

филиал ФГБОУ ВО «АГУ» в г. Белореченске	филиал федерального государственного бюджетного образовательного учреждения высшего образования «Адыгейский государственный университет» в г. Белореченске
	Фонд оценочных средств дисциплины (модуля)
	СМК. ОП - 2/РК - 7.3.3



**УТВЕРЖДАЮ**

Директор филиала ФГБОУ ВО «АГУ»  
г. Белореченске

А.К. Тлехатук

30 августа 2023 г.

**Фонд оценочных средств  
по дисциплине**

**Б1.О.03 Иностранный язык**

**Направление подготовки 38.03.01 Экономика  
Направленность (профиль): Бухгалтерский учет, анализ и аудит**

филиал ФГБОУ ВО «Адыгейский государственный университет» в г. Белореченске

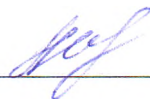
Кафедра правовых, психолого-педагогических и экономических дисциплин

Составитель (разработчик):

старший преподаватель Н.С. Щербинина 

Рассмотрено и одобрено на заседании кафедры правовых, психолого-педагогических и экономических дисциплин  
«29» августа 2023 г., протокол № 1

Заместитель директора по образовательной деятельности:  
А.А. Нурахмедова



Согласовано с представителем работодателей в части формируемых компетенций по направлению подготовки 38.03.01 Экономика, направленность (профиль): «Бухгалтерский учет, анализ и аудит» (протокол заседания научно-методической комиссии №1 от 29.08.2023 г.).

## 1. Паспорт фонда оценочных средств

Оценочные средства предназначены для контроля образовательных достижений и оценки сформированности компетенций у обучающихся, освоивших программу дисциплины.

Фонд оценочных средств включает контрольные материалы для проведения текущего контроля в форме тестовых заданий, докладов (в том числе в форме презентации), контрольной работы, коллоквиума, опроса, творческого задания и промежуточной аттестации в форме зачетов и экзамена.

## 2. Перечень формируемых компетенций

Перечень планируемых результатов по дисциплине соотнесенных с индикаторами достижения компетенций

<i>Компетенция</i>	<i>Индикаторы достижения компетенций</i>	<i>Результаты обучения</i>
УК-4 Способен применять современные коммуникативные технологии, в том числе на иностранном (ых) языке(ах) для академического и профессионального взаимодействия.	УК-4.5 Демонстрирует способность находить, воспринимать и использовать информацию на иностранном языке, полученную из печатных и электронных источников для решения стандартных коммуникативных задач	<i>Знает:</i> - правила и закономерности поиска и анализа информации на иностранном языке из различных печатных и электронных источников <i>Умеет:</i> - получать требуемую информацию из различных типов источников, включая Интернет и зарубежную литературу; <i>Владеет:</i> - различными видами чтения (поисковое, ознакомительное, аналитическое) с целью извлечения информации.
	УК.4.1 Грамотно и ясно строит диалогическую речь в рамках межличностного и межкультурного общения на иностранном языке	<i>Знает:</i> - принципы построения устного и письменного высказывания на русском и иностранном языках; <i>Умеет:</i> - применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь; <i>Владеет:</i> - условной коммуникацией на основе приобретенных знаний, умений и навыков.
	УК-4.4 Ведет деловую переписку на иностранном языке с учетом особенностей стилистики официальных писем и социокультурных различий.	<i>Знает:</i> - различные виды деловой коммуникации и способы ее осуществления в устной и письменной формах на

		<p>иностранном языке;</p> <p><i>Умеет:</i></p> <ul style="list-style-type: none"><li>- осуществлять деловую коммуникацию в устной и письменной формах на иностранном языке логически верно и аргументировано строить устную и письменную речь;</li></ul> <p><i>Владеет:</i></p> <ul style="list-style-type: none"><li>- навыками осуществления деловой коммуникации в устной и письменной формах.</li></ul>
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### 3. Этапы формирования компетенций

№ раздела темы	Раздел дисциплины, темы	Виды работ		Код компетенции	Результаты обучения
		Аудиторная	СРС		
Тема 1	ECONOMICS Industry and agriculture of the UK Economy of the USA The means of scarcity	ПЗ	опрос	УК-4.5	<p>Знает:</p> <ul style="list-style-type: none"> <li>- правила и закономерности поиска и анализа информации на иностранном языке из различных печатных и электронных источников</li> </ul> <p>Умеет:</p> <ul style="list-style-type: none"> <li>- получать требуемую информацию из различных типов источников, включая Интернет и зарубежную литературу</li> </ul> <p>Владеет:</p> <ul style="list-style-type: none"> <li>- различными видами чтения (поисковое, ознакомительное, аналитическое) с целью извлечения информации.</li> </ul>
Тема 2	BUSINESS ACTIVITY Business hours Types of businesses in the UK Forms of businesses in the USA	ПЗ	опрос	УК-4.5	<p>Знает:</p> <ul style="list-style-type: none"> <li>- правила и закономерности поиска и анализа информации на иностранном языке из различных печатных и электронных источников</li> </ul> <p>Умеет:</p> <ul style="list-style-type: none"> <li>- получать требуемую информацию из различных типов источников, включая Интернет и зарубежную литературу</li> </ul> <p>Владеет:</p> <ul style="list-style-type: none"> <li>- различными видами чтения (поисковое, ознакомительное, аналитическое) с целью извлечения информации</li> </ul>
Тема 3	BUSINESSMEN AND BUSINESS Directors and managers Secretaries Business visits	ПЗ	опрос	УК-4.1	<p>Знает:</p> <ul style="list-style-type: none"> <li>- принципы построения устного и письменного высказывания на русском и иностранном языках</li> </ul> <p>Умеет:</p> <ul style="list-style-type: none"> <li>- применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь</li> </ul> <p>Владеет:</p> <ul style="list-style-type: none"> <li>- условной коммуникацией на основе приобретенных знаний, умений и навыков</li> </ul>

Тема 4	COMPUTERIZATION Application of computers Programmer analysts The Internet	ПЗ	доклад, тестирование	УК-4.1	Знает: - принципы построения устного и письменного высказывания на русском и иностранном языках Умеет: - применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь Владеет: - условной коммуникацией на основе приобретенных знаний, умений и навыков
Тема 5	INCOME Wealth and income How is wealth determined around the world	ПЗ	доклад	УК-4.1	Знает: - принципы построения устного и письменного высказывания на русском и иностранном языках Умеет: - применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь Владеет: - условной коммуникацией на основе приобретенных знаний, умений и навыков
Тема 6	FOREIGN TRADE Foreign trade of the UK How is foreign trade encouraged The European Union The World Trade Organization	ПЗ	доклад, тестирование	УК-4.1	Знает: - принципы построения устного и письменного высказывания на русском и иностранном языках Умеет: - применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь Владеет: - условной коммуникацией на основе приобретенных знаний, умений и навыков

<p style="text-align: center;"><b>Тема 7</b></p>	<p>BANKS AND MONEY English Banks Various Services of banks Federal reserve system of the USA How does a swiss bank account word</p>	<p>ПЗ</p>	<p>реферат</p>	<p>УК-4.4</p>	<p>Знает: - различные виды деловой коммуникации и способы ее осуществления в устной и письменной формах на иностранном языке Умеет: - осуществлять деловую коммуникацию в устной и письменной формах на иностранном языке логически верно и аргументировано строить устную и письменную речь Владеет: - навыками осуществления деловой коммуникации в устной и письменной формах</p>
<p style="text-align: center;"><b>Тема 8</b></p>	<p>INFLATION What is hyper inflation The impact of inflation on business Can inflation be beneficial</p>	<p>ПЗ</p>	<p>реферат</p>	<p>УК-4.4</p>	<p>Знает: - различные виды деловой коммуникации и способы ее осуществления в устной и письменной формах на иностранном языке Умеет: - осуществлять деловую коммуникацию в устной и письменной формах на иностранном языке логически верно и аргументировано строить устную и письменную речь Владеет: - навыками осуществления деловой коммуникации в устной и письменной формах</p>
<p style="text-align: center;"><b>Тема 9</b></p>	<p>NEGOTIATIONS Business Visit Skill of negotiating Contracts</p>	<p>ПЗ</p>	<p>реферат</p>	<p>УК-4.4</p>	<p>Знает: - различные виды деловой коммуникации и способы ее осуществления в устной и письменной формах на иностранном языке Умеет: - осуществлять деловую коммуникацию в устной и письменной формах на иностранном языке логически верно и аргументировано строить устную и письменную речь Владеет: - навыками осуществления деловой коммуникации в устной и письменной формах</p>

Тема 10	RESUMES AND INTERVIEWS Resume or curriculum vitae. Application form About interviews An interview Looking for a job	ПЗ	доклад	УК - 4.5	Знает: - правила и закономерности поиска и анализа информации на иностранном языке из различных печатных и электронных источников Умеет: - получать требуемую информацию из различных типов источников, включая Интернет и зарубежную литературу Владеет: - различными видами чтения (поисковое, ознакомительное, аналитическое) с целью извлечения информации
Тема 11	MONEY English banknotes and coins American money Counterfeiting Glimpses of history of money	ПЗ	доклад	УК - 4.5	Знает: - правила и закономерности поиска и анализа информации на иностранном языке из различных печатных и электронных источников Умеет: - получать требуемую информацию из различных типов источников, включая Интернет и зарубежную литературу Владеет: различными видами чтения (поисковое, ознакомительное, аналитическое) с целью извлечения информации
Тема 12	FACTORS OF PRODUCTION Land and labour Goods and capital Capital and investment	ПЗ	доклад	УК - 4.5	Знает: - правила и закономерности поиска и анализа информации на иностранном языке из различных печатных и электронных источников Умеет: - получать требуемую информацию из различных типов источников, включая Интернет и зарубежную литературу Владеет: различными видами чтения (поисковое, ознакомительное, аналитическое) с целью извлечения информации



Тема 13	CONTRACTS The contract Transportation documents Insurance and other documents	ПЗ	Домашнее чтение	УК - 4.1	<p>Знает:</p> <ul style="list-style-type: none"> <li>- принципы построения устного и письменного высказывания на русском и иностранном языках</li> </ul> <p>Умеет:</p> <ul style="list-style-type: none"> <li>- применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь</li> </ul> <p>Владеет:</p> <ul style="list-style-type: none"> <li>- условной коммуникацией на основе приобретенных знаний, умений и навыков</li> </ul>
Тема 14	BUSINESS COMMUNICATION Letters Electronic mail (e mail) Telephone conversations Business talks	ПЗ	Домашнее чтение	УК - 4.1	<p>Знает:</p> <ul style="list-style-type: none"> <li>- принципы построения устного и письменного высказывания на русском и иностранном языках</li> </ul> <p>Умеет:</p> <ul style="list-style-type: none"> <li>- применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь</li> </ul> <p>Владеет:</p> <ul style="list-style-type: none"> <li>- условной коммуникацией на основе приобретенных знаний, умений и навыков</li> </ul>
Тема 15	COMPANIES AND ACCOUNTING The payroll of a company Bookkeepers, accountants and controllers Accounts and balance sheets Auditors and their reports	ПЗ	Домашнее чтение	УК - 4.1	<p>Знает:</p> <ul style="list-style-type: none"> <li>- принципы построения устного и письменного высказывания на русском и иностранном языках</li> </ul> <p>Умеет:</p> <ul style="list-style-type: none"> <li>- применять методы и навыки делового общения на русском и иностранном языках, логически верно и аргументировано строить устную и письменную речь</li> </ul> <p>Владеет:</p> <ul style="list-style-type: none"> <li>- условной коммуникацией на основе приобретенных знаний, умений и навыков</li> </ul>

Тема 16	<p>MARKETS AND EXCHANGES  Shares and stocks in the UK  Securities and stock exchanges  Organised markets  Financial futures exchanges</p>	ПЗ	тестирование	УК - 4.4	<p>Знает:  - различные виды деловой коммуникации и способы ее осуществления в устной и письменной формах на иностранном языке  Умеет:  - осуществлять деловую коммуникацию в устной и письменной формах на иностранном языке логически верно и аргументировано  строить устную и письменную речь  Владеет:  - навыками осуществления деловой коммуникации в устной и письменной формах</p>
Тема 17	<p>INSURANCE In-  surance and risks  Life and industrial  assurance  Insurance services  of banks  Marine insurance</p>	ПЗ	тестирование	УК - 4.4	<p>Знает:  - различные виды деловой коммуникации и способы ее осуществления в устной и письменной формах на иностранном языке  Умеет:  - осуществлять деловую коммуникацию в устной и письменной формах на иностранном языке логически верно и аргументировано  строить устную и письменную речь  Владеет:  - навыками осуществления деловой коммуникации в устной и письменной формах</p>
Тема 18	<p>BUSINESS FI-  NANCE AND  MARKETING  Sources of finance  Financial institu-  tions The role of the  government  Marketing</p>	ПЗ	тестирование	УК - 4.4	<p>Знает:  - различные виды деловой коммуникации и способы ее осуществления в устной и письменной формах на иностранном языке  Умеет:  - осуществлять деловую коммуникацию в устной и письменной формах на иностранном языке логически верно и аргументировано  строить устную и письменную речь  Владеет:  - навыками осуществления деловой коммуникации в устной и письменной формах</p>

#### 4. Структура фонда оценочных средств для текущей и промежуточной аттестации

№ п/п	Контролируемые разделы (темы) дисциплины (модуля)	Наименование оценочного средства	
		Текущий контроль	Промежуточная аттестация
1.	Economics Business activity Businessmen and business	Опрос	Вопросы к зачету/экзамену
2.	Computerization Income Foreign trade	Доклад	вопросы к зачету/экзамену
3.	Banks and money. Inflation Negotiations	Реферат	вопросы к зачету/экзамену
4.	Resumes and interviews Money Factors of production	Доклад (в том числе в форме презентации)	вопросы к зачету/экзамену
5.	Contracts Business communication Companies and accounting	Домашнее чтение	вопросы к зачету/экзамену
6.	Markets and exchanges Insurance Business finance and marketing	Тестирование	вопросы к зачету/экзамену

#### 5. Показатели, критерии и шкала оценки сформированных компетенций

Планируемые результаты освоения компетенции	Критерии оценивания результатов обучения				Наименование оценочного средства
	Неудовлетворительно/ не зачтено	Удовлетворительно/ зачтено	Хорошо / зачтено	Отлично / зачтено	
Код наименования компетенции УК-4					
Знает:	Фрагментарные знания	Неполные знания	Сформированные, но содержащие отдельные пробелы знаний	Сформированные систематические знания	<i>Кейс- задания для контрольной работы, тестовые задания, темы рефератов,</i>
Умеет:	Частичные умения	Неполные умения	Умения полные,	Сформированные умения	

			допускаются небольшие ошибки		<i>докладов.</i>
Владеет:	Частичное владение навыками	Несистематическое применение навыков	В систематическом применении навыков допускаются пробелы	Успешное и систематическое применение навыков	

**6. Типовые контрольные задания или иные материалы, необходимые для оценки знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций в процессе освоения основной профессиональной образовательной программы:**

**6.1. Текущая аттестация**

**1) тестовые задания**

**Методические рекомендации оценивания выполнения теста**

Отличный результат	Выполнение более 90% тестовых заданий
Хороший результат	Выполнение от 65% до 90% тестовых заданий
Удовлетворительный результат	Выполнение более 50% тестовых заданий
Неудовлетворительный результат (необходимый уровень не достигнут)	Выполнение менее 50% тестовых заданий

**Примерный вариант теста закрытого типа.**

**1. Прочитайте текст. Подберите к английским словосочетаниям из текста русские эквиваленты. УК-4.5**

Almost everything we do is governed by some set of rules. There are rules for games, for social clubs, for sports and for adults in the workplace. There are also rules imposed by morality and custom that play an important role in telling us what we should and should not do. However, some rules – those made by the state or the courts – are called “laws”. Laws resemble morality because they are designed to control or alter our behaviour. But unlike rules of morality, laws are enforced by the courts; if you break a law – whether you like that law or not – you may be forced to pay a fine, pay damages, or go to prison.

