

## Регламент

балльно-рейтинговой оценки по дисциплине Иностранный язык (английский)

Направление подготовки, профиль:

Торговое дело очное бакалавр 2019

Учебный год 2019/2020

*Курс 1*

Форма контроля (текущего и промежуточного)	Количество баллов, которое можно получить за данную форму контроля в соответствии с балльно- рейтинговой системой
<i>1 семестр</i>	
Деловая игра	15
Письменная работа	15
Презентация	20
Зачет	50

Преподаватель



Сиразиева З.Н.

Зав. кафедрой ин. яз.  
и проф. коммуникации



Полякова О.В.

## Содержание основных форм текущего контроля

по дисциплине Иностранный язык (английский)

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*Курс 1*

### 1. Деловая игра по теме 1. Мой родной край

A. Role-play the following situation.

Student A: Interviewee

You have applied for a holiday job as a waiter at a local fast food restaurant. You are well qualified for the job and have some experience of this kind of work. Soon after the interview has begun, you change your mind about the job. You decide you are no longer interested. Do and say whatever is necessary to make sure you do NOT get the job.

Student B: Interviewer

You are interviewing applicants for a job in your fast food restaurant. You have interviewed several people already, but found no one suitable. Soon after the beginning of the interview with A, you decide he/she is the right person for the job. Do everything possible to make the interview a success.

### 2. Письменная работа по теме 1. Мой родной край

Написание маршрута и плана действий (Making up an itinerary). Write an itinerary for a business trip of your partner who is in oil business. Include all oil extracting cities of Tatarstan, don't forget about entertainment programme. The plan of itinerary: date; departure/from (time and place); arrival to (time and place); flight no; Info.

### 3. Презентация по теме 1. Мой родной край

Темы:

- 1) The main industries of the Republic.
- 2) The economic regions of the republic.
- 3) The main industries of the new industrial Northeast region.
- 4) The main industries of the industrial Northwest region.
- 5) The rural agricultural regions of the Republic.
- 6) The foreign relations of Tatarstan.
- 7) Petrochemical industry.
- 8) The cultural sector of the republic.
- 9) The education sector of the republic.
- 10) The touristic sector of the republic.

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по дисциплине Иностранный язык (английский)

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*1 курс (1 семестр)*

1. Introduce yourself saying a few words about yourself (occupation, age, place of birth, etc)
2. Speak about your family background (family history).
3. Which member of your family do you get on with best? whom do you take after?
4. What is a "traditional" family nowadays?
5. What is your daily routine?
6. How do students usually spend their free time? What leisure activities could people be involved into?
7. How do people usually look for a job? What sources do they use?
8. What working hours are distinguished?
9. Speak about pros and cons of the 1st day at work.
10. What is a common structure of a CV.
11. Speak about Russia's main advantages (territory, famous people, national symbols, resources)
12. What's the history of Tatarstan?
13. What are Tatarstan's most important industrial regions?
14. What do you know about Tatarstan's rural sector?
15. What's the capital of Tatarstan? What are its peculiarities?
16. What places of interest is Kazan famous for?
17. What does the term "British isles" denote?



18. Characterize the countries included into the UK?

19. Describe the economy of Britain? What statistics is used to measure it?

20. What are the key sectors of Britain's economy?

Преподаватель

A handwritten signature in blue ink, appearing to be 'Siraizeva', written over a horizontal line with a rainbow gradient.

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Форма контроля (текущего и промежуточного)	Количество баллов, которое можно получить за данную форму контроля в соответствии с балльно- рейтинговой системой
<i>2 семестр</i>	
Дискуссия	15
Письменная работа	15
Письменное домашнее задание	20
Экзамен	50

Преподаватель



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*Курс 1*

### 1. Дискуссия по теме 2

1. What is the difference between the system of higher education in Russia and in Britain?
2. What are the advantages of each system?
3. What are the disadvantages of each system?
4. What are the potential benefits for the graduates of each system?
5. What are the competitive advantages of each system graduates?
6. What types of assessments are used at HEE in Russia? What do they involve?
7. What is the structure of the academic year in Russia?
8. What are the basic types of higher education institutions in Russia? what are they responsible for?
9. How do most British students acquire the breadth of academic knowledge?
10. What exam is it necessary to take in order to get a place at a British University?

### 2. Письменная работа по теме 2

Writing an informal letter.

You are going to England for holiday. You would like to stay for a few days at your English friends. Write a letter and ask if it is possible.

1. Describe briefly your holiday plans.
2. Present your request.
3. Say how long you would like to stay.
- 4 Express hope for her/his return visit to Russia.



### 3. Письменное домашнее задание по теме 2

- An itinerary is a detailed list of what you will be doing and where you will be while you are away. It includes information about transportation methods, places you will be staying, attractions you will be visiting, meetings you will be attending. Be sure to include names, addresses and any other contact information you have. Take a copy with you and leave one at your office and with family and friends.

- Read the step-by-step guide on making an itinerary:

Choose where you are going to go on holiday, i.e. Moscow, Yelabuga, Naberezhnye Chelny, New York, London, etc.

Find some information about amazing sites, places to visit, things to do.

Write all of the places down and choose which one best suits you and your fellow traveller (some may prefer to visit historical sites, others may want to visit shopping malls).

After you have chosen where you want to go, choose the type of transportation you are going to get around, i.e. car, taxi, train, plane, bus, boat, etc.

Consider an appropriate place to stay, i.e. hotel, hostel, motel, house, etc.

Group all of the information you have gathered, now you are ready to write down an itinerary.

A. Write an itinerary for a business trip of your partner who is in oil business. You may wish to include all oil-extracting cities of Tatarstan. Don't forget about an entertainment programme. Use the example below.

Itinerary of William Smith, trip to New York, 23-26 November

Date departure/

from (time and place) arrival/to (time and place)

Flight no.

Info

Sunday

23 November 9:05 AM London Heathrow 11:35 AM New York, JFK UA 9238

take taxi to Lowell Hotel 28 east sixty third Street (28 km, 20 minutes drive)

Monday



24 November take taxi to CitiLife, 315 Bleecker Street, New York, NY 10014,  
phone: 212-349-6726 (100 km, 60 minutes drive)

8:15 AM 12:30 PM room no C3. Meeting with Mr. Braun, Mrs. Green, Mr. Yoko,  
Mr. Walker and Mrs. Mankowich

12:30 PM 1:30 PM company restaurant lunch with Mr. Braun and Mr. Bright  
(senior account manager)

1:30 PM 4:00 PM room no. B20 Meeting with the marketing department. Host:  
Mrs Johnson

4:00 PM 7:00 PM Free time, visiting sights, gifts shopping

7:00 PM 10:00 PM Dinner with Mr. Braun. He will pick you up at the hotel  
Tuesday

25 November 8:15 AM 2:30 PM room no. B23 Report to Mr. Braun. Guided tour  
of the factory, including lunch

3:00 PM 4:00 PM room no. A55 Meeting with the new PR-manager, Mrs. White  
(successor of Mr. Gefferson).

Wednesday

26 November 8:30 AM New York, JFK 12:00 AM London, Heathrow UA 9082  
Take a taxi to the airport (28 km, 20 minutes drive)

B. Create an advertisement that advertises your itinerary. The advertisement should  
include some pictures of places that are in the itinerary, but you may create it  
however you think would be most effective.

Преподаватель



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*1 курс (2 семестр)*

1. What does the term "British isles" denote?
2. Characterize the countries included into the UK?
3. Describe the economy of Britain?
4. What statistics is used to measure it?
5. How was British economy developing?
6. What are the key sectors of Britain's economy?
7. How was American economy developing?
8. What are the ingredients of the American economy?
9. State the main sectors that contribute to American GDP?
10. What are the dominant sectors of the Canadian economy?
11. How was Canadian economy developing?
12. What are the ingredients of the Canadian economy?
13. Speak about the foundation of Russian system of higher education?
14. What types of assessments are used at HEE in Russia?
15. What do the assessments involve?
16. What is the structure of the academic year in Russia?
17. What are the basic types of higher education institutions in Russia?
18. What are the higher education institutions in Russia responsible for?
19. How do most British students acquire the breadth of academic knowledge?
20. What exam is it necessary to take in order to get a place at a British University?

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*Курс 2*

Форма контроля (текущего и промежуточного)	Количество баллов, которое можно получить за данную форму контроля в соответствии с балльно- рейтинговой системой
<i>3 семестр</i>	
Письменная работа	15
Эссе	15
Презентация	20
Зачёт	50

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*Курс 2*

### 1. Письменная работа по теме 3

Маркетинг. Формирование профессиональных компетенций письменной речи: написание служебной записки - мемо (иноязычная письменная речь).

Элементы мемо: получатель, отправитель, дата, тема служебной записки.

Примерная темы: 1) выражение благодарности коллективу за успешную презентацию новой рекламной кампании; 2) напоминание о сроках предоставления отчета по маркетинговому исследованию конкретного района города

### 2. Эссе по теме 3

Many people believe that economic development is necessary for a country's success. What are the advantages and disadvantages of such approach?

Introduction: перефразировать тему и показать структуру эссе

Essay body 1

Topic sentence: Плюсы экономического развития:

Examples:

(1) создание рабочих мест и рост благосостояния населения

(2) улучшение качества общественных услуг (например, образования и здравоохранения)

Essay body 2

Topic sentence: Минусы экономического развития:

Examples:

(1) экологические проблемы, которые вызваны ростом производства и загрязнением

(2) экономический рост разделяет мир на два лагеря, богатых и бедных стран, между которыми существуют политические и экономические противоречия.

Conclusion: указать главный плюс и главный минус.

Готовое эссе:

It is often argued that economic development is one of the major prerequisites of a nation's success. This opinion causes controversy among people, and it is essential to understand the positive and negative sides of this phenomenon, which will be outlined in the following paragraphs.

Primarily, the benefits of economic development for a country can hardly be overestimated. One of those benefits is the fact that a growing economy creates new jobs, which in the long run contributes to gradually improving living standards of the population. On the other hand, the more economically developed a country becomes, the better quality of public services it is able to provide in the form of advanced education and healthcare systems or highly efficient transport networks.

Nevertheless, economic development obviously has several drawbacks and thus not always may bring a country to success. First of all, this could be exemplified by the growing environmental challenges that countries have to face due to the on-going production and the heavy pollution it causes. Moreover, different paces of economic growth in various parts of the world divide it into two parts, the developed and developing countries, and this situation is oftentimes a precursor of social, political or economic disparities and conflicts.

To conclude, I would like to reiterate that economic development as a reason for a country's success should be considered from both sides. The major positive consequence that a country can have from economic growth is the high living standards of its population, whereas the key drawbacks of economic development are seen in harmful effects on environment and inequality in the world.

10 sentences

266 words

### 3. Презентация по теме 3

#### 1. Marketing and Strategy Models

#### 2. Marketing Strategy

3. Marketing tools
4. Branding Tutorials
5. SWOT of Brands
6. Marketing Tutorials
7. Management Articles
8. Lists & How to
9. Sales
10. Selling

Преподаватель

A handwritten signature in blue ink, appearing to be 'Z. N. Siraziyeva', written over a horizontal line that is colored purple on the left and green on the right.

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## Вопросы к зачету

по дисциплине Иностранный язык (английский)

Направление подготовки, профиль:

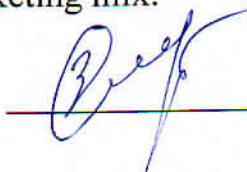
Торговое дело очное бакалавр 2019

Учебный год 2019/2020

*2 курс (3 семестр)*

1. What types of businesses do you know? characterize each of them.
2. What is limited liability?
3. What is unlimited liability?
4. What is a business that sells the right to use a business idea?
6. What are the main types of limited company?
7. Who has legal responsibility to settle debts in a company with unlimited liability?
8. What is management? Speak about its fundamentals.
9. What activities are included into management?
10. Whom does management refer to?
11. Who does each management level comprise?
12. What are basic management skills?
13. What management styles do you know?
14. What is marketing in general?
15. Speak about the necessity of marketing for any business.
16. What activities does marketing consist of?
17. What groups of goods is it customary to organize marketing sectors into? describe each group.
18. How do we understand the expression business-to-business marketing?
19. What is marketing mix?
20. Describe each category of marketing mix.

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Курс 2

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<i>4 семестр</i>	
Контрольная работа	15
Письменная работа	15
Письменное домашнее задание	20
Зачёт	50

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*Курс 2*

### 1. Контрольная работа по теме 4

1. What does the term "exchange" mean? What types of exchanges do you know?
2. What are the main factors governing prices at the exchanges?
3. What is the main purpose of the stock market?
4. What kind of products are traded on Stock Exchanges?
5. Who are the participants of the Stock Exchange?
6. What is necessary for a company to be admitted to the Stock Exchange?
7. What basic types of securities are listed and traded on the Stock Exchange?
8. What does the word 'bank' mean?
9. What is the role of 'banking' in society and financial systems?
10. Which types of banks can you name?

