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РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

Наименование дисциплины ОГСЭ.04 Иностранный язык в профессиональной деятельности

Специальность 09.02.07 Информационные системы и программирование

Форма обучения очная

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ВВЕДЕНИЕ

Рабочая программа дисциплины является частью основной образовательной программы среднего профессионального образования - программы подготовки специалистов среднего звена, разработанной в соответствии с ФГОС СПО

ФГОС СПО	Федеральный государственный образовательный стандарт среднего профессионального образования по специальности 09.02.07 Информационные системы и программирование (приказ Минобрнауки России от 09.12.2016 г. № 1547)
ПС	

1. ЦЕЛЬ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целью дисциплины "Иностранный язык в профессиональной деятельности" является дальнейшее совершенствование языковой и коммуникативной компетенции обучающихся на уровне, позволяющем успешное использование английского языка в будущей профессиональной деятельности, свободно пользоваться наиболее употребительными языковыми средствами для осуществления деловых контактов, для ведения корреспонденции и составления деловых документов, а также для самостоятельной работы со специальной литературой на иностранном языке с целью получения профессиональной информации.

В результате освоения дисциплины обучающийся должен:

Знать:

- правила построения простых и сложных предложений на профессиональные темы;
- основные общеупотребительные глаголы (бытовая и профессиональная лексика);
- лексический минимум, относящийся к описанию предметов, средств и процессов

профессиональной деятельности;

- особенности произношения;

- правила чтения текстов профессиональной направленности.

Уметь:

- понимать общий смысл четко произнесенных высказываний на известные темы

(профессиональные и бытовые);

- понимать тексты на базовые профессиональные темы;

- участвовать в диалогах на знакомые общие и профессиональные темы;

- строить простые высказывания о себе и о своей профессиональной деятельности;

- кратко обосновывать и объяснить свои действия (текущие и планируемые);

- писать простые связные сообщения на знакомые или интересующие

профессиональные темы,

- правила построения простых и сложных предложений на профессиональные темы.

Результатом освоения дисциплины, в соответствии с рабочей программой воспитания, является формирование у обучающихся следующих личностных результатов обучения:

ЛР 7. Осознающий и деятельно выражающий приоритетную ценность каждой человеческой жизни, уважающий достоинство личности каждого человека, собственную и чужую уникальность, свободу мировоззренческого выбора, самоопределения. Проявляющий бережливое и чуткое отношение к религиозной принадлежности каждого человека, предупредительный в отношении выражения прав и законных интересов других людей.

ЛР 8. Проявляющий и демонстрирующий уважение законных интересов и прав представителей различных этнокультурных, социальных, конфессиональных групп в российском обществе; национального достоинства, религиозных убеждений с учётом соблюдения необходимости обеспечения конституционных прав и свобод граждан. Понимающий и деятельно выражающий ценность межрелигиозного и межнационального согласия людей, граждан, народов в России. Выражающий сопричастность к преумножению и трансляции культурных традиций и ценностей многонационального российского государства, включенный в общественные инициативы, направленные на их сохранение.

ЛР 13. Признающий ценность непрерывного образования, ориентирующийся в изменяющемся рынке труда, избегающий безработицы; управляющий собственным профессиональным развитием; рефлексивно оценивающий собственный жизненный опыт, критерии

личной успешности.

2. МЕСТО ДИСЦИПЛИНЫ В СТРУКТУРЕ ООП

Дисциплина относится к вариативной части учебного плана.

3. ОБЪЕМ ДИСЦИПЛИНЫ

Промежуточный контроль	Часов				
	Всего за семестр	Контактная работа .(по уч.зан.)		Самостоятельная работа в том числе подготовка контрольных и курсовых	
		Всего	Практические занятия, включая курсовое проектирование		
Семестр 3					
	0	32	32	8	0
Семестр 4					
	0	30	30	10	0
Семестр 5					
	0	34	34	6	0
Семестр 6					
Зачет	0	30	30	20	0
Семестр 7					
	0	22	22	14	0
Семестр 8					
Зачет с оценкой	0	16	16	24	0
	0	164	164	82	0

4. ПЛАНИРУЕМЫЕ РЕЗУЛЬТАТЫ ОСВОЕНИЯ ООП

В результате освоения ООП у выпускника должны быть сформированы компетенции, установленные в соответствии ФГОС СПО.