Why are some rules so special that they are made into laws? Why do we need rules that everyone must obey? In short, what is the purpose of law?

If we did not live in a structured society with other people, laws would not be necessary. We would simply do as we please, with little regard for others. But ever since individuals began to associate with other people – to live in society – laws have been the glue that has kept society together. For example, the law in our country states that we must drive our cars on the right-hand side of a two-way street. If people were allowed to choose at random which side of the street to drive on, driving would be dangerous and chaotic. Laws regulating our business affairs help to ensure that people keep their promises. Laws against criminal conduct help to safeguard our personal property and our lives.

- 1) the purpose of law
- 2) set of rules
- 3) to control or alter our behaviour
- 4) to live in society

- a) контролировать наше поведение
- b) жить в обществе
- c) свод законов
- d) цель закона

**2. Установите соответствие между заголовками 1–8 и текстами А–Г. Запишите свои ответы в таблицу. Используйте каждую цифру только один раз. В задании есть один лишний заголовок. УК-4.**

1. GLOBALLANGUAGE
2. HOWITALLBEGAN
3. GREAT BORROWER
4. THE LANGUAGE OF COMPUTERS
5. ENGLISH IN OTHER LANGUAGES
6. FRENCH INFLUENCE
7. CRAZY ENGLISH
8. DO YOU SPEAK COCKNEY?

**A.** It's strange that the differences in Britain itself are greater than those between Britain and other English-speaking countries. For a Londoner, it's easier to understand an American than a Cockney. Cockney has a pronunciation, accent and vocabulary unlike any other dialect. Cockney speech is famous for its rhyming slang. A word is replaced by a phrase or a person's name which rhymes with it.

**B.** Other languages absorb English words too, often giving them new forms and meanings. So many Japanese, French, Spanish and Germans mix English words with their mother tongues that the resulting hybrids are called Japlish, Franglais, Spanglish and Denglish. In Japanese, for example, there is a verb Makudonaru, to eat at McDonald's.

**C.** Have you ever wondered why the English language has different words for animals and meat? When William the Conqueror invaded England in 1066, French became the official language of the court. The English would look after the animals and cook the meat, still calling the animals pig, sheep and cow. The Normans, when they saw the cooked meat arrive at their table, would use French words – pork, mutton and beef.

**D.** English is mixing with other languages around the world. It's probably the biggest borrower. Words newly coined or in vogue in one language are very often added to English as well. There are words from 120 languages in its vocabulary, including Arabic, French, German, Greek, Italian, Russian, Spanish and Turkish. 70 per cent of the English vocabulary are loan words and only 30 per cent of the words are native.

**E.** Have you ever wondered how many people speak English? It's around 400 million people. Geographically, English is the most wide-spread language on earth, and it's second only to Chinese in the number of people who speak it. It's spoken in the British Isles, the USA, Australia, New Zealand and much of Canada and South Africa. English is also a second language of another 300 million people living in more than 60 countries.

**F.** In Shakespeare's time only a few million people spoke English. All of them lived in what is now Great Britain. Through the centuries, as a result of various historical events, English spread throughout the world. There were only 30,000 words in Old English. Modern English has the largest vocabulary in the world – more than 600,000 words.

**G.** In the English language blackboards can be green or white, and blackberries are green and then red before they are ripe. There is no egg in eggplant, neither mush nor room in mushroom, neither pine nor ap-

ple in pineapple, no ham in hamburger. Why is it that a king rules a kingdom but a queen doesn't rule a queendom? If the plural of tooth is teeth, shouldn't the plural of booth be beeth? And in what other language can your nose run?

Текст	A	B	C	D	E	F	G
Заголовок							

**3. Прочитайте текст и заполните пропуски А–F частями предложений, обозначенными цифрами 1–7. Одна из частей в списке 1–7 — лишняя. Занесите цифры, обозначающие соответствующие части предложений, в таблицу. УК-4.5**

If you eat very quickly, it may be enough to increase your risk of being overweight, research suggests.

Osaka University scientists looked at the eating habits of 3,000 people. Just about half of them told researchers that they **A** \_\_\_\_\_. Compared with those who did not eat quickly, fast-eating men were 84% more likely to be overweight, and women were 100% more likely to **B** \_\_\_\_\_.

Japanese scientists said that there were a number of reasons why eating fast **C** \_\_\_\_\_. They said it could prevent the work of a signalling system which tells your brain to stop eating because your stomach is full. They said: 'If you eat quickly you basically fill your stomach before the system has a chance to react, so you **D** \_\_\_\_\_.

The researchers also explained that a mechanism that helps make us fat today, developed with evolution and helped people get more food in the periods when they were short of it. The scientists added that the habit of eating fast could be received from one's parents genes or **E** \_\_\_\_\_.

They said that, if possible, children should be taught to **F** \_\_\_\_\_, and allowed to stop when they felt full up at mealtimes. 'The advice of our grandmothers about chewing everything 20 times might be true — if you take a bit more time eating, it could have a positive influence on your weight.

1. just overfill your stomach
2. could be bad for your weight
3. have a habit of eating quickly
4. linked to obesity
5. eat as slowly as possible
6. put on weight
7. learned at a very early age

Пропуск	A	B	C	D	E	F
Часть предложения						

**4. Прочитайте текст и выберите в заданиях данных ниже один правильный ответ-УК-4.5**

So far there are only two ways to get into space — you either have to be an astronaut or very rich. Countries such as Russia and the USA have space programs, but you need to be highly qualified and very determined if you want to become an astronaut. Only a few of the thousands of applicants make it through the training and selection program. Alternatively, if you have the money and are fit enough, you may be able to buy a place on the space journey, as the US millionaire, Mike Melwill did in 2004. But soon there may be another way.

Asif Mahsood is a 14-year old Pakistani with big plans. He dreams of getting a job in space, but hopes he doesn't need to become an astronaut. And the idea is not so fantastic. Many experts believe that the travel industry will be revolutionized during the next decades by the development of space holidays.

Most people know about the space stations that are already circling the Earth. They are used for research and are operated by professional astronauts. But soon a space station could be built for commercial purposes. A holiday in space would not be cheap, but there are probably already plenty of people who would be prepared to pay.

This is where Asif's dream comes in. He wants to be the manager of the world's first orbiting hotel. It is likely that rocket ships will provide the transport. They could be launched from the Earth's surface, or even from a carrier aircraft high in the atmosphere. The space hotel will be designed with a landing platform for the rocket ship. The passengers could then move into the hotel through a large tube connected to the hotel entrance. This would be necessary because there is no gravity in space. However, inside the space hotel there would need to be a system creating artificial gravity, so that guests could move around normally.

Naturally, if hotels are built in space, there will also be new jobs in space. Guests will need all the normal services found in a hotel on Earth, but there will also be some new possibilities. For example, all sorts of recreation activities could be designed to take advantage of the zero gravity conditions in space. Being able to float around a room, bounce off the walls and ceiling would be very attractive for tourists looking for a new experience. Games of three-dimensional football, basketball or volleyball would certainly be very interesting. The hotel would also have telescopes to look out at the universe, and to look back at the Earth below.

A space hotel will need to have other facilities that are not necessary in normal hotels. It would be more like a small city in some ways, with its own hospital, communication system, police force and fire department.

In the meantime, Asif is going to keep studying hard at school so that he can find a job working in one of the big international hotels in Lahore or Karachi. He wants to qualify in hotel management and continue to study business administration. The hotels are much the same, so Asif believes that the best preparation for a job in space will be gaining plenty of experience working in Earth hotels.

The whole idea of hotels in space may sound a little like science fiction, but 30 years ago technology such as mobile video phones and the Internet seemed to be just a crazy dream, whereas today they are a normal part of everyday life, and it is hard to imagine our world without them.

**Задание 1.** Who is Mike Melwill?

- 1) The founder of a new space program.
- 2) An American scientist.
- 3) A highly-qualified astronaut.
- 4) A man who paid for a space travel.

**Задание 2.** Asif's final aim is to

- 1) become an astronaut.
- 2) go on a space holiday.
- 3) be a hotel manager in Pakistan.
- 4) work in a new type of a hotel.

**Задание 3.** What will be new in the operations of space stations in the future?

- 1) Scientific research will be performed on them.
- 2) They will be used for training professional astronauts.
- 3) They will be used for making money.
- 4) They will be less expensive.

**Задание 4.** In space hotels, a large tube will be necessary for

- 1) creating artificial gravity.
- 2) connecting the hotel to the landing area.
- 3) linking hotels with the Earth.

4) launching the rocket ships.

**Задание 5.** Which of the following is NOT described as possible entertainment in space hotels?

- 1) Walks in the open space.
- 2) Jumping on the ceiling.
- 3) Watching the Earth through a telescope.
- 4) Playing extra dimensional volley-ball.

**Задание 6.** Space hotels will require

- 1) exactly the same services and facilities as normal hotels.
- 2) absolutely different services and facilities than normal hotels.
- 3) more services and facilities than normal hotels.
- 4) less services and facilities than normal hotels.

**Задание 7.** The author argues that

- 1) many things that used to be science fiction exist nowadays.
- 2) rich people should finance the space exploration.
- 3) space hotels are just a crazy dream.
- 4) it's already hard to imagine our world without space travelling.

**5. Соотнесите английские предложения в правой колонке с соответствующими русскими предложениями из левой колонки. УК-4.5**

1. Не каждый может работать для общего блага.

2. Юрист – это лицо, чья профессия заключается в том, чтобы подавать судебные иски или консультировать клиентов и действовать от их имени по различным юридическим вопросам.

3. Право – это нормы поведения, установленные государством и применяемые в обществе в форме закона или обычая.

4. Закон – это любая норма или предписание, которым надо следовать.

A. The law is the rule of conduct established by a government and applicable to people, whether in the form of legislation or custom.

B. Law is any rule or injunction that must be obeyed.

C. Not everybody can work for the good of society.

D. A lawyer is a person whose profession is to conduct lawsuit for clients or to advise or act for them in other legal matters.

**6. Соотнесите фразы и клише для деловой переписки на английском с их русским переводом. УК-4.4**

1. It is very kind of you to.

2. We look forward to hearing from you soon.

3. With reference to you.  
щем

4. Thank you for responding to my offer.

5. Please let me know.

6. As you requested.

A. По Вашей просьбе

B. Очень любезно с Вашей стороны

C. Надеемся получить Ваш ответ в ближайшем будущем

D. Пожалуйста, сообщите мне

E. Спасибо, что откликнулись на мое предложение

F. Относительно Вашего



**7. Подберите синонимы из правой колонки к словам в левой колонке. УК-4.5**

- |                  |                   |
|------------------|-------------------|
| 1) fundamental   | a) impartial      |
| 2) power         | b) period of time |
| 3) independently | c) be vested in   |
| 4) establish     | d) choose         |
| 5) duty          | e) obligation     |
| 6) solem         | f) basic          |
| 7) term          | g) separately     |
| 8) elect         | h) oath           |
| 9) objective     | i) set up         |
| 10) belong to    | j) authority      |

**8. Подберите антонимы из правой колонки к словам в левой колонке. УК-4.5**

- |                |               |
|----------------|---------------|
| 1) separation  | a) dependence |
| 2) within      | b) reject     |
| 3) sovereignty | c) unity      |
| 4) adopt       | d) beyond     |
| 5) secular     | e) religious  |

**9. Прочитайте текст. Определите, какие из приведенных ниже утверждений являются верными. УК-4.5**

Agatha Christie

Agatha Christie is known all over the world as the Queen of Crime. She wrote 78 detective novels, 19 plays, and 6 romantic novels. Her books have been translated into 103 foreign languages. They are the third best-selling books in the world (after Shakespeare's works and the Bible). Many of her novels and short stories have been filmed. The Mousetrap, her most famous play, is now the longest-running play in history of world theatre.

Agatha Christie was born at Torquay, Devonshire. She was educated at home and took singing lessons in Paris. She began writing at the end of the First World War. Her first novel, "The Mysterious Affair at Styles" was published in 1920. That was the first appearance of Hercule Poirot, who became one of the most famous private detectives since Sherlock Holmes. Agatha Christie became generally recognized in 1926, after the publishing of her novel "The Murder of Roger Ackroyd". It is still considered her masterpiece.

When Agatha Christie got tired of Hercule Poirot she invented Miss Marple, a deceptively mild old lady with her own method of investigation.

The last Poirot book, The Curtain, appeared shortly before the writer's death, and the last Miss Marple story, The Sleeping Murder, and her autobiography were published after her death.

Agatha Christie's success with millions of readers lies in her ability to combine clever plots with excellent character drawing and a keen sense of humour with a great observation. Her plots always mislead the reader and keep him in suspense. He cannot guess who the criminal is. Fortunately, evil is always conquered in her novels.

Agatha Christie's language is simple and good and it is pleasant to read her books in the original.

- A. Agatha Christie is famous for her crime stories.
- B. Her most well-known characters are Miss Marple and Hercule Poirot.
- C. Her most well-known characters are Sherlock Holmes and Doctor Watson.
- D. Agatha Christie is famous for her love stories.
- E. Agatha Christie's language is simple and good.
- F. Agatha Christie's language is difficult and bad.

**10. Прочитайте текст. Расположите предложения данные ниже в правильном порядке, чтобы получился краткий пересказ текста.УК-4.5**

Sir Arthur Ignatius Conan Doyle was a Scottish physician writer, most noted for his stories about the detective Sherlock Holmes, which are considered a major innovation in the field of crime fiction, and for the adventures of Professor Challenger. Sherlock Holmes stories have been translated into more than fifty languages. His other works include science fiction stories, historical novels, plays, romances, poetry, and non-fiction. By 1920 Doyle was one of the most highly paid writers in the world.

Conan Doyle was born on May 22, 1859, in Edinburgh, Scotland. At the age of nine Arthur was sent to study at Jesuit boarding school. It was during those difficult years that Arthur realized he had a talent for storytelling. Later he used his friends and teachers from Stonyhurst College as models for his characters in the Holmes stories. Doyle studied at Edinburgh University and in 1884 he married Louise Hawkins

Doyle qualified as doctor in 1885. After graduation he practiced medicine as an eye specialist until 1891 when he became a full time writer. In March 1886, Conan Doyle started writing the novel which catapulted him to fame. The novel A Study in Scarlet which introduced us to the immortal Sherlock Holmes and Dr. Watson was published in 1887. The second Sherlock Holmes story was The Sign of the Four. The Strand Magazine started to publish 'The Adventures of Sherlock Holmes' from July 1891. Holmes's address at Mrs. Hudson's house, 221B Baker Street, London, is the most famous London street in literature.

There were a number of serious historical novels, poems and plays, based upon which Conan Doyle expected to be recognized as a serious author. Among them are The War In South Africa, The Great Boer War, The Coming Of The Fairies, The Mystery Of Cloomber, The Lost World and many others

Arthur Conan Doyle died on 7, July 1930, surrounded by his family.

1. Conan Doyle expected to be recognized as a serious author.
2. Conan Doyle was born on May 22, 1859, in Edinburgh, Scotland.
3. Sir Arthur Conan Doyle was a Scottish physician writer, most noted for his stories about the detective Sherlock Holmes.
4. Doyle qualified as doctor and after graduation he practiced medicine as an eye specialist when he became a full time writer

**Примерный образец теста открытого типа.**

**1. Поставьте реплики в правильном порядке, чтобы получился связный диалог. УК-4.1**

- 1.-Howdoyou do?
- 2.-Not at all.
- 3.-Are you Mr. Brown?
- 4.-I am Vlad Ivanov from TST System.How do you do?
- 5.-Oh, no. The plane just arrived. Thank you for coming to meet me.
- 6.-Yes.
- 7.-Have I kept you waiting?

**2. Вы получили письмо от своего англоговорящего друга по переписке студента Оксфордского университета Ричарда. Напишите письмо Ричарду , ответив на его вопросы.-УК-4.4**

<b>From:Friend@mail.uk</b>
<b>To:Russian_friend@ege.ru</b>
<b>Subject: Welcome</b>

*...I'm currently studying for my exams and hope to do well at my finals. I wish I could have more free time now as I love going out with my friends, meeting new people, making new acquaintances. Do you like hanging out with friends in your free time or are you a stay-at-home type? How do you usually spend the weekend? What are your hobbies or interests?  
A friend of mine is coming to see me this weekend...*

### 3. Прочитайте диалог и придумайте его продолжение.УК-4.1

**Peter** Hi, Alice. How are you getting on?

**Alice** Fine, thanks, Peter. What about you?

**Peter** I'm O. K. I'm glad to see you.

**Alice** Me too. I'm glad you are not in a hurry and we have time to talk today.

**Peter** Sure.

**Alice** I know you've entered the university, haven't you?

**Peter** That's right.

**Alice** Congratulations. Why did you make up your mind to become a lawyer?

**Peter** \_\_\_\_\_

**Alice** \_\_\_\_\_

### 4. Выступите в качестве переводчика, чтобы получился связный диалог.УК-4.1

**Correspondent:** Генри, почему Вы выбрали профессию юриста? (1)

**Mr. Dahut:** When asked why I became a lawyer I usually say because it seemed like a smart thing to do. Unlike some of my law school classmates, I had no illusions of becoming either a great advocate or a legal scholar. All I wanted was a nice income and a respectable position in life. For me, law was a safe career choice, not a passion. My only concern was that as a creative, emotive, right-brain type, I would not be able to make my mind do whatever it is that lawyer minds do to think like lawyers. But an old lawyer, I met, told me that the real danger was that once you start thinking like a lawyer it becomes difficult to think any other way.

**С.:** Когда Вы сами поняли, что необходимо научиться мыслить как юрист? (2)

**Mr. Dahut:** That process began on the first day of law school when the dean told our petrified first-year class that before we could become lawyers we had to learn how to think like lawyers. One student had the nerve to ask the dean how we would know when he had learned to think like lawyers. The dean shot back, when you get paid to think! I soon saw how thinking like lawyers actually meant altering our reasoning structures. For example, memory, while important to success in law school, stood a distant second to learning how to reason like a lawyer.

**С.:** Что значит – мыслить как юрист? (3)

**Mr. Dahut:** Thinking like a lawyer demands thinking within the confines of inductive and deductive forms of reasoning. As law students, we entered a world of rigorous dialogue in which abstractions are formulated and then described – usually leading to the discovery of a general principle or rule, which is then distinguished from another general rule. We learned how to narrow and intensify our focus. The process taught us how to think defensively: We learned how to protect our clients (and ourselves) and why we needed to proceed slowly, find the traps, measure and calculate the risk. And above all, never, ever let them see you sweat!

**С.:** Какие качества Вы стремились развить в себе во время учебы? (4)

**Mr. Dahut:** The goal, of course, was for me to become a rational, logical, categorical, linear thinker – trained to separate what is reasonable from what is not and what is true from what is false. Having learned to think in a new way, I had less tolerance for ambiguity. A new mental structure was forming – a new set of lenses through which to view the structure of human affairs.

**5. Напишите деловое письмо-резюме в иностранную компанию, с предложением своей кандидатуры в качестве сотрудника. УК-4.4**

**6. Прочитайте текст. Закончите предложения согласно содержанию текста. УК-4.5**

In Great Britain laws are made in Parliament at Westminster. The British Parliament consists of the monarch, the House of Lords, and the House of Commons. Their work is similar: making laws (legislation), checking the work of the government (scrutiny), and debating current issues. The House of Lords is composed of life peers and hereditary peers. The House of Commons is composed of Members of Parliament (MPs).

The idea for a new law can come from a variety of sources: bills may be introduced by any member of either House (a "Private Member's Bill"), a Minister of the Crown (a "Government Bill"), by the general public ("Public Bills"), by an individual or small group of individuals (a "Private Bill").

First reading is the first stage of a Bill's passage through the House of Commons - usually a formality, it takes place without debate. The short title of the Bill is read out and then the Bill is printed. The Bill is published as a House of Commons paper for the first time.

The next stage is second reading, the first opportunity for MPs to debate the general principles and themes of the Bill.

Once second reading is completed the Bill proceeds to committee stage. Committee stage is where detailed examination of the Bill takes place, clause by clause, determining the intent and impact of the Bill's language. This is therefore often considered the most important step in the parliamentary process for researchers aiming to determine legislative intent. It is at this stage that amendments are made. If the Bill has been amended the Bill is reprinted before its next stage.

Once committee stage is finished, the Bill returns to the floor of the House of Commons for its report stage, where the amended Bill can be debated and further amendments proposed. All MPs can suggest amendments to the Bill or new clauses (parts) they think should be added.

Report stage is normally followed immediately by debate on the Bill's third reading. Amendments (proposals for change) cannot be made to a Bill at the third reading in the Commons.

The process in the House of Lords is very similar to the process in the House of Commons. The Bill will have the pro forma first reading, then the second reading. After the second reading the Bill will normally be referred to a Committee of the Whole House. The Bill then passes through a consideration stage and the third reading. In the House of Lords amendments may be made in the Committee of the Whole House, the consideration stage, and the third reading (this is different from the House of Commons where no amendments can be made in the third reading).

If the Bill is started in the Commons it goes to the House of Lords for its first reading. If the Bill is started in the Lords it returns to the House of Lords for consideration of any amendments the Commons has made. Both Houses must agree on the exact wording of the Bill. A Bill may go back and forth between each House until both Houses reach agreement.

When a Bill has completed all its parliamentary stages in both Houses, it must have the Royal Assent before it can become an Act of Parliament. The Royal Assent is the monarch's agreement to make the Bill into an Act and is a formality. When Royal Assent has been given to a Bill, the announcement is usually made in both Houses by the Lord Speaker in the Lords and the Speaker in the Commons.

1. The British Parliament consists of ... .
2. During the first reading the short title of the Bill ... .
3. The second reading is the first opportunity ... .
4. The committee stage is ... .
5. Once the committee stage is finished, the Bill returns to the floor of the House of Commons for its report stage, where ... .
6. The report stage is followed by ... .
7. The process in the House of Lords is ... .
8. The Royal Assent is ... .
9. When the Royal Assent has been given to a Bill, ... .

**7. Переведите на английский язык текст письма-приглашения, учитывая стилистику официальных писем.УК-4.4**

Уважаемый Чарлз Милтон

Я хотел бы пригласить Вас на семинар, который я уверен, заинтересует Вас.

На семинаре, посвященном 3D-технологии, который состоится в Московском Крокус Конгресс Центре 13 июня, прочтут лекции несколько ключевых программистов и дизайнеров по 3D-моделированию.

Я прилагаю 3 билета для Вас. Я надеюсь, что Вы примете участие в семинаре, и я с нетерпением жду встречи с вами.

С уважением,

Игорь Петров,

Управляющий ООО Компания "Центр"

Tel: +7 912 XXXXXXXX

## 6.2 Зачетно-экзаменационные материалы для промежуточной аттестации (зачет/экзамен)

### Перечень вопросов для подготовки устно-речевых высказываний к экзамену.

1. Economics and business activity.
2. Businessmen and business.
3. Technology and supply.
4. Income.
5. Foreign trade.
6. Banks and money.
7. Inflation.
8. Negotiations.
9. The Internet.
10. Money.
11. Factors of production.
12. Business communication.
13. Taxes.
14. Markets and exchanges.
15. Business finance and marketing.

### ПРИМЕРНЫЕ ОТВЕТЫ ПО ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК» НА ИТОГОВУЮ АТТЕСТАЦИЮ

№	Вопросы для подготовки устно-речевых высказываний	Примерный образец ответов	Компетенции
1.	Economics and business activity.	<p>The study of the choices people make in an effort to satisfy their wants and needs is called economics. Wants and needs refer to people's desires to consume certain goods and services. In economic terms, a good is a physical object that can be purchased. A record, a house, and a car are examples of a good. A service is an action or activity done for others for a fee. Lawyers, plumbers, teachers, and taxicab drivers perform services. The term product is often used to refer to both goods and services.</p> <p>The people who wish to buy goods and services are called consumers and the goods that they buy are called consumer goods. The people who make the goods and provide services that satisfy consumers' wants and needs are called producers.</p> <p>Economists generally classify as needs those goods or services that are necessary for survival. Food, clothing, and shelter are considered needs. Wants are those goods or services that people consume beyond what is needed for survival.</p> <p>The need for making choices arises from the problem of scarcity. Scarcity exists because people's wants and needs are greater than the resources available to satisfy them. Thus people must choose how best to use their available resources to satisfy the greatest number of wants and needs.</p>	УК-4
2.	Businessmen and business.	<p>Businesses are structured in different ways to meet different needs. The simplest form of business is called an individual or sole proprietorship. The proprietor owns all of the property of the business and is responsible for everything. For legal purposes, with this kind of business, the owner and the company are the same. This means the proprietor gets to keep all of the profits of the business, but must also</p>	УК-4

		<p>pay any debts.</p> <p>Another kind of business is the partnership. Two or more people go into business together. An agreement is usually needed to decide how much of the partnership each person controls. One kind of partnership is called a limited liability partnership. These have full partners and limited partners. Limited partners may not share as much in the profits, but they also have less responsibility for the business. Doctors, lawyers and accountants often form partnerships to share their risks and profits. A husband and wife can form a business partnership together. Partnerships exist only for as long as the owners remain alive. The same is true of individual proprietorships.</p> <p>But corporations are designed to have an unlimited lifetime. A corporation is the most complex kind of business organization. Corporations can sell stock as a way to raise money. Stock represents shares of ownership in a company. Investors who buy stock can trade their shares or keep them as long as the company is in business. A company might use some of its earnings to pay dividends as a reward to shareholders. Or the company might reinvest the money back into the business. If shares lose value, investors can lose all of the money they paid for their stock. But shareholders are not responsible for the debts of the corporation. A corporation is recognized as an entity – its own legal being, separate from its owners. A board of directors controls corporate policies. The directors appoint top company officers. The directors might or might not hold shares in the corporation. Corporations can have a few major shareholders. Or ownership can be spread among the general public. But not all corporations are traditional businesses that sell stock. Some nonprofit groups are also organized as corporations.</p>	
3.	Technology and Supply	<p>An improvement in technology will increase the supply as producers will and to supply a larger quantity than before at each price. An improvement in cocoa refining makes it possible to produce more chocolate. So do improvements in packaging techniques. Faster transportation and better refrigeration may lead to less spoiled cocoa beans. Each of these technological advances allows firms to supply more.</p> <p>Technology must be understood very broadly. It includes all know-how about production methods, not only the state of available machinery. In agriculture, the development of disease-resistant seeds is a technological advance. Improved weather forecasting may lead to better timing of planting and harvesting. A technological advance is any idea that allows more output from the same inputs as before.</p>	YK-4
4.	Income.	<p>If you work, you will probably get a savings bank account. You can keep the money you earn in a box under your bed. Or you can keep it in the cupboard. You can lend it to your friend, but don't lose your friend in this case. Some people hide their money in their refrigerator. But these ways aren't very clever. On the one hand it isn't very safe. If your house is robbed, you will lose everything you've saved. On the other hand your money will lose its value.</p> <p>After some time, the money from the cupboard won't be able to do a lot of things. However money will earn interest if you make a deposit. The interest will help to compensate for the effect of inflation. But banks are more than just safe places for your money.</p>	YK-4
5.	Foreign trade.	<p>International trade is the voluntary exchange of goods and services between people in different nations. For thousands of years people have benefited from international trade, which provides them with products not available in their homeland. By the mid-1980s international trade amounted to about \$2 trillion annually.</p>	YK-4

		<p>At the basis of international trade are the concepts of specialization and economic interdependence. When individuals or businesses produce a single or very narrow range of products, it is called specialization. Many individuals and businesses specialize because by concentrating their efforts on the production of a narrow range of products they are able to increase productivity.</p> <p>Specialization, however, leads to a decrease in self-sufficiency. If individuals and businesses concentrate on the production of specific goods and services, they must rely on other people to furnish the remaining products that are needed to satisfy their wants and needs. Economists call such dependence economic interdependence. The same process of specialization and economic interdependence takes place on a national level in international trade. As people in various nations specialize to use their resources better, the nations become less self-sufficient. The political and business leaders of these nations turn to international trade to fulfill some of their wants and needs.</p>	
6.	Banks and money.	<p>The Bank of Russia has a vertically integrated centralized structure, comprising the central office, territorial institutions, the cash processing centre (CPC), and other organizations. The National Financial Council operates through the Bank of Russia, while the bank's central office includes a board of directors and a chairperson. The Bank of Russia's territorial institutions are autonomous and perform some of the functions of the Bank of Russia across Russia's regions. The regional territorial institutions are based in economic regions and cover several constituent entities of Russia. They comprise the main departments in the regions, territories, and autonomous districts of Russia, in Moscow and St. Petersburg, and national banks in the republics of the Russian Federation.</p> <p>The main departments take part in the implementation of the state monetary and credit policy, ensuring the banking system's development and strengthening; the efficiency and continuous operation of the settlements system; the regulation and supervision of activities of credit institutions in the securities market; the foreign exchange control; the analysis of the state of the economy and its development prospects, as well as the analysis of regional financial markets. A territorial institution has no legal status and is empowered with authority in accordance with the Bank of Russia's regulation and statutory acts. Cash processing centers (CPCs) are structural units of territorial institutions. The main goal of the CPCs is to ensure the existence of an efficient, reliable and safe payment system in Russia. The CPCs have contractual relationships with credit institutions, representative and executive bodies, local government authorities, federal treasury bodies, and other clients.</p>	YK-4
7.	Inflation.	<p>Inflation is generally defined as a persistent rise in the general price level with no corresponding rise in output, which leads to a corresponding fall in the purchasing power of money.</p> <p>In this section we shall look briefly at the problems that inflation causes for business and consider whether there are any potential benefits for an enterprise from an inflationary period.</p> <p>Inflation varies considerably in its extent and severity. Hence, the consequences for the business community differ according to circumstances. Mild inflation of a few per cent each year may pose few difficulties for business. However, hyperinflation, which entails enormously high rates of inflation, can create almost insurmountable problems for the government, business, consumers and workers. In post-war Hungary, the cost of living was published each day and</p>	YK-4



		<p>workers were paid daily so as to avoid the value of their earnings falling. Businesses would have experienced great difficulty in costing and pricing their production while the incentive for people to save would have been removed.</p> <p>Economists argue at length about the causes of, and “cures” for, inflation. They would, however, recognize that two general types of inflation exist: demand-pull inflation and cost-push inflation.</p>	
8.	Negotiations.	<p>A change in demand takes place when one of the factors assumed constant changes.</p> <p>An increase in income results in a rise of the quantity demanded, provided the goods are normal.</p> <p>A change in the price of one good has an income effect and a substitution effect.</p> <p>The income effect of a price increase is to reduce the quantity demanded of all normal goods. For inferior goods, the income effect works in the opposite direction. The substitution effect leads consumers to buy less of the goods whose price has increased.</p> <p>The substitution effect of a price rise will also reduce the demand for the goods that are complementary to the goods whose price has risen.</p> <p>In practice, there are three types of relationships between goods: the goods may be substitutes, complements, or independent. The definition of the three types of relationships is based on the substitution effect of the price change of a good.</p>	YK-4
9.	The Internet.	<p>The Internet, a global computer network which embraces millions of users all over the world, began in the United States in 1969 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available from one computer to another. Because of this, any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them. This technology is called packet switching. Owing to this technology, if some computers on the network are knocked out (by a nuclear explosion, for example), information will just route around them. One such packet-switching network which has already survived a war is the Iraqi computer network which was not knocked out during the Gulf War.</p> <p>Most of the Internet host computers (more than 50 %) are in the United States, while the rest are located in more than 100 other countries. Although the number of host computers can be counted fairly accurately, nobody knows exactly how many people use the Internet.</p>	YK-4
10.	Money.	<p>Money is one of the most important inventions of humankind. Without it a complex, modern economy based on the division of labor, and the exchange of goods and services, would be impossible.</p> <p>When you buy a candy bar, you may pay for it with a coin or paper note. The storekeeper knows that you will eat candy, and that he never will be able to get it back from you. He also knows that he can eat neither the coin nor the note you gave him. Why does he accept the coin or note in trade for candy? It is because the coin is money.</p> <p>At first sight answering the question what money is seems obvious; the man or woman in the street would agree on coins and bank notes, but would they accept them from any country? What about checks? They would probably be less willing to accept them than their country's coins and notes. What about credit cards and gold? The gold standard belongs to history but even today many rich people in different parts of the world rather keep some of their wealth in the form of gold than in official, inflation-prone currencies. The attractiveness of gold, from aesthetic point of view, and its resistance to corrosion are two of the</p>	YK-4

		properties which led to its use for monetary transactions years. In complete contrast, a form of money with virtually no tangible properties – electronic money – seems to gain in popularity.	
11.	Factors of production	<p>To economists, the real benefits of trade are more important in importing rather than in exporting, although politicians frequently persuade consumers to favour domestically-made goods and describe a widening trade deficit as a bad thing.</p> <p>Economists know that the only reason for exporting is to earn the necessary means to import.</p> <p>The benefit which results from exchanging one commodity for another arises from the commodity received, not the commodity given. This benefit arises even if one country can make everything more cheaply than all others.</p> <p>North's economy is far more productive than South's economy. In order to make a radio, North needs the labour of two workers; South needs four. To make a camera, North uses ten workers while South uses 100. Suppose that there is no trade, and that in each country half the workers are in each industry. North produces 250 radios and 50 cameras.</p> <p>Now suppose that the two countries specialize. Although North makes both radios and cameras more efficiently than South, it has a bigger advantage in camera-making.</p> <p>Now it devotes most of its resources to that industry, employing 700 workers to make cameras and only 300 to make radios. This raises camera output to 70 and cuts radio production to 150. East switches entirely to radios, turning out 250. World output of both goods has risen. Both countries can consume more of both if they trade.</p> <p>At what price? Neither will want to import what it could have made more cheaply at home. So North will want at least five radios per camera; and South will not give up more than 25 radios per camera. Suppose the terms of trade are fixed at 12 radios per camera and that 120 radios are exchanged for ten cameras. Then North ends up with radios and 60 cameras, and South with 130 radios and ten cameras. Both are better off than they could be without trade.</p> <p>This is true even though North has an "absolute advantage" in making both cameras and radios. The reason is that each country has a different "comparative advantage".</p> <p>North's advantage is greater in cameras than in radios. Being less productive in both industries, South is a relatively cheaper maker of radios. So long as each country specializes in products in which it has a comparative advantage, both will gain from trade.</p>	YK-4
12.	Business communication.	<p>Business organizations are established to meet wants in society. Private businesses are formed mainly provide for material wants (i.e. goods and services) and commercial wants (i.e. banking, insurance) in society. Government Organizations, on the other hand, tend to satisfy society's desire for defence, law and order, education and social welfare.</p> <p>Organizations are thus established to meet wants in society.</p> <p>In meeting these, organizations will set very definite and clear aims, e.g. a manufacturing firm will want to stay in business and make a profit. The aims of an organization are normally decided by the board of directors, or in the case of public organizations by government ministers.</p> <p>The most common forms of private business organizations are sole proprietorships, partnerships and corporations.</p>	YK-4
13.	Taxes.	Taxes are a compulsory financial contribution by a person or groups of	YK-4

		<p>persons to the expenditure of public authorities. In modern economies taxes are the most important source of government revenues. Taxes imposed on income (on wages, salaries, profits, dividends, rent, interest) and on capital are known as “direct” taxes. Taxes on commodities or services are known as “indirect” taxes.</p> <p>Taxes are considered to have three functions: - fiscal or budgetary, to cover government expenditure, to provide the public authorities with the revenue required for meeting the cost of defence, social services, interest payments on the national debt, municipal services, etc; - economic, to give effect to economic policy, to promote stable economic growth; - social, to increase the economic welfare of the community.</p> <p>Businesses and individuals are subject to many forms of taxes. The various forms of business organizations are not taxed equally. The tax situation is simpler for proprietorships and most partnerships while companies are levied differently.</p> <p>Russian taxes provide revenue for three tiers of the budget: federal, regional and local.</p> <p>The major taxes paid to the budget are: profit tax, value-added tax, securities tax. Tax returns are audited by tax authorities at the time they are submitted.</p> <p>If a company or a person assessed believes the assessment is incorrect in any way, an appeal may be lodged against it. The appropriate financial organ is required by law to reply to such an appeal within five days.</p> <p>We should say that along with cases of illegal evasion of tax obligations there are legal ways of avoidance by which a person or a business may so arrange affairs as to minimize or even eliminate tax liability on property and income.</p>	
14.	Markets and exchanges.	<p>As you know, shares sold by public limited companies can be listed on the stock exchange. The stock exchange is the centre of the stock market, where large quantities of capital are raised for companies and the government. This capital is raised in two ways: by selling shares to investors, which means that the investors become part-owners of the public limited company and by obtaining loans from investors. These shares and loans are collectively known as securities. The stock exchange itself doesn’t own any securities; it is simply the market where securities are bought and sold.</p> <p>There are stock exchanges in most capital cities. The principal Stock Exchange in Britain is located in the City of London; the New York Stock Exchange is located in and is known as Wall Street. The economic importance of stock exchanges is that they facilitate saving and investment, first, through making it possible for investors to dispose of securities quickly if they wish to do so, in channeling savings into productive investments. Successful work of stock exchanges requires that information should be available on existing securities and that should be both a legal framework and market rules to prevent fraud.</p> <p>The stock exchange itself isn’t open to ordinary investors; instead, they have to buy shares via a stockbroker. Many banks and financial institutions offer this in return for a commission.</p> <p>Newer and smaller companies trade on over-the-counter markets, such as the Unlisted Securities Market in London. Over-the-counter market is a network of security dealers who buy and sell securities from each other, either for their own account or for their retail clients. This market is conducted by telephone and computer reporting price quotations between brokerage firms.</p>	YK-4

		<p>Successful companies can apply to have their shares traded on the major stock exchanges, but in order to be quoted (GB) or listed (US) there, they have to fulfill a large number of requirements. One of these is to send their shareholders independently audited annual reports, including the year's trading results and a statement of a company's financial position.</p> <p>Buying a share gives its holder part of ownership of a company. Shares generally entitle their owners to vote at company's General Meetings, to elect company directors, to receive dividends. They can be sold at any time on the secondary market, but the market price of a share – the price quoted at any given time on the stock exchange, which reflects how well or badly the company is doing – may differ radically from its nominal value.</p> <p>The stock market of each country has one or more share indexes. A share index is a group of shares chosen as a barometer of the movement of the market as a whole. This is useful for investors wishing to see how well their shares are doing compared with the rest of the market. Examples of the share indexes are: The Financial Times Stock Exchange 100 Share Index (known as “Footsie”) - the 100 largest companies listed on the British stock exchange. The most important US index is the Dow Jones Industrial Average - consists of 30 leading industrial companies in the USA.</p> <p>At the London Stock Exchange, share transactions do not have to be settled until the account day or settlement day at the end of a two-week accounting period. This allows speculators to buy shares hoping to resell them at a higher price before they actually pay for them, or to sell shares, hoping to buy them back at a lower price.</p>	
15.	Business finance and marketing.	<p>You probably would take one of these out from the bank. It could be a mortgage for as long as 20 years. It could be a financial product over a shorter period such as one to two years. This could be classed as a long or medium term source of financing depending on how long it is taken for.</p> <p>Many people start up their businesses using this long term source of finance. An example of this source of finance would be if a person was made redundant from their job and received a redundancy payment. They could choose to save this money or invest it into their business idea. In practice most start-ups are financed using this source for at least some of the required finance.</p> <p>Profit is a type of business finance takes the money already made by a business and reinvests it in the business. This long term source of finance is the used by over 60% of businesses.</p> <p>Venture capital is a combination of share and loan capital. Providers of venture capital (such as the EBRD venture funds) will take risks as long as they can share in the rewards. Therefore they want a share stake in the business. This is a long term source of finance.</p> <p>Overdraft is the most common form of finance.</p> <p>It is usual for a bank to permit a certain level of overdraft when a current account is opened. If a business wants a larger overdraft, it has to negotiate one, for which it may be charged an arrangement fee. If it fails to do this and tries to overdraw more than allowed, the bank may refuse to release the money and any cheques written will bounce. The business will then not be able to make its payments, which could lead it to have a poor reputation as a customer.</p> <p>Interest on an overdraft is only paid on the amount actually overdrawn. An overdraft is therefore a safety net for a business; it should not be used for the purchase of capital items such as computers or photocopier.</p>	YK-4

## 7. Процедура оценивания обучающихся

Установлены следующие критерии оценки успеваемости студентов в зачетно-экзаменационную сессию при устном ответе (выполнении отдельных заданий).

<b>Шкала оценивания</b>	<b>Критерии оценивания</b>
«Отлично» (5)	Наличие глубоких и исчерпывающих знаний в объёме пройденного программного материала, грамотное и логически стройное изложение материала при ответе, знание дополнительно рекомендованной литературы. Правильные и уверенные действия (навыки и умения) по применению полученных знаний на практике сформированы. Все предусмотренные рабочей программой дисциплины учебные задания выполнены, качество выполнения большинства из них оценено, в основном, на «отлично»
«Хорошо» (4)	Наличие твердых и достаточно полных знаний программного материала, незначительные ошибки при освещении заданных вопросов, четкое изложение материала. Правильные действия (навыки и умения) по применению полученных знаний на практике сформированы. Практически все предусмотренные рабочей программой дисциплины учебные задания выполнены, качество выполнения большинства из них оценено, в основном, на «хорошо».
«Удовлетворительно» (3)	Наличие определенных знаний пройденного материала, изложение ответов с ошибками, уверенно исправляемыми после дополнительных вопросов, необходимость наводящих вопросов, правильные действия (навыки и умения) по применению знаний на практике. Выполнена только часть учебных заданий, предусмотренных рабочей программой дисциплины, качество выполнения большинства из них оценено, в основном, на «удовлетворительно».
«Неудовлетворительно» (2)	Отсутствие знаний программного материала, непонимание сущности излагаемого вопроса, наличие грубых ошибок в ответе, неуверенность и неточность ответов на дополнительные и наводящие вопросы. Неспособность применять (умения и навыки) на практике. Учебные задания, предусмотренные рабочей программой дисциплины, практически не выполнены.

## 7.1 Методические рекомендации к сдаче зачета и экзамена

Студенты обязаны сдать зачет и экзамен в соответствии с учебным планом. Зачет и экзамен является формой контроля усвоения студентом учебной программы по дисциплине или ее части, выполнения практических, контрольных, реферативных работ.

Результат сдачи экзамена по прослушанному курсу оценивается как итог деятельности студента в течение всего курса обучения, а именно - по посещаемости и результатам работы на практических занятиях, выполнения самостоятельной работы. При этом допускается на очной форме обучения пропуск не более 20% занятий, с обязательной отработкой пропущенных практических занятий. Студенты, у которых количество пропусков, превышает установленную норму, не выполнившие все виды работ и неудовлетворительно работавшие в течение курса обучения, проходят собеседование с преподавателем, который опрашивает студента на предмет выявления знания основных положений дисциплины.

*Критерии оценивания зачета и экзамена:*


Положительная оценка выставляется студенту, который прочно усвоил предусмотренный программный материал; правильно, аргументировано ответил на все вопросы, с приведением примеров; показал глубокие систематизированные знания, владеет приемами рассуждения и сопоставляет материал из разных источников: теорию связывает с практикой, другими темами данного курса, других изучаемых предметов без ошибок выполнил практическое задание.

Обязательным условием выставленной оценки является правильная речь в быстром или умеренном темпе.

Дополнительным условием получения оценки «отлично» могут стать хорошие успехи при выполнении самостоятельной работы, систематическая активная работа на практических занятиях.

Оценка «неудовлетворительно» («не зачтено»), выставляется студенту, который не справился с 50% вопросов и заданий билета, в ответах на другие вопросы допустил существенные ошибки. Не может ответить на дополнительные вопросы, предложенные преподавателем. Целостного представления о взаимосвязях, компонентах, этапах развития культуры у студента нет.

### Образец экзаменационного билета

<b>МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ</b>		
Федеральное государственное бюджетное образовательное учреждение высшего образования «АДЫГЕЙСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ		Апшгэрэ сэньхэт гэсэнгыгэ зышагьот федеральнэ кьэралыгьо мылькыкь агьэеклорэ кьулыкьушланьу «АДЫГЭ КЬЭРАЛЫГЬО УНИВЕРСИТЕТ»
<u>Кафедра правовых, психолого-педагогических и экономических дисциплин</u> (наименование кафедры) БИЛЕТ № 1 семестрового экзамена по дисциплине Иностранный язык		
<ol style="list-style-type: none"><li>1. Чтение, перевод, пересказ отрывка текста из оригинальной литературы.</li><li>2. Беседа по теме «Businessmen and business».</li></ol>		
Зав. кафедрой		