### 2. Письменная работа по теме 4

Изучите нижеизложенную информацию и напишите свои примеры применения данных концепций для продвижения товаров и услуг:

Marketing Concept . The marketing concept states that when a product has a value, the customer is likely to buy the product himself because of the needs wants and demands of the customer.

<https://www.marketing91.com/marketing-concept/>

Holistic marketing concept . The holistic marketing concept states that marketing is not a responsibility of only the market department, rather marketing should be



carried out at all customer points and wherever customer comes in contact with the company.

<https://www.marketing91.com/holistic-marketing-concept/>

Finally, after the customer concepts came the societal marketing concept which promoted the welfare of complete society. This concept is strongly followed by family owned corporations like Tata and Godrej.

Societal marketing concept . The societal marketing concept believes in giving back to the society by giving better products for social causes.

<https://www.marketing91.com/societal-marketing-concept/>

Besides the above traditional concepts of marketing, there are also others which have been developed over time and are very important to the core of marketing management. Without these concepts, a marketing strategy cannot be developed and therefore marketing cannot work at its maximum efficiency. The remaining marketing concepts which have been developed over time are.

Marketing mix . The product marketing mix or the 4P of marketing.

Service marketing mix. The service marketing or the 7P of service marketing.

Alternate Marketing mix. The 4 Cs of marketing management

Internal Marketing. Internal marketing deals with marketing to your internal customers.

Relationship Marketing. Building better relations with the customers for better business.

Integrated Marketing. Based on the principal of customization, integrated marketing states that you can change your dynamics to meet the requirement of the customers.

Thus, overall there are several marketing concepts that form the basics of marketing management. Each of these marketing concepts helps the marketing manager do his job better and build a better future for the organization.

### 3. Письменное домашнее задание по теме 4

A. Here are some notes on an agreement between the Company of Professional Congress Organizers (CPCO), specialists in organizing congresses, and the

Confederation of International industries (CII), who are planning to hold a congress. On reading the notes you are supposed to do exercises.

Contract notes

Terms of agreement between CPCO and CII, regarding The Industry Congress 2012:

CPCO shall

1. as a consultant and make necessary arrangements for the conference.
2. in planning meetings.
3. the organizational and administrative work.
- 4..., immediately before and during the conference, special office and secretariate.

CII shall

- 5.responsible for the professional, technical and scientific content of the programme.
6. a scientific secretariate.

CPCO agrees to

7. a budget.
8. fees.
9. a final account of all receipts and expenditure.

CII agrees to

10. an advance cashflow to the conference account until receipt of fees or other income.
11. overall financial responsibility for the conference.
12. CPCO to act on their behalf.

Cancellation: CII shall assume responsibility for all costs in the event of cancellation.

(Note: An appropriate arbitration clause - with the title of an Arbitration Tribunal and the stipulation that any hearing be conducted in an acceptable language to both parties- should be included, along with details of the financial agreements already agreed.)

C. There are twelve verbs missing from the text. Choose the correct one from the three possibilities given below.

- 1) act / present / be
- 2) participate / invest / address
- 3) require / undertake / meet
- 4) invite / set up / deliver
- 5) be / pay / earn
- 6) compete / provide / fax
- 7) purchase / trade / draw up
- 8) call / demonstrate / collect
- 9) sell / produce / let
- 10) count/maintain/solve
- 11) manufacture / accept / train
- 12) authorize / distribute / receive

D. Write the contract using information above. The subjects of the contracts might be : delivery of goods/equipment; financial help; delivery of spare parts.

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## Вопросы к экзамену

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Направление подготовки, профиль:

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Учебный год 2019/2020

*2 курс (4 семестр)*

1. What does the term "exchange" mean?
2. What types of exchanges do you know?
3. What are the main factors governing prices at the exchanges?
4. What is the main purpose of the stock market?
5. What kind of products are traded on Stock Exchanges?
6. Who are the participants of the Stock Exchange?
7. What is necessary for a company to be admitted to the Stock Exchange?
8. What basic types of securities are listed and traded on the Stock Exchange?
9. What does the word 'bank' mean?
10. What is the role of 'banking' in society and financial systems?
11. Which types of banks can you name?
12. What are the main functions implemented by the Central bank?
13. What services are provided by banks to individual and institutional investors?
14. Why may the bank become insolvent?
15. How is the bank rate regulated?
16. What do you understand under globalization?
17. What are the examples of this phenomenon?
18. Do you think the global processes are positive or negative?
19. What are the principal driving forces of globalization?
20. How do the globalisation processes affect everyday life?

Преподаватель



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