

МИНИСТЕРСТВО ПРОСВЕЩЕНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ

ФЕДЕРАЛЬНОЕ
ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«ЛУГАНСКИЙ ГОСУДАРСТВЕННЫЙ ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ»
(ФГБОУ ВО «ЛГПУ»)

Структурное подразделение Институт филологии и социальных коммуникаций

Кафедра английской и восточной филологии



УТВЕРЖДАЮ

Директор Института филологии и социальных коммуникаций

О.С. Перетятая

«17» января 2024 г.

Приложение к рабочей программе учебной дисциплины

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ
для проведения текущего контроля и
промежуточной аттестации обучающихся по дисциплине
Деловой иностранный язык (английский)

По направлению подготовки – 43.03.02 Туризм

Квалификация выпускника – бакалавр

Форма обучения – очная

Курс – 2-3 курс (3-6 семестры)

Разработчик:

доцент кафедры

английской и восточной филологии

Дволучанская В.А.

Заведующий кафедрой английской и восточной филологии

А.А. Новикова

Протокол

от «17» декабря 2023 г. № 6

Луганск, 2024

1. ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ

1.1. Область применения

Фонд оценочных средств (ФОС) – неотъемлемая часть рабочей программы дисциплины «Деловой иностранный язык (английский)» и предназначен для контроля и оценки образовательных достижений студентов, освоивших программу дисциплины.

1.2. Цели и задачи фонда оценочных средств

Цель ФОС – установить соответствие уровня подготовки обучающегося требованиям ФГОС ВО бакалавриат по направлению подготовки 43.03.02 «Туризм», утвержденным приказом Министерства образования и науки Российской Федерации от 8 июня 2017 г. № 516 (с изменениями и дополнениями).

1.3. Перечень компетенций, формируемых в процессе освоения основной образовательной программы

Код по ФГОС ВО	Индикатор достижения
Универсальные	
УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	ИД-1 УК-4. Выбирает на государственном и иностранном (-ых) языках коммуникативно приемлемые стиль делового общения, вербальные и невербальные средства взаимодействия с партнерами. ИД-2 УК-2. Использует информационно-коммуникационные технологии при поиске необходимой информации в процессе решения стандартных коммуникативных задач на государственном и иностранном (-ых) языках. ИД-3 УК-4. Ведет деловую переписку, учитывая особенности стилистики официальных и неофициальных писем, социокультурные различия в формате корреспонденции на государственном и иностранном (-ых) языках. ИД-4 УК-4. Умеет коммуникативно и культурно приемлемо вести устные деловые разговоры на государственном и иностранном (-ых) языках. ИД-5 УК-4. Демонстрирует умение выполнять перевод академических текстов с иностранного (-ых) языка (-ов) на государственный язык.

1.4. Этапы формирования компетенций и средства оценивания уровня их сформированности

Этапы формирования компетенций	Компетенции	Контрольно-оценочные средства / способ оценивания
Типы писем	УК–4	Выполнение практических заданий, устный опрос
Структура деловых писем.	УК–4	Выполнение практических заданий, устный опрос
Содержание и стиль деловых писем.	УК–4	Выполнение практических заданий, устный опрос
Модульная контрольная работа	УК–4	Контрольная работа
Подготовка к телефонному разговору.	УК–4	Выполнение практических заданий, устный опрос
Ответ на телефонный звонок.	УК–4	Выполнение практических заданий, устный опрос
Выбор стиля в телефонном разговоре.	УК–4	Выполнение практических заданий, устный опрос
Типы переговоров.	УК–4	Выполнение практических заданий, устный опрос
Этапы переговорного процесса.	УК–4	Выполнение практических заданий, устный опрос
Язык переговоров.	УК–4	Презентация в PowerPoint
Модульная контрольная работа	УК–4	Контрольная работа
Планирование бизнес встречи. Основные правила речевого поведения.	УК–4	Выполнение практических заданий, устный опрос
Виды презентации и выступлений.	УК–4	Выполнение практических заданий, устный опрос
Язык деловой презентации.	УК–4	Выполнение практических заданий, устный опрос
Типы деловой документации.	УК–4	Выполнение практических заданий, устный опрос
Виды контрактов, их оформление и подписание.	УК–4	Выполнение практических заданий, устный опрос
Модульная контрольная работа	УК–4	Контрольная работа