Общие компетенции (ОК)

Шифр и наименование компетенции	Индикаторы достижения компетенций
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<p>ОК 01. Выбирать способы решения задач профессиональной деятельности применительно к различным контекстам;</p>	<p>Знать:</p> <ul style="list-style-type: none"> - актуальный профессиональный и социальный контекст, в котором приходится работать и жить; - основные источники информации и ресурсы для решения задач и проблем в профессиональном и/или социальном контексте; - алгоритмы выполнения работ в профессиональной и смежных областях; - методы работы в профессиональной и смежных сферах; - структуру плана для решения задач; - порядок оценки результатов решения задач профессиональной деятельности <p>Уметь:</p> <ul style="list-style-type: none"> - распознавать задачу и/или проблему в профессиональном и/или социальном контексте; - анализировать задачу и/или проблему и выделять ее составные части; - определять этапы решения задачи; - выявлять и эффективно искать информацию, необходимую для решения задачи и/или проблемы; - составлять план действия; - определять необходимые ресурсы; - владеть актуальными методами работы в профессиональной и смежных сферах; - реализовывать составленный план; - оценивать результат и последствия своих действий (самостоятельно или с помощью наставника)
<p>ОК 02. Использовать современные средства поиска, анализа и интерпретации информации и информационные технологии для выполнения задач профессиональной деятельности;</p>	<p>Знать:</p> <ul style="list-style-type: none"> - номенклатура информационных источников, применяемых в профессиональной деятельности; приемы структурирования информации; - формат оформления результатов поиска информации - современные средства и устройства информатизации; - порядок их применения и программное обеспечение в профессиональной деятельности в том числе с использованием цифровых средств <p>Уметь:</p> <ul style="list-style-type: none"> - определять задачи для поиска информации; - определять необходимые источники информации; - планировать процесс поиска; - структурировать получаемую информацию; - выделять наиболее значимое в перечне информации; - оценивать практическую значимость результатов поиска; - оформлять результаты поиска; - применять средства информационных технологий для решения профессиональных задач; - использовать современное программное обеспечение; - использовать различные цифровые средства для решения профессиональных задач.

<p>ОК 09. Пользоваться профессиональной документацией на государственном и иностранном языках.</p>	<p>Знать:</p> <ul style="list-style-type: none"> - правила построения простых и сложных предложений на профессиональные темы; - основные общеупотребительные глаголы (бытовая и профессиональная лексика); - лексический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности; - особенности произношения; - правила чтения текстов профессиональной направленности. <p>Уметь:</p> <ul style="list-style-type: none"> - понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые); - понимать тексты на базовые профессиональные темы; - участвовать в диалогах на знакомые общие и профессиональные темы; - строить простые высказывания о себе и о своей профессиональной деятельности; - кратко обосновывать и объяснить свои действия (текущие и планируемые); - писать простые связные сообщения на знакомые или интересующие профессиональные темы, - правила построения простых и сложных предложений на профессиональные темы
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5. ТЕМАТИЧЕСКИЙ ПЛАН

Тема	Часов						
	Наименование темы	Всего часов	Контактная работа (по уч.зан.)			Самост. работа	Контроль самостоятельной работы
			Лекции	Лабораторные	Практические занятия		
Семестр 3		40					
Тема 1.	Система образования в России и за рубежом. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	18			14	4	
Тема 2.	Различные виды искусств. Свободное время. Мое хобби. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	22			18	4	
Семестр 4		40					
Тема 3.	Здоровье и спорт (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	15			10	5	
Тема 4.	Путешествие. Поездка за границу. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	25			20	5	
Семестр 5		40					
Тема 5.	Моя будущая профессия, карьера (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	40			34	6	
Семестр 6		50					
Тема 6.	Компьютеры и их функции. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	50			30	20	
Семестр 7		36					

Тема 7.	Подготовка к трудоустройству. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	36			22	14	
Семестр 8		40					
Тема 8.	Правила телефонных переговоров. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	18			8	10	
Тема 9.	Официальная и неофициальная переписка. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)	22			8	14	

6. ФОРМЫ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ШКАЛЫ ОЦЕНИВАНИЯ

Раздел/Тема	Вид оценочного средства	Описание оценочного средства	Критерии оценивания
Текущий контроль (Приложение 4)			
Тема 1.	Контрольная работа №1, № 1.2.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5 баллов
Тема 2.	Контрольная работа №2.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5 баллов
Тема 3.	Контрольная работа №3.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5 баллов
Тема 4.	Контрольная работа №4.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5
Тема 5.	Контрольная работа №5.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5 баллов
Тема 6.	Контрольная работа №6.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5 баллов
Тема 7.	Контрольная работа №7.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5 баллов
Тема 7.	Контрольная работа №8.	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	Оценивается от 2 до 5 баллов
Промежуточный контроль (Приложение 5)			

6 семестр (За)	Билет для зачета	Каждый билет содержит следующие задания: 1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря) 2. Устное сообщение и собеседование по теме 3. Практическое задание. Количество билетов - 60	зачет / незачет
8 семестр (ЗаО)	Билет для зачета	Каждый билет содержит следующие задания: 1. Чтение и письменный перевод оригинального текста (объемом 1200-1400 п.зн. за 1 академ. час с использованием словаря) 2. Краткий пересказ текста из задания 1. 3. Устное сообщение и собеседование по теме Количество билетов - 20.	Оценивается от 2 до 5 баллов

ОПИСАНИЕ ШКАЛ ОЦЕНИВАНИЯ

Показатель оценки освоения ООП формируется на основе объединения текущей и промежуточной аттестации обучающегося.

Показатель рейтинга по каждой дисциплине выражается в процентах, который показывает уровень подготовки студента.

Текущая аттестация. Используется 5-балльная система оценивания. Оценка работы студента в течении семестра осуществляется преподавателем в соответствии с разработанной им системой оценки учебных достижений в процессе обучения по данной дисциплине.

В рабочих программах дисциплин (предметов) и практик закреплены виды текущей аттестации, планируемые результаты контрольных мероприятий и критерии оценки учебных достижений.

В течение семестра преподавателем проводится не менее 3-х контрольных мероприятий, по оценке деятельности студента.

Промежуточная аттестация. Используется 5-балльная система оценивания. Оценка работы студента по окончанию дисциплины (части дисциплины) осуществляется преподавателем в соответствии с разработанной им системой оценки достижений студента в процессе обучения по данной дисциплине. Промежуточная аттестация также проводится по окончанию формирования компетенций.

Показатель оценки	По 5-балльной системе	Характеристика показателя
100% - 85%	отлично	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на высоком уровне
84% - 70%	хорошо	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Могут быть допущены недочеты, исправленные студентом самостоятельно в процессе работы (ответа и т.д.)
69% - 50%	удовлетворительно	обладают общими теоретическими знаниями, умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на среднем уровне. Допускаются ошибки, которые студент затрудняется исправить самостоятельно.
49 % и менее	неудовлетворительно	обладают не полным объемом общих теоретическими знаниями, не умеют самостоятельно применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Не сформированы умения и навыки для решения профессиональных задач
100% - 50%	зачтено	характеристика показателя соответствует «отлично», «хорошо», «удовлетворительно»
49 % и менее	не зачтено	характеристика показателя соответствует «неудовлетворительно»

7. СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

7.2 Содержание практических занятий и лабораторных работ

Тема 1. Система образования в России и за рубежом. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Лексический материал по теме: "Система образования в России". Разряды существительных.

Работа с текстами по теме: "Система образования в России и за рубежом".
Послетекстовые задания по теме: "Система образования в России и за рубежом".
Разряды существительных.
Число существительных.

Притяжательный падеж существительных.

Экскурсия «Мой колледж».

Тема 2. Различные виды искусств. Свободное время. Мое хобби. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)

Лексический материал по теме: "Виды искусств".
Лексический материал по теме: "Свободное время".
Лексический материал по теме: "Мое хобби".
Работа с текстами по теме: "Различные виды искусств".
Разряды прилагательных.
Степени сравнения прилагательных.
Сравнительные конструкции с союзами
Послетекстовые задания по теме: "Свободное время".
Послетекстовые задания по теме: "Различные виды искусств".

Тема 3. Здоровье и спорт (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Лексический материал по теме: "Здоровье". Разряды числительных.

Употребление числительных.

Работа по текстам по теме: "Здоровье и спорт".
Обозначение времени, обозначение дат.
Послетекстовые задания по теме: "Здоровье и спорт".

Тема 4. Путешествие. Поездка за границу. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)

Лексический материал по теме: "Путешествие".
Лексический материал по теме: "Поездка за границу".
Работа по текстам по теме: "Путешествие".
Личные, притяжательные местоимения.

Указательные местоимения.
Возвратные местоимения.
Вопросительные местоимения.
Неопределенные местоимения.
Послетекстовые задания по теме: "Путешествие. Поездка за границу".
Работа по текстам по теме: "Поездка за границу".

Тема 5. Моя будущая профессия, карьера (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Лексический материал по теме: "Карьера".

Работа по тексту: "Карьера".

Послетекстовые задания по теме: "Карьера".

Видовременные формы глагола.

Практическая работа по теме: "Видовременные формы глагола".

Оборот there is/ there are.

Лексический материал по теме: "Моя будущая профессия"

Работа по тексту "Моя будущая профессия"

Послетекстовые задания по теме: "Моя будущая профессия".

Артикли в английском языке.

Указательное местоимение this, that.

Предлог of с существительным.

Специальный вопрос where?

Притяжательный падеж.

Спряжение глагола to have в настоящем простом времени.

Исчисляемые существительные.

Неисчисляемые существительные.

Тема 6. Компьютеры и их функции. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)

Лексический материал по теме: "Компьютер и их функции".

Работа по тексту: "Компьютер и их функции".

Послетекстовые задания по теме: "Компьютер и их функции".

Времена группы Continuous.

Практические задания по теме: "Времена".

Идиомы в английском языке.

Модальные глаголы: can, could, may.

Модальные глаголы: must, should, оборот have to.

Местоимения.

Числительные в английском языке.

Местоимение It.

Фразовые глаголы в английском языке.

Вопросы к подлежащему.

Глагол to have и оборот have got/

Страдательный залог.

Тема 7. Подготовка к трудоустройству. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)

Сложное подлежащее.

Сложное дополнение.

Лексика по теме: «Подготовка к трудоустройству: составление и заполнение документации».

Работа по тексту: «Подготовка к трудоустройству: составление и заполнение документации»

Послетекстовые задания по теме: "Трудоустройство".

Составление диалога на тему "Устройство на работу"

Составление диалога на тему: "Собеседование".

Лексика по теме: "Составление резюме".

Идиомы в английском языке.

Простой Инфинитив.

Падежные предлоги.

Тема 8. Правила телефонных переговоров. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Лексический материал по теме: "Правила телефонного разговора".

Сложноподчиненные предложения.

Правила составления диалогов по теме: "Телефонный разговор".
Сложносочиненные предложения.

Тема 9. Официальная и неофициальная переписка. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Лексический материал по теме: "Официальная и неофициальная переписка".

Наречия some, any, no, every и их производные.

Правила оформления письма.
Типы придаточных предложений.

7.3. Содержание самостоятельной работы

Тема 1. Система образования в России и за рубежом. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Подготовка презентации на тему "Мой колледж". Подготовка презентации по теме "Колледжи в Англии". Лексико-грамматические упражнения по теме.

Тема 2. Различные виды искусств. Свободное время. Мое хобби. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Эссе на тему "Как искусство влияет на человека". Лексико-грамматические упражнения. Подготовка презентации на тему "Как я провожу свободное время. Мое хобби"

Тема 3. Здоровье и спорт (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Написание эссе на тему "Правильное питание и здоровый образ жизни. Как они взаимосвязаны?"
Создание презентации на тему "Спорт и самые популярные виды спорта в Англии". Лексико-грамматические упражнения по теме.

Тема 4. Путешествие. Поездка за границу. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Подготовка сочинения на тему: «Виды путешествий. Почему и как люди путешествуют?»
Лексико-грамматический материал по теме. Подготовка рассказа о странах изучаемого языка (Соединенное королевство Великобритании и Северной Ирландии и США).

Тема 5. Моя будущая профессия, карьера (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Подготовка эссе на тему: "Моя будущая профессия".

Тема 6. Компьютеры и их функции. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Подготовка презентации по теме "Комплектация компьютера". Написание эссе на тему "Роль компьютерных технологий в жизни человека". Лексико-грамматические упражнения по теме.

Тема 7. Подготовка к трудоустройству. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Составление резюме.

Тема 8. Правила телефонных переговоров. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Составление диалога по теме: "Телефонный разговор".

Тема 9. Официальная и неофициальная переписка. (ОК 1, ОК 2, ОК 9; ЛР 7, ЛР 8, ЛР 13)
Составление делового письма.

7.3.1. Примерные вопросы для самостоятельной подготовки к зачету/экзамену
Приложение 1

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к зачету/экзамену
Приложение 2

7.3.3. Перечень курсовых работ
Не предусмотрено

7.4. Электронное портфолио обучающегося
Материалы не размещаются

7.5. Методические рекомендации по выполнению контрольной работы
Не предусмотрено

7.6 Методические рекомендации по выполнению курсовой работы
Не предусмотрено

8. ОСОБЕННОСТИ ОРГАНИЗАЦИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ ДЛЯ ЛИЦ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ЗДОРОВЬЯ

По заявлению студента

В целях доступности освоения программы для лиц с ограниченными возможностями здоровья при необходимости кафедра обеспечивает следующие условия:

- особый порядок освоения дисциплины, с учетом состояния их здоровья;
- электронные образовательные ресурсы по дисциплине в формах, адаптированных к ограничениям их здоровья;
- изучение дисциплины по индивидуальному учебному плану (вне зависимости от формы обучения);
- электронное обучение и дистанционные образовательные технологии, которые предусматривают возможности приема-передачи информации в доступных для них формах.
- доступ (удаленный доступ), к современным профессиональным базам данных и информационным справочным системам, состав которых определен РПД.

9. ПЕРЕЧЕНЬ ОСНОВНОЙ И ДОПОЛНИТЕЛЬНОЙ УЧЕБНОЙ ЛИТЕРАТУРЫ, НЕОБХОДИМОЙ ДЛЯ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Сайт библиотеки УрГЭУ

<http://lib.usue.ru/>

Основная литература:

1. Дюканова Н.М. Английский язык [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2021. - 319 – Режим доступа: <https://znanium.com/catalog/product/1209237>
2. Маньковская З. В. Английский язык [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2022. - 200 с. – Режим доступа: <https://znanium.com/catalog/product/1779974>
3. Невзорова Г. Д., Никитушкина Г. И. Английский язык. Грамматика [Электронный ресурс]: Учебное пособие для вузов. - Москва: Юрайт, 2022. - 213 – Режим доступа: <https://urait.ru/bcode/490866>

4. Кузьменкова Ю. Б. Английский язык + аудиозаписи в ЭБС [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 412 – Режим доступа: <https://urait.ru/bcode/488823>
5. Краснова Т. И., Вичугов В. Н. Английский язык для специалистов в области интернет-технологий. English for Internet Technologies [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 205 – Режим доступа: <https://urait.ru/bcode/493795>
6. Моисеева Т. В., Широких А. Ю., Цаплина Н. Н. Английский язык для экономистов [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 157 – Режим доступа: <https://urait.ru/bcode/493996>
7. Ашурбекова Т. И., Мирзоева З. Г. Английский язык для экономистов (B1–B2) [Электронный ресурс]: Учебник и практикум Для СПО. - Москва: Юрайт, 2022. - 195 – Режим доступа: <https://urait.ru/bcode/497725>
8. Кузьменкова Ю. Б. Английский язык + аудиозаписи в ЭБС [Электронный ресурс]: Учебник и практикум Для СПО. - Москва: Юрайт, 2022. - 441 – Режим доступа: <https://urait.ru/bcode/489640>
9. Стогниева О. Н. Английский язык для ИТ-специальностей [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 143 – Режим доступа: <https://urait.ru/bcode/493233>
10. Полубиченко Л. В., Изволенская А. С., Кожарская Е. Э. Английский язык для колледжей (A2-B2) [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 184 – Режим доступа: <https://urait.ru/bcode/494160>
11. Бутенко Е. Ю. Английский язык для ИТ-специальностей. IT-English [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 119 – Режим доступа: <https://urait.ru/bcode/491474>
12. Маньковская З. В. Деловой английский язык: ускоренный курс [Электронный ресурс]: Учебник. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2022. - 160 с. – Режим доступа: <https://znanium.com/catalog/product/1851442>
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14. Кузьменкова Ю. Б. Английский язык (базовый и углубленный уровни). 10—11 классы [Электронный ресурс]: учебник для соо. - Москва: Юрайт, 2022. - 414 – Режим доступа: <https://urait.ru/bcode/509208>
15. Уваров В. И. Английский язык для экономистов (A2-B2). English for Business + аудиозаписи [Электронный ресурс]: учебник и практикум для спо. - Москва: Юрайт, 2023. - 393 с – Режим доступа: <https://urait.ru/bcode/511676>
16. Минаева Л. В., Луканина М. В., Варченко В. В. Английский язык. Навыки устной речи (I am all Ears!) + аудиоматериалы [Электронный ресурс]: учебное пособие для спо. - Москва: Юрайт, 2023. - 199 с – Режим доступа: <https://urait.ru/bcode/515213>

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1. Радовель В.А. Английский язык для технических вузов [Электронный ресурс]: Учебное пособие. - Москва: Издательский Центр РИО♦, 2020. - 296 – Режим доступа: <https://znanium.com/catalog/product/987363>
2. Маньковская З. В. Английский язык в ситуациях повседневного делового общения [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2021. - 223 – Режим доступа: <https://znanium.com/catalog/product/1402441>
3. Воробьева С. А. Английский язык для эффективного менеджмента. Guidelines for Better Management Skills [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 260 – Режим доступа: <https://urait.ru/bcode/492758>
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5. Купцова А. К., Козлова Л. А., Волынец Ю. П. Английский язык для менеджеров и логистов (B1-B2) [Электронный ресурс]: Учебник и практикум Для СПО. - Москва: Юрайт, 2022. - 355 – Режим доступа: <https://urait.ru/bcode/489867>
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10. ПЕРЕЧЕНЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ, ВКЛЮЧАЯ ПЕРЕЧЕНЬ ЛИЦЕНЗИОННОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ И ИНФОРМАЦИОННЫХ СПРАВОЧНЫХ СИСТЕМ, ОНЛАЙН КУРСОВ, ИСПОЛЬЗУЕМЫХ ПРИ ОСУЩЕСТВЛЕНИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ

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Перечень информационных справочных систем, ресурсов информационно-телекоммуникационной сети «Интернет»:

11. ОПИСАНИЕ МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЙ БАЗЫ, НЕОБХОДИМОЙ ДЛЯ ОСУЩЕСТВЛЕНИЯ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ

Реализация учебной дисциплины осуществляется с использованием материально-технической базы УрГЭУ, обеспечивающей проведение всех видов учебных занятий и научно-исследовательской и самостоятельной работы обучающихся:

Специальные помещения представляