's proved to be an important asset and trusted friend. His honesty and insightful opinions make him one of the top consultants in the field of change management. When we were looking for guidance and advice on handling growth, Mark went with us every step of the way on that long and sometimes painful journey

Тема 3. Reporting trends and figures

Дискуссия , примерные вопросы:

1 Discuss the questions in groups. 1 What are some of your country's largest exports? What does your country import a lot of? 2 What is your country's balance of trade like? Does it currently export more or less than it imports? 3 Which countries are some of your country's main trading partners (for exports or imports)? 2 Read an international trade report about Brazil. Answer the questions. 1 Which exports have increased this month? Which exports have fallen? 2 In which market sector have imports increased? 3 Who are Brazil's two main trading partners? 4 What predictions does the report make about future exports and imports? Trade in Brazil We begin our monthly summary of trends in international trade with one of the fastest growing economies in the world, Brazil. Exports This month exports in Brazil decreased slightly to 15,549 million USD from 15,991 million USD in the previous month. Brazil is the world's largest exporter of soybean (41%), orange juice (55%) and sugar (35%). Exports of all three products rose steadily again this month. However, there was a sharp fall compared to last month in other exports including iron ore, oil, and coffee. This was due to current economic pressures in China and especially in the USA. Despite these falls, market analysts believe Brazil's overall export figures for this year will remain at similar levels to last year. Imports Imports went down by 3% on last month but this was predictable because last month's figures reached a peak of 22,105 million USD, with major growth in imports of consumer durable goods, including cars. Brazil's two main trading partners (China and the USA) took a 30% share of the total import trade. Because of the increasing demand for consumer products, in particular electronics, Brazil's imports will probably reach an all-time high by this time next year.

Письменная работа , примерные вопросы:

3 Underline words and phrases that describe trends in the report in Exercise 2. Write them in the correct column of the table and write if the word is a verb (v), adjective (adj), adverb (adv) or noun (n). 4 Work in groups to think of other words to describe trends. Add them to the table. 5 Answer these questions about the report in Exercise 2. 1 Why was there a sharp fall compared to last month in other exports including iron ore, oil, and coffee? 2 Why will Brazil's imports probably reach an all-time high by this time next year? 3 What two phrases did the writer use to introduce the reason for these two trends? 6 Look at the prepositions in bold in these sentences from the report. Complete sentences 1-6 with these prepositions. 1 Annual sales fell _____ 1.2 million _____ 1.15 million this year. 2 Exports in the UK this month stayed _____ £30,000 million. 3 Tax on consumer durables rose again _____ 2.8% this year. 4 Hong Kong's Hang Seng Index remained steady _____ around 0.1% owing to steady growth figures. 5 Spending on raw materials increased _____ 250,000 euros _____ 280,000 euros. 6 Because of news of poor employment figures, the London FTSE fell _____ 1.3% 7 Write a short report of some trends and figures in your company or for a company you know well. For example, compare sales figures from last month and this month or from last year to this year. Give some reasons for the trends. I CAN report trends □ use prepositions to report figures □ give reasons for trends □ This month exports in Brazil decreased slightly to 15,549 million USD from 15,991 million USD. Imports went down by 3%. Brazil's overall export figures for this year will remain at similar levels to last year. 1 Annual sales fell _____ 1.2 million _____ 1.15 million this year. 2 Exports in the UK this month stayed _____ £30,000 million. 3 Tax on consumer durables rose again _____ 2.8% this year. 4 Hong Kong's Hang Seng Index remained steady _____ around 0.1% owing to steady growth figures. 5 Spending on raw materials increased _____ 250,000 euros _____ 280,000 euros. 6 Because of news of poor employment figures, the London FTSE fell _____ 1.3% 7 Write a short report of some trends and figures in your company or for a company you know well. For example, compare sales figures from last month and this month or from last year to this year. Give some reasons for the trends.

Тема 4. Summarising results

Дискуссия , примерные вопросы:

1 Discuss the questions in groups. 1 What types of energy does your country produce? 2 What types of energy does your country export? Who to? 3 What types of energy does your country import? Who from? 2 Read this summary report. What does the table show? Life Upper Intermediate Business Writing Worksheet 4: Summarising results World energy resources The World Energy Council publishes a report on global energy resources once every three years. The following is a summary of production of five of the major energy resources in the world, based on WEC data. The table shows the top three producing countries in each category. All the figures are for production in one year.

ENERGY RESOURCE	1	2	3
OIL	Saudi Arabia 515m tonnes	Russia 489 m tonnes	USA 305 m tonnes
COAL	China 1.95 thousand Mtoe	USA 743 Mtoe	India 361 Mtoe
GAS	Russia 534 Mtoe	USA 494 Mtoe	Canada 144 Mtoe
NUCLEAR	USA 68.5 Mtoe	France 33.5 Mtoe	Japan 22.4 Mtoe
WIND	USA 4.76 Mtoe	Germany 3.47 Mtoe	Spain 2.69 Mtoe

(Mtoe = millions of tonnes of Oil equivalent)

Based on World Energy Council data: <http://www.worldenergy.org/data/resources/> Some key results:

- Saudi Arabia is the top oil producer in the world. It isn't in any other category.
- The USA is a top producer of both nuclear energy and wind power.
- Several of the leading producers in the table are also the largest countries in the world (Russia, Canada, the USA and India).
- A few smaller countries (France, Japan, Germany and Spain) are top producers of nuclear and wind power.
- Neither China nor Russia is a top producer of any renewable energy.

Письменная работа , примерные вопросы:

3 Read the report again. Answer these questions yes (Y), no (N) or don't know (DK) if the information is not given in the report. 1 Does the table show the top five energy resources in the world? 2 Does the World Energy Council report on top global energy producers every year? 3 Does Saudi Arabia produce the most oil in the world? 4 Is the USA one of the leading producers in every category? 5 Are Russia, China and the USA the top three producers of solar energy? 6 Are any European countries listed in the table? 7 Is Canada one of the largest countries in the world? 8 Does the United Kingdom produce any wind power? 4 The words in bold in the report summarise quantities. Add them to this table. 100% LARGE NUMBER THREE OR MORE TWO 0% every

_____ many a lot of most _____ either _____ none of _____
... nor not ? _____ 5 Read this summary table of top producers for four more types of energy. Complete the sentences 1-8 with words from Exercise 4. In some sentences there is more than one answer.

ENERGY RESOURCE	1	2	3
GEOTHERMAL	USA 1.28 Mtoe	Philippines 743 ktoe	Indonesia 706 ktoe
SOLAR	Germany 5.8 GW	Spain 3.35GW	Japan 2.14GW
HYDROPOWER	China 49.9Mtoe	Canada 32.4Mtoe	Brazil 31.4Mtoe
PEAT	Finland 1.13 Mtoe	Ireland 703 ktoe	Belarus 538 ktoe

(Mtoe = millions of tonnes of Oil equivalent, ktoe = thousands of tonnes of Oil equivalent, GW = Gigawatts)

1 _____ the countries in the table are top three producers of a type of energy. 2 _____ Finland and Ireland are top producers of peat. 3 _____ top hydropower producer is a large country. 4 _____ of the top Geothermal producers are European. 5 There aren't _____ South American countries in the table. 6 Germany produces more solar power than _____ Spain or Japan.. 7 _____ of the countries in the table are European. 8 _____ the United Kingdom nor France are in the table. 6 Choose a table of results from your company or connected with your work. Write a short summary of the key results from the table.

Тема 5. A letter of intent

Дискуссия , примерные вопросы:

1 Discuss the questions in pairs. 1 When your company reaches a business agreement with another company, how does it confirm the agreement? 2 Is it written down in a contract or a letter of agreement? 3 What information is included? 2 Read this letter of intent and answer these questions yes or no. 1 Have Mr Reese and Mr Greenall finished negotiating? 2 Does Mr Greenall plan to use the services of Mr Reese's company? 3 Has Mr Greenall given Mr Reese any money yet? 4 Does he plan to pay all the money in one payment? 5 Has the final contract been written yet? Life Upper Intermediate Business Writing Worksheet 5: A letter of intent Carrington Structures Carrington Square, Forestville, CT 20753 R Reese 304 Redlands Road Kettering Dear Mr Reese RE: Letter of intent for shopping mall construction project Following our final meeting last Wednesday, on behalf of my company, I am delighted to offer your company the contract for the Bremner Shopping Mall. As agreed in our negotiations, we will provide you with an initial funding of \$750,000. On this basis, you are authorised to carry out your services without exceeding \$1,200,000. It is the intent of our company, Carrington Structures, to enter into a formal agreement with your company, Reese Construction, and the funding will be transferred into your bank account in two weeks. We look forward to collaborating with your company on this key project. I am asking my Director of Finance to finalise the details of this contract and send it for your approval. Yours sincerely Jim Greenall J M Greenall Managing Director

Письменная работа , примерные вопросы:

3 What is the exact purpose of this letter? At this point, can the writer still change his mind? Tell the class your opinion. 4 Find the words and phrases in the letter that have similar meanings to these phrases. 1 to do something as a representative of a company or organisation _____ 2 first payment _____ 3 given permission _____ 4 going over _____ 5 to become bound by _____ 6 working together _____ 7 confirm the last parts _____ 8 permission _____ 5 Complete these sentences with words from Exercises 4. 1 As a gesture of our goodwill, we are willing to offer you an _____ payment of £2000, in advance of the full amount. 2 In order to give your _____, please sign the attached document and return a copy to me. 3 Unfortunately I am not _____ to refund the purchase price so will pass on your request to my manager. 4 I'm writing to you on _____ of my manager. 5 Thank you for your enquiry but we are _____ with another company on this project. 6 In order to _____ into a formal agreement, we would request a signed letter of intent from your managing director. 6 Imagine your company is going to work with an English language school to provide English language training for its staff. Write a letter of intent to the owner of the language school and confirm your intent

Тема 6. A letter of apology and compensation

Письменная работа , примерные вопросы:

4 Match these aims to the four paragraphs (1-4) in the letter. a Explain what action has been taken ____ b Refer to future contact ____ c Make your apology ____ d Offer compensation ____ 5 Find formal expressions in the letter that match these phrases. 1 I'm writing in reply to your letter about ? _____ 2 I'd like to say sorry _____ 3 I'm really sorry for the difficulties ? _____ 4 try to make _____ sure _____ 5 didn't do our job properly _____ 6 dealt with the _____ problem _____ 7 an offer of friendly _____ relations _____ 8 see you soon _____ 6 A customer has written a letter of complaint to your company and they want some compensation. Imagine answers to these questions: 1 Why have they complained? 2 What happened? 7 Write a letter of apology and compensation (or a refund or replacement) to the imaginary customer in Exercise 6

Устный опрос , примерные вопросы:

1 When a customer telephones or writes to your company to complain, what procedure does the company follow? Discuss in pairs. 2 Work in pairs. Read seven pieces of advice for handling complaints. Which do you think is good advice? Which is bad advice? a Listen to the customer or read their complaint carefully. b Let the customer know that you are going to take action. c Wait to see if the customer calls or writes again before taking action. d Take responsibility and investigate the problem. Talk to everyone involved. e Call or write to the customer and explain the reason for the problem. Avoid making an apology or offering compensation immediately. f Offer compensation if the customer suggests taking legal action. g Write a polite and formal letter so everything is in writing, and offer compensation if the customer's complaint was valid. 3 Read this letter from a hotel manager to a customer. Based on the information in the letter, which advice in Exercise 2 do you think the hotel manager followed? Life Upper Intermediate Business Writing Worksheet 6: A letter of apology and compensation Dear Ms Campbell 1 Further to your letter regarding your stay at the Victoria Arms Hotel on the nights of May 25th and 26th, please accept my apology for your unpleasant experience. I sincerely regret the inconvenience caused to you because of the noise and poor room service. 2 We always strive to ensure that all our guests receive the highest standard of service at our hotel but on this occasion we clearly failed in that responsibility. As a result of your letter, I have investigated your concerns, talked to the staff involved and taken the necessary action. 3 In addition, as a gesture of goodwill I am enclosing a voucher for two free nights at our hotel at any time in the next twelve months. The voucher may be used by you or anyone at your company. We hope that you or your colleagues will enjoy your time with us on your next visit. Please do not hesitate to contact me if you have any further questions or comments. I look forward to welcoming you in the future. Yours sincerely Dariusz Sz waj Hotel Manager

Тема 7. Introducing your company

Письменная работа , примерные вопросы:

3 In this kind of letter, the writer uses strong, emotive language. Underline any words or phrases in the letter that you think convey emotions rather than facts. Compare with a partner. 4 Match these synonyms and definitions to words in the letter. Paragraph 1 1 old (in business) _____ 2 with a good reputation _____ 3 selling and delivery _____ Paragraph 2 4 work _____ 5 very quickly _____ 6 number one _____ 7 the business area of _____ Paragraph 3 8 following official guidelines _____ 9 duties to society _____ Paragraph 4 10 contact _____ 11 present _____ 12 good things _____ 13 working together _____ 5 Read the sentences taken from different letters of introduction. Replace the words in italics with more emotive words and phrases from the box. delighted quality huge selection exciting benefits without delay outline established industry leader highest standards 1 I am happy to be able to offer you our latest product. 2 We are an old company with fifty years of experience. 3 Our success is built on reliability and good products. 4 Our catalogue offers a big choice. 5 Let us deliver quickly to your door. 6 All our products are made to the top level. 7 I'd like to talk about the key features. 8 We look forward to telling you about all the good things our services can provide. 6 Write a letter of introduction about your company to send to new customers. Use emotive language.

Устный опрос , примерные вопросы:

1 How do people find out about your company? What percentage of your business (approximately) do you think comes through each of the following? online advertising word of mouth and referrals mail shots or emails industry events (e.g. trade fairs) sales representative and cold calling other

2 Read the letter and answer these questions. 1 What is the purpose of the letter? 2 Is it the first time the reader has heard from the company? 3 What does the writer send with the letter? 4 What is going to happen next?

Life Upper Intermediate Business Writing Worksheet 7: Introducing your company

Envera Office The leading provider of office recycling products

Dear Sir or Madam I would like to take this opportunity to introduce you to Envera Office. Envera Office is now an established and reputable name in the provision of office recycling bins and accessories. We operate with over 50 staff from our headquarters in Birmingham. Since the company began in 2002, we have swiftly developed a leading reputation as THE provider of unique products in the world of office recycling. As you will see from the enclosed brochure, we offer an exciting choice of high-quality recycling bins and equipment in line with industry standards and the modern company's commitment to environmental and social responsibility. One of our representatives will be in touch with you to arrange a personal meeting in order to describe our service in more detail and to outline the benefits that cooperation between us might bring. We look forward to meeting you and discussing your company's requirements. Yours faithfully N.J. Kiyosaki General Manager, Envera Office

Тема 8. A formal report

Дискуссия , примерные вопросы:

1 Discuss in groups. Imagine a company wanted reports on the following items. Which reports would need to be very formal? Which could be less formal? 1 A report on an overseas trade visit 2 A report on the board of director's annual meeting 3 A report on a visit to an existing client 4 A report on bad behaviour by a member of staff 5 A report for the head of administration on stationery costs 6 A report on staff plans to introduce after-work sports activities

2 Read five extracts (A-E) from different parts of a very formal report. Match the extracts to the headings (1-4) taken from the report. 1 Introduction ___ 2 Findings ___, ___ 3 Conclusions ___ 4 Recommendations ___

Life Upper Intermediate Business Writing Worksheet 8: A formal report

Unsurprisingly, the sales and marketing departments reported the highest travel costs per year within the company. Over 70% of their budget is currently spent on travel. Following interviews with heads of these two departments, it was concluded that video conferencing equipment could significantly reduce travel expenditure, not to mention the environmental impact. I recommend purchasing video conferencing equipment costing £30,000, with two years' guaranteed servicing and support. On approval of this by the board, I also propose that managers should prepare detailed plans on how they will integrate the equipment into the communication needs of their department. One supplier said that video conference equipment capable of fulfilling our needs would cost in the region of between £15,000 and £30,000. Whilst this initial cost is high, the same supplier also claimed that costs are recouped within twelve months of purchase. The aim of this report is to assess ways in which the company's travel budget can be reduced in the next financial year. It was requested as a result of a discussion at the most recent management board meeting. The information is based upon data which was provided by heads of department and accounts. In summary, the following points should be noted. Video conferencing equipment is expected to reduce travel costs by somewhere in the region of 30%. Initial training is needed to operate the equipment, so time will need to be allocated for staff training.

Письменная работа , примерные вопросы:

3 Find useful expressions in the report to complete this list. The purpose of the report The purpose of this report is to look at ? 1 _____ Who asked for the report It was commissioned by ? 2 _____ Concluding In conclusion, this report notes that ? , 3 _____ Making recommendations

4 _____ 5 _____ 4 Read these direct speech sentences, then look back at the report in Exercise 2 to find who said each one. Underline the matching information in the extracts. 1 ?We think it?ll save significant amounts of money.?

_____ 2 ?We should purchase video conference equipment costing £30,000 with two years? guaranteed servicing and support.? 3 ?Managers need to write reports on how they?ll integrate the equipment.? _____ 4 ?It?ll cost somewhere between fifteen to twenty thousand pounds.? _____ 5 ?You?ll get that money back within a year.?

_____ 6 ?Staff will need training with the new equipment.? _____ 5

Work in pairs. Look at the extracts again and underline the passive verbs. For each one, discuss these questions. 1 Is the agent (the person who did the action) known or unknown? 2 Why do you think the writer uses the passive instead of the active form? 6 The head of your company has asked you to write a report on ways to reduce spending in your department without losing productivity. Write a one-page report with the following headings: Introduction, Findings, Conclusion and/or Recommendations. You can either invent or research information for the section on Findings, including interviews with some people in your department about ways to reduce spending

Тема 9. A performance appraisal form

Письменная работа , примерные вопросы:

3 The writer often uses verb phrases in her responses. Complete these sentences with the missing prepositions. Then read the responses in Exercise 2 again and check your answers. 1 I?ve been involved _____ the project since it began. 2 I?m in charge _____ sales and marketing. 3 I?d like to be responsible _____ taking payments. 4 I?m suited _____ working closely with clients. 5 I?d like to develop _____ the area of IT. 6 I?m good _____ convincing people and selling. 7 I?m keen _____ the idea of developing my management skills. 8 I?d like to specialise _____ public relations.

4 Underline the adjectives which the writer uses to describe personal qualities in the responses in Exercise 2. Then match the adjectives to these definitions. 1 unsure or uncertain _____

2 wants to do something very well _____ 3 certain of your abilities and skills _____

_____ 4 wants to move up the company _____ 5 knows a lot about something _____ 6 gives a lot of time and energy to something important _____

_____ 7 easily gets annoyed if waiting _____ 5 Discuss these questions

in pairs. 1 Which adjectives in Exercise 4 do you think describe your personal qualities? 2 Imagine you are the line manager of the person in Exercise 2. What is your impression of this employee and his/her feelings towards his/her current position? Why? Support your answers by referring to the responses. 6 Write your own responses to the questions on the performance appraisal form in Exercise 2. Write about you and your own job.

Устный опрос , примерные вопросы:

1 How do employees receive feedback on their performance in your company? Do they have annual performance appraisals with their line managers? Is there a special procedure and form for appraisals? 2 Read questions from a performance appraisal form used by a chain of hotels and resorts. Match an employee's written responses a-g to the questions 1-7. Life Upper Intermediate Business Writing Worksheet 9: A performance appraisal form 1 State your understanding of your main duties and responsibilities

2 How would you rate the last 12 months for you? Answer good / satisfactory / bad and give reasons.

3 What do you like or dislike about working for this company?

4 Which parts of your job do you find very difficult?

5 In the next 12 months, what do you think is your most important task or biggest challenge?

6 How could you or your line manager improve your performance in the next year?

7 What training do you think would help to improve your performance?

a Sometimes I've been indecisive about who to contact for different things, so I'd like more details about what other people do and the roles of other people in the company structure. I'm also aware that I can be impatient with colleagues so I need to work on that. b Overall I've enjoyed my first year and I think it's been a good twelve months. I'm confident with all the processes for reservations and I've also been involved in the development of the new website booking system. c I'm in charge of reserving rooms for guests who contact the hotels and resorts by phone or email. This year I have also been helping to trial and implement the new online booking system. Sometimes I also provide assistance to the hotel marketing department and update the website. d I'm not sure how to answer this question. I think I'm suited to the company and would like to develop in other areas than just reservations. Obviously the main task is to make sure reservations are made but I think I'm good at communicating with people and this is a skill which could be utilised more effectively, especially in the field of marketing. (I suppose I'm quite ambitious!) e None in particular. f I'm keen on working with social media and the Internet. Although I'm quite knowledgeable in this area, I'd like to specialise in the area of online marketing, so any training would be welcome. g Everyone seems friendly and dedicated, so that's been a good thing because they've given me lots of support. The only downside is that when I took the job I thought I'd be responsible for more things. I'd feel more motivated with more challenges.

Тема 10. A procedure memo

Письменная работа , примерные вопросы:

1 Think of a procedure, system or process in your department at work. Write down all the main stages. Then, describe the procedure to your partner. 2 Read this memo and identify the structure. Match the aims (a-e) to the five paragraphs of the memo. a to announce changes to the system of schedules. ____ b to appeal to the staff to make the changes work. ____ c to thank staff and introduce the need for changes. ____ d to explain reasons for improving signs and labelling. ____ e to explain change in the system of storage. ____

MEMO To: All warehouse staff From: General Manager Date: 10 March Subject: Changes to warehouse and warehouse procedures

First of all, I'd like to thank everyone for the warm welcome I have received since joining the company. As I said on my first day, it has taken time to gain a complete understanding of how Drew International works and so I am grateful for everyone's support. While I'm impressed by the running of the warehouse there are three initiatives I would like to introduce:

- 1 Currently the cleaning schedules are included in the main warehouse timetable but they are not being followed. As from next week there will be a separate schedule for cleaning. Please read this regularly to ensure that all cleaning duties are completed on time.
- 2 Equipment for maintenance, cleaning and repairs is kept in different places in the main storage area, including one aisle. As a result, there is the potential for confusion as well as posing a significant health and safety risk. With immediate effect, all such equipment will be stored in the storeroom next to the supervisor's office. Staff will need a key to enter the storeroom and this is available from the supervisor's office.
- 3 Although staff turnover at Drew Exports is relatively low, we do employ temporary and short-term staff from time to time. For this reason, I plan to improve signs and labelling in the warehouse. Storage areas and lanes will be repainted on the ground, new labels will be placed on storage shelving and there will be new signs to identify aisles and drop off and pick up points. We hope to complete these changes by the end of this month. I appreciate that you will need some time to get used to these changes, but with your support and efforts these relatively simple actions will improve our systems and have a positive impact on our overall operations.

With regards Javier Cambiasso (General Manager) I appreciate that you will need some time to get used to these changes, but with your support and efforts these relatively simple actions will improve our systems and have a positive impact on our overall operations. With regards Javier Cambiasso (General Manager)

Тема 11. Clarifying and checking understanding

Письменная работа , примерные вопросы:

1 How much does your company rely on transportation (for goods and/or for people)? Is someone in charge of organising the transportation? 2 These words are connected with transportation. Group the words into the categories in the table. Which are relevant to transportation at your company? packing list warehouse shipper distribution centre bill of lading shipment courier delivery note consignment carrier depot DOCUMENTATION PLACES TRANSPORT COMPANY THE GOODS 3 Complete these explanations of the words in each category. 1 A packing list and delivery note arrives with the delivery but the shipper signs the _____ when they arrive for transportation. 2 A _____ is a warehouse where you store goods in transit. When they arrive at a company's _____ they can be split up and delivered to different outlets. 3 A courier transports small items but a _____ arranges transportation of goods; for example, they might use a _____ to take goods overseas. 4 A _____ is another word for items which are ordered and delivered. When it involves a ship, they can also be referred to as a _____. 4 Read the emails about a shipment. Number them in the correct order from 1 to 8. Life Upper Intermediate Business Writing Worksheet 11: Clarifying and checking understanding Hi Lana. I'm just writing to confirm that we have now dispatched the shipment of items, order no. HD-112X. My carrier estimates about two weeks for arrival in Southampton. They'll update me nearer the time so your carrier can collect it. A copy of the packing list is attached. Best, Aidan Hi again. About delivery, I'm afraid we won't have anyone near Southampton for another month. Can you arrange for your carrier to bring the consignment to our warehouse? Thanks Aidan but there's nothing attached. Can you send it again? But that was when we thought the shipment would arrive this week. Given the delay I'm not sure about this now. Let me get back to you later today. Lana. Thanks. I got it this time. There's one other thing. You mention that the goods arrive in Southampton and our carrier can collect it. I don't follow you. Do you mean your carrier isn't going to deliver it directly to our depot in Wolverhampton? My apologies. It's attached now. That's right. We agreed that you would deal with delivery at your end because you already have a collection from Southampton and it reduces the transport costs. OK. I'll contact our carrier and ask them to handle it. We'll also cover the extra cost this time and sorry for the misunderstanding. Aidan. A 1 H8 5 Read the emails again and answer these questions Yes, No or Don't know. 1 Have the goods left the supplier? 2 Does the shipping company have the bill of lading? 3 Does the carrier plan to deliver the goods to the buyer's depot? 4 Is Lana surprised by the news about the carrier? 5 Is the shipment late already? 6 Was the mistake Aidan's fault? 6 Read these phrases from emails for clarifying, checking understanding and avoiding misunderstandings. Match the phrases to expressions from the emails in Exercise 4. 1 This is to let you know that ? _____ 2 You didn't attach anything. _____ 3 I need to check this. _____ 4 I'll email you again later. _____ 5 Safely received. _____ 6 I don't understand. _____ 7 Are you saying that ? _____ 8 Correct. _____ 9 Sorry. Here it is. _____

Тема 12. Progress reports on a project

Устный опрос , примерные вопросы:

1a Work in pairs. Imagine you want a new house. Order these stages from 1 to 6. ___ build the house ___ get planning permission ___ pay an architect for designs ___ choose building materials ___ ask the bank for a loan ___ move in b Add three more stages to the project. Where do they happen in the order? 2 Read the emails (A?E) from a construction project manager to his managing director, sent over a period of 18 months. Number the emails in the correct order from 1 to 5 and match them to the subject lines in the box. Great news! New project More delays No news Resources 3 Read the emails again and answer these questions. 1 What is the council going to redevelop? 2 What kind of construction does the project manager?s company specialise in? 3 What do you think the phrase ?to put contracts out to tender? means? 4 What ?answer? is the managing director waiting to hear in email E? 5 What does the project manager send to the managing director? 6 Why has the council scheduled a public hearing? 7 What resources does the manager need to complete Stage 1 of the project? 4 The present perfect tense is often used to write about recent progress. Adverbs are also used with the present perfect in the emails to add emphasis. Find these adverbs in the emails and notice their position. 5 Match the adverbs in Exercise 4 to these meanings. 1 to emphasise that an action or event ended very recently: just , _____ 2 to emphasise an additional feature: _____ , _____ 3 to emphasise that something is unusual or surprising: _____ 4 to emphasise that an action or event has not happened at any time up to the present moment: _____ 5 to emphasise the fact that an action has happened before the present moment: _____ 6 to emphasise the situation at the current moment: _____ 6 Add emphasis to these sentences using the adverb in brackets. 1 The results of the survey have arrived. (just) 2 They haven?t paid for the work. (yet) 3 I?ve told all staff to start work at eight o?clock tomorrow. (now) 4 We?ve gone over budget. (already) 5 The team have cleared the area and they?ve started building the walls. (also) 6 I haven?t had time to study the report because I?ve got back from holiday. (only just) 7 The staff have worked late today and they?ve offered to work over the weekend! (even) 8 I?ve asked them for more money and I?ve asked them for an extra week. (too) 7 Think about a current project at work. Make a list of the stages of the project. Then write a short report about the progress on each stage. Use the present perfect and some adverbs to add emphasis.