Промежуточная аттестация	УК–4	Зачет
--------------------------	------	-------

1.5. Описание показателей формирования компетенций

Код компетенции	Результаты сформированности
УК – 4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	<p>Знает: основные понятия культуры речи, риторики, функциональной стилистики; языковые нормы, стилистическую дифференциацию государственного языка Российской Федерации; основные стили и жанры письменной и устной деловой коммуникации; технологию осуществления перевода как инструмента межкультурной деловой и профессиональной коммуникации.</p> <p>Умеет: использовать необходимые вербальные и невербальные средства общения для решения стандартных задач делового общения на государственном языке Российской Федерации и иностранном(ых) языке(ах); вести устную и письменную деловую коммуникацию, учитывая стилистические особенности официальных и неофициальных текстов, социокультурные различия на государственном языке Российской Федерации и иностранном(ых) языке(ах); выполнять полный и выборочный письменный перевод профессионально значимых текстов с иностранного(ых) языка(ов) на русский, с русского на иностранный(ые) язык(и).</p> <p>Владеет навыками: составления текстов коммуникативно приемлемых стилей и жанров устного и письменного делового общения, вербальными и невербальными средствами взаимодействия с партнерами; навыками ведения устной и письменной деловой коммуникации, учитывая стилистические особенности официальных и неофициальных текстов, социокультурные различия на государственном языке Российской Федерации и иностранном(ых) языке(ах); навыками перевода публицистических и профессиональных текстов с иностранного(ых) языка(ов) на государственный язык Российской Федерации и с государственного языка Российской Федерации на иностранный(ые) язык(и); навыками публичного выступления на государственном языке Российской Федерации.</p>

1.6. Критерии оценивания компетенций на разных этапах их формирования

Вид текущей учебной работы	Количество баллов
3-6 семестры	
Тестирование	30
Работа на занятии / письменные домашние задания	30
Сочинение	10
Проект	20
Индивидуальное чтение	10
Итого за семестр:	100

Накопительная система оценивания по 100-балльной шкале

Четырехбал- льная система оценивания экзамена	100- балльная шкала	Буквенная шкала, соответствующая 100-балльной шкале	Система оценивания зачета
Отлично	90-100	А – отлично – теоретическое содержание курса освоено полностью, без пробелов; необходимые практические навыки работы с освоенным материалом сформированы; все предусмотренные программой обучения учебные задания выполнены, качество их выполнения оценено числом баллов, близким к максимальному	Зачтено
Хорошо	83-89	В – очень хорошо – теоретическое содержание курса освоено полностью, без пробелов; необходимые практические навыки работы с освоенным материалом в основном сформированы; все предусмотренные программой обучения учебные задания выполнены, качество выполнения большинства из них оценено числом баллов, близким к максимальному	
Хорошо	75-82	С – хорошо – теоретическое содержание курса освоено полностью; некоторые практические навыки работы с освоенным материалом сформированы недостаточно; все предусмотренные программой обучения учебные задания выполнены, качество выполнения ни одного из них не оценено минимальным числом баллов, некоторые виды заданий выполнены с ошибками	
Удовлетворительно	63-74	Д – удовлетворительно – теоретическое содержание дисциплины освоено частично, но пробелы не носят существенного характера; необходимые практические навыки работы с освоенным материалом в основном сформированы; большинство предусмотренных	

		программой обучения учебных заданий выполнено, некоторые из выполненных заданий, содержат ошибки	
Удовлетворительно	50-62	Е – посредственно – теоретическое содержание курса освоено частично; некоторые практические навыки работы не сформированы, многие предусмотренные программой обучения учебные задания не выполнены либо качество выполнения некоторых из них оценено числом баллов, близким к минимальному	
Неудовлетворительно	21-49	FX – неудовлетворительно – теоретическое содержание курса освоено частично; необходимые практические навыки работы не сформированы; большинство предусмотренных программой обучения учебных заданий не выполнено либо качество их выполнения оценено числом баллов, близким к минимальному; при дополнительной самостоятельной работе над материалом курса возможно повышение качества выполнения учебных заданий	Не зачтено
Неудовлетворительно	0-20	F – неудовлетворительно – теоретическое содержание курса не освоено; необходимые практические навыки работы не сформированы; все выполненные учебные задания содержат грубые ошибки, дополнительная самостоятельная работа над материалом курса не приведет к какому-либо значимому повышению качества выполнения учебных заданий	

2. КОНТРОЛЬНО-ОЦЕНОЧНЫЕ СРЕДСТВА

2.1. Оценочные средства текущего контроля

Phrasal verbs: 'keep'

Now do the same with these verbs:

1. to keep up a) to follow/inform yourself about
2. to keep up with b) to avoid (e.g. a topic)

3. to keep on c) to maintain good relations with
 4. to keep to d) to maintain/continue
 5. to keep in with e) to prevent from rising/hold at a low level
 6. to keep down f) to continue employing
 7. to keep off g) to stick to/adhere to (e.g. a rule a promise etc)
 8. to keep from h) to prevent/stop
1. We hope to the deadline and finish the project on time.
 2. The chairperson the forthcoming redundancy program because she didn't want to upset anyone.
 3. Product prices had to be for the firm to remain competitive.
 4. If you work in the computer industry, you need to the latest technology in software and hardware.
 5. Some of the company's longest-serving workers would have been if the economic conditions hadn't been so unfavourable.
 6. I have been doing important jobs because of this report. It's been incredibly time-consuming.
 7. Our firm is known for craftsmanship and we intend tothe high standards we have set.
 8. It's usually worth your superiors even if you don't like them.

Match the verbs with their correct definitions (1-6). Then complete the sentences that follow, using each verb once only. Make sure you use the correct form:

Phrasal verbs: 'stand'

1. to stand down a) to take someone's place (e.g. while they are out of the office or on holiday)
 2. to stand for b) to be better than somebody/something or distinctive in some way
 3. to stand out c) to represent
 4. to stand by d) to defend
 5. to stand up for e) to be ready to act
 6. to stand in f) to resign or withdraw
1. We all know that the name Sony technical excellence.
 2. If the company chairman is on a business trip his deputy will usually for him.
 3. Our sales manager will be giving the presentation but a technical salesman will beto help him.
 4. In this company you don't get anywhere by being modest. You have toyourself.
 5. The managing director was asked toand a new appointment was made.
 6. As an example of strong corporate culture in the fast-food sector, McDonalds certainly

Before you read the text, look at the title. What do you think the article is about?

MY BIGGEST MISTAKE

*David Arnold, 36, is a director of studies at Ashridge Management College and a marketing consultant for such multinationals as Merck, Alfa-Laval and Boots. After a degree in English literature at University College London and in modern drama at London University, he began a career in publishing in 1979 as an editor for Mitchell Beazley. He moved to Ashridge in 1984 as marketing manager and later, after taking an MBA at City University, became a tutor on Ashridge's MBA course. His book, *The Handbook of Brand Management*, is published by Century Business.*

MY BIGGEST mistake was failing to find out who was going to be in the audience before I gave a speech. It was two years ago, when I had been invited to be guest speaker at the annual management conference of a major clothing supplier, a company that relied on Marks & Spencer for more than 75 per cent of its sales.

My brief as guest speaker was to get the audience to think strategically about the changing in market.

The conference was held at Gleneagles. I had to speak for an hour and a half to 70 managers, and when I began they were very subdued.

I decided to raise the level of challenge in order to get some reaction. When my first attempts proved unsuccessful, I turned to my last resort: I suggested that Marks & Spencer, their lifeline, was not the paragon of business success they thought it was. Now this did spark some reaction, but the audience was still more subdued than most groups – so I actually started being rude about their beloved Marks & Spencer.

I justified these insults by saying I needed to make them take a different perspective, and even commented that I suspected the reason they were being quiet was because they were very loyal to their major customer. I could see they were all thinking hard - they weren't asleep or anything - and I assumed they were thinking about company issues. But at the end of the session, so when we took a break for coffee, a senior director sidled up and said he had something to tell me.

He took me aside and informed me that the reason they had been so quiet was because sitting next to him in the front row was their chief customer in person: one of the head buyers of M & S. At that point, my heart hit my boots and I realized I had made the most awful error of judgement.

When I spotted the buyer, I remember going to enormous efforts to avoid him. I managed to escape, but only at the expense of leaving my coat behind in the conference room, where everyone had assembled after coffee. I couldn't face going back in.

The other thing I couldn't face was sending the company an invoice for the agreed speaker's fee or for my expenses in travelling to Scotland.

Looking back, I remember there was a lot of fidgeting going on during my speech. I thought it was because I was talking about their most valued customer. It was the squirming of the senior director in the front row that I remember most. Clearly, he was trying to make a judgement about whether he should speak up and halt me in mid-flow. I think it would have been better if he had.

The night before, I had joined them for dinner and had become quite chummy with a lot of them, which is probably why I thought I was safe in taking the risk of winding them up. But it was a mistake to assume I understood why people were reacting the way they were. It was a fatal assumption, because it was wrong. As a result, I was more critical about Marks & Spencer than I normally would have been, and certainly more than was necessary.

I still can't believe that, doing the job I do, I didn't find out who was there beforehand, I've had no communication with the company since, but the lesson to be learned is quite simple. In meetings, conferences or presentations of any sort, always make sure you find out exactly who you are speaking to.

Comprehension

1. Decide whether the statements below are true or false. Give reasons for your answer, based on the text. If you decide the answer is false, change the statement so that it becomes correct:

1. David Arnold had been invited to the annual management conference at M&S company.
2. The conference was held in Scotland.
3. David's main task as guest speaker was to tell the managers about the changing market.
4. The audience was subdued because the managers were thinking about company issues.
5. One of the head buyers of M&S was present at the conference.
6. David had found out all the necessary information about M&S before he came to the conference.
7. David Arnold didn't make critical comments about M&S in his talk.

2. Now read the text again and answer the following questions:

1. Why did David Arnold start making critical comments about Marks & Spencer in his talk?
2. How did the audience react?
3. How did he interpret the audience's reaction - and respond?
4. What awful error of judgement did the senior director bring to his attention in the coffee break?
5. How did David Arnold respond to this piece of news?
6. With hindsight, what was the true significance of the audience's body language?
7. What was David Arnold's biggest mistake?

8. What did David Arnold learn from the experience?

Vocabulary

Match the words and expressions on the left to the explanations on the right:

- | | |
|--------------------------|--|
| 1. annual | a. thought that it was true |
| 2. subdued | b. walked towards smb. slowly and quietly |
| 3. the last resort | c. used to say that smb. suddenly began to feel sad |
| 4. paragon | d. a list of work that has been done, showing how much you owe for |
| 5. insult | e. happening once a year |
| 6. assumed | f. unusually quiet, having no excitement or interest |
| 7. issues | g. a rude or offensive remark |
| 8. sidled up | h. twisting your body from side to side because you're nervous |
| 9. My heart hit my boots | i. friendly |
| 10. invoice | j. it is used when everything else has failed |
| 11. fidgeting | k. problems |
| 12. squirming | l. to stop |
| 13. to halt | m. someone who is perfect or extremely good |
| 14. chummy | n. to deliberately say sth. in order to annoy smb. |
| 15. to wind smb. up | o. moving your hands or feet because you're nervous |

2.2. Оценочные средства для промежуточной аттестации

Choose the best word to fit the gap

1. It's important to understand how other cultures behave so you don't cause.

A offence **B** problem **C** disaster **D** behaviour

2. In some countries it is quite to use the correct title when talking to business colleagues.

A offensive **B** likely **C** formal **D** tricky

3. Having good may help you to make deals more easily.

A entertaining **B** manners **C** demonstrations **D** handshaking

4. Ian has to be very organised as his work involves meeting tight .

A problems **B** responsibilities **C** challenges **D** deadlines

5. Lesley doesn't like having to wait for other people to work for her.

A generate **B** solve **C** resolve **D** tackle

6. Paul enjoys working at Small World because he finds the stimulating.

A installation **B** environment **C** application **D** opportunity

7. If someone looks me straight in the eye without I tend to think they are honest.

A yawning B sighing C blinking D sniffing

8. Your body usually gives other people information about how you really feel.

A appearance B impression C language D relationship

9. Bob and Tony are business and have arranged to meet at the sales conference.

A delegates B customers C associates D officers

10. I've given the latest sales to Mr Allen but he hasn't had a chance to look at them yet.

A systems B figures C worksheets D facts

11. There is always a lot of to attend to on a Monday morning.

A letters B correspondence C communications D information

12. Please leave a message on the answer phone if you need to contact us office hours.

A outside B over C through D against

13. The annual general meeting was in the conference centre.

A conducted B provided C run D held

14. One of the advantages of writing over talking to someone face-to-face is that you can

take your time.

A remaining B related C relative D relevant

15. Make sure that the addressee's job is correct.

A title B description C name D type

16. A well laid out letter always gives a good .

A idea B reaction C impression D effect

17. If you are in attending, please let me know as soon as possible.

A concerned B pleased C sure D interested

18. You must your application by the end of the week.

A submit B subject C subscribe D subcontract

19. There has been a agreement to supply Texmills with our products and services.

A long-winded B long-lasting C long-standing D long-lived

20. Managers should staff to maintain the no-smoking policy throughout the building.

A suggest B encourage C support D co-operate

21. Mrs Perez is writing to the arrangements she made with you.

A conform B confer C confine D confirm

22. I'll see if Mr Watson is available.

A Hold on B Keep on C Go on D Stay

23. I'll put you to the Sales Department.

A over B off C through D in

24. Oh, dear. I think I've the wrong number.

A put B done C through D dialled

25. I'm Miss Johnson's in a meeting.
A worried **B** afraid **C** concerned **D** frightened
26. No. This is the Finance Department. I'll check the number.
A extension **B** external **C** exterior **D** extraction
27. There are no public phones in here but there is a phone in Market Street.
A room **B** operator **C** booth **D** switchboard
28. Would you like me to fix up an for you?
A application **B** appointment **C** arrangement **D** attendance
29. Don't make jokes on the phone as you may be.
A misunderstood **B** misplaced **C** mistaken **D** misguided
30. You should always speak to customers.
A slowly **B** politely **C** carefully **D** kindly
31. Printix are offering us a 15% on all orders over \$1000.
A interest **B** replacement **C** discount **D** consultation
32. It's important to take breaks when working at a computer.
A frequent **B** lots **C** repeated **D** often
33. The new Managing Director of the company has just been .
A applied **B** decided **C** requested **D** appointed
34. Make sure that the main of the report contains only relevant information.
A business **B** body **C** content **D** form
35. If this project is completed on time we will receive a in next month's pay.
A bonus **B** batch **C** bill **D** salary
36. He was asked to a thorough review of the health and safety provision within the organisation.
A underline **B** undergo **C** undertake **D** understand
37. If you're taking notes it's a good idea to make them as clear and as possible.
A quick **B** brief **C** essential **D** rough
38. As a of the review, they decided to close the factory down.
A conclusion **B** finding **C** purpose **D** result
39. There is a danger that the new regulations will be misunderstood by many staff.
A unnecessary **B** bad **C** unfortunate **D** grave
40. The consultants the importance of managers involving staff in the issue of timekeeping.
A emphasised **B** recommended **C** motivated **D** related
41. Telecommunication companies belong to the tertiary of industry.
A section **B** sector **C** area **D** part
42. She took the job there because they provide good child-care .
A equipment **B** conveniences **C** schemes **D** facilities
43. Siemens is a highly leader in the electrics and electronics market.
A innovative **B** reliable **C** extensive **D** traditional
44. Many employees are eager to try new ideas.

A in B up C on D out

45. Some companies have all their secretarial posts.

A abandoned B collapsed C abolished D failed

46. Over the decades, the name of Siemens has become with progress.

A symptomatic B synonymous C systematic D synthetic

47. The development of new technologies means that there are fewer jobs for manual .

A workforce B staff C employees D workers

48. Buying in can reduce unit costs.

A bulk B amounts C volume D weight

49. If the workplace is a happy place, then staff is usually low.

A structure B turnover C changes D takeover

50. The Department is responsible for sending out invoices.

A Accounts B Purchasing C Sales D Production

51. Most of our have been working with us for a number of years.

A supplies B suppliers C supporters D supplements

52. Unfortunately the recent takeover will result in a number of at the plant.

A rationalisations B dealings C redundancies D exchanges

53. You will see from the catalogue that our prices are very.

A competitive B competent C completed D compatible

54. The price of the catalogue is against your first order.

A removable B replaceable C rechargeable D refundable

55. All items in this range will be from 27 April.

A suitable B portable C available D accessible

56. The assignment arrives at the warehouse on Monday and will be immediately.

A unloaded B emptied C undone D unsent

57. Unfortunately it is to keep the complete range in stock.

A insufficient B uneconomic C uncertain D invalid

58. After rationalisation the company was and its order book was full.

A in good time B in good shape C in good spirits D in good health

59. Artemis gives us a good price on this because they are our suppliers.

A single B one C individual D sole

60. I would be grateful if you could let me have a detailed, including prices and delivery terms.

A quotation B term C offer D order

61. The company saw net profits fall as a result of the in the industry world-wide.

A downfall B downgrade C downturn D downward

62. It is important for many small businesses to improve their credit and ensure customers pay on time.

A limit B control C risk D term

63. All letters of credit should include an expiry date when payment is .

A called **B** complete **C** ready **D** due

64. We apologise for the difficulty we are experiencing in paying your account.

A delayed **B** waiting **C** outstanding **D** owing

65. Thank you for your of \$500 which we received today.

A remittance **B** remission **C** remains **D** remuneration

66. The credit terms that payment should be on presentation of the goods.

A remind **B** stipulate **C** agree **D** settle

67. It's important to customer references when offering credit.

A take on **B** take down **C** take up **D** take in

68. If you do not pay your bill within the next few days we will have to consider taking legal.

A prosecution **B** action **C** instruction **D** presentation

69. He was offered a bank when the company experienced financial problems.

A payment **B** credit **C** overdraft **D** debt

70. If customers fail to their bills you can be left with a serious cash-flow problem.

A meet **B** charge **C** invoice **D** state