Итоговая форма контроля

зачет (в 10 семестре)

Примерные вопросы к итоговой форме контроля

1. Imagine you are a customer or client of the company you work for. Write an online review and recommendation about the company's products or services.
2. Write a short report of some trends and figures in your company or for a company you know well.
3. Choose a table of results from your company or connected with your work. Write a short summary of the key results from the table.
4. Imagine your company is going to work with an English language school to provide English language training for its staff. Write a letter of intent to the owner of the language school and confirm your intent.
5. Write a letter of apology and compensation (or a refund or replacement) to the imaginary customer
6. Write a letter of introduction about your company to send to new customers.
7. The head of your company has asked you to write a report on ways to reduce spending in your department without losing productivity. Write a one-page report
8. Write about you and your own job.
9. Write a procedure memo about the three changes you listed
10. Think about a current project at work. Make a list of the stages of the project. Then write a short report about the progress on each stage.

7.1. Основная литература:

- Деловое письмо / Кузнецов И.Н., - 7-е изд. - М.:Дашков и К, 2017. - 196 с.: ISBN 9785394027178 - Режим доступа: <http://znanium.com/catalog/product/415309>

- Маньковская З. В. Грамматика для делового общения на английском языке (модульно-компетентностный подход): Учебное пособие / З.В. Маньковская. - М.: НИЦ Инфра-М, 2013. - 140 с. <http://znanium.com/bookread2.php?book=342084>

7.2. Дополнительная литература:

- Поленова А. Ю. A Complete Guide to Modern Writing Forms. Современные форматы письма в английском языке: Учебник / А.Ю. Поленова, А.С. Числова. - М.: ИНФРА-М: Академцентр, 2012. - 160 с.: <http://znanium.com/bookread2.php?book=235606>

7.3. Интернет-ресурсы:

Business Writing - - <http://www.businesswritingblog.com>

Business Writing Worksheets - - <http://www.ngllife.com/content/business-writing-worksheets>

Daily Writing Tips - - <https://www.dailywritingtips.com/category/business-writing/>

Professional Business Writing - - <http://www.professional-business-writing.com>

The Essential Handbook For Business Writing - -

http://essentialbusinessenglish.com/EBE/the_EBE_method_files/TheHandbook-Sampler.pdf

8. Материально-техническое обеспечение дисциплины(модуля)

Освоение дисциплины "Деловое письмо на английском языке" предполагает использование следующего материально-технического обеспечения:

Мультимедийная аудитория, вместимостью более 60 человек. Мультимедийная аудитория состоит из интегрированных инженерных систем с единой системой управления, оснащенная современными средствами воспроизведения и визуализации любой видео и аудио информации, получения и передачи электронных документов. Типовая комплектация мультимедийной аудитории состоит из: мультимедийного проектора, автоматизированного проекционного экрана, акустической системы, а также интерактивной трибуны преподавателя, включающей тач-скрин монитор с диагональю не менее 22 дюймов, персональный компьютер (с техническими характеристиками не ниже Intel Core i3-2100, DDR3 4096Mb, 500Gb), конференц-микрофон, беспроводной микрофон, блок управления оборудованием, интерфейсы подключения: USB, audio, HDMI. Интерактивная трибуна преподавателя является ключевым элементом управления, объединяющим все устройства в единую систему, и служит полноценным рабочим местом преподавателя. Преподаватель имеет возможность легко управлять всей системой, не отходя от трибуны, что позволяет проводить лекции, практические занятия, презентации, вебинары, конференции и другие виды аудиторной нагрузки обучающихся в удобной и доступной для них форме с применением современных интерактивных средств обучения, в том числе с использованием в процессе обучения всех корпоративных ресурсов. Мультимедийная аудитория также оснащена широкополосным доступом в сеть интернет. Компьютерное оборудование имеет соответствующее лицензионное программное обеспечение.

Компьютерный класс, представляющий собой рабочее место преподавателя и не менее 15 рабочих мест студентов, включающих компьютерный стол, стул, персональный компьютер, лицензионное программное обеспечение. Каждый компьютер имеет широкополосный доступ в сеть Интернет. Все компьютеры подключены к корпоративной компьютерной сети КФУ и находятся в едином домене.

Лингафонный кабинет, представляющий собой универсальный лингафонно-программный комплекс на базе компьютерного класса, состоящий из рабочего места преподавателя (стол, стул, монитор, персональный компьютер с программным обеспечением SANAKO Study Tutor, головная гарнитура), и не менее 12 рабочих мест студентов (специальный стол, стул, монитор, персональный компьютер с программным обеспечением SANAKO Study Student, головная гарнитура), сетевого коммутатора для структурированной кабельной системы кабинета.

Лингафонный кабинет представляет собой комплекс мультимедийного оборудования и программного обеспечения для обучения иностранным языкам, включающий программное обеспечение управления классом и SANAKO Study 1200, которые дают возможность использования в учебном процессе интерактивные технологии обучения с использованием современных мультимедийных средств, ресурсов Интернета.

Программный комплекс SANAKO Study 1200 дает возможность инновационного ведения учебного процесса, он предлагает широкий спектр видов деятельности (заданий), поддерживающих как практики слушания, так и тренинги речевой активности: практика чтения, прослушивание, следование образцу, обсуждение, круглый стол, использование Интернета, самообучение, тестирование. Преподаватель является центральной фигурой процесса обучения. Ему предоставляются инструменты управления классом. Он также может использовать многочисленные методы оценки достижений учащихся и следить за их динамикой. SANAKO Study 1200 предоставляет учащимся наилучшие возможности для выполнения речевых упражнений и заданий, основанных на текстах, аудио- и видеоматериалах. Вся аудитория может быть разделена на подгруппы. Это позволяет организовать отдельную траекторию обучения для каждой подгруппы. Учащиеся могут работать самостоятельно, в автономном режиме, при этом преподаватель может контролировать их действия. В состав программного комплекса SANAKO Study 1200 также входит модуль Examination Module - модуль создания и управления тестами для проверки конкретных навыков и способностей учащегося. Гибкость данного модуля позволяет преподавателям легко варьировать типы вопросов в тесте и редактировать существующие тесты.

Также в состав программного комплекса SANAKO Study 1200 также входит модуль обратной связи, с помощью которых можно в процессе занятия провести экспресс-опрос аудитории без подготовки большого теста, а также узнать мнение аудитории по какой-либо теме.

Каждый компьютер лингафонного класса имеет широкополосный доступ к сети Интернет, лицензионное программное обеспечение. Все универсальные лингафонно-программные комплексы подключены к корпоративной компьютерной сети КФУ и находятся в едином домене.

Учебно-методическая литература для данной дисциплины имеется в наличии в электронно-библиотечной системе "ZNANIUM.COM", доступ к которой предоставлен студентам. ЭБС "ZNANIUM.COM" содержит произведения крупнейших российских учёных, руководителей государственных органов, преподавателей ведущих вузов страны, высококвалифицированных специалистов в различных сферах бизнеса. Фонд библиотеки сформирован с учетом всех изменений образовательных стандартов и включает учебники, учебные пособия, УМК, монографии, авторефераты, диссертации, энциклопедии, словари и справочники, законодательно-нормативные документы, специальные периодические издания и издания, выпускаемые издательствами вузов. В настоящее время ЭБС ZNANIUM.COM соответствует всем требованиям федеральных государственных образовательных стандартов высшего профессионального образования (ФГОС ВПО) нового поколения.

Учебно-методическая литература для данной дисциплины имеется в наличии в электронно-библиотечной системе Издательства "Лань", доступ к которой предоставлен студентам. ЭБС Издательства "Лань" включает в себя электронные версии книг издательства "Лань" и других ведущих издательств учебной литературы, а также электронные версии периодических изданий по естественным, техническим и гуманитарным наукам. ЭБС Издательства "Лань" обеспечивает доступ к научной, учебной литературе и научным периодическим изданиям по максимальному количеству профильных направлений с соблюдением всех авторских и смежных прав.

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Программа составлена в соответствии с требованиями ФГОС ВПО и учебным планом по направлению 44.03.05 "Педагогическое образование (с двумя профилями подготовки)" и профилю подготовки Начальное образование и иностранный (английский) язык .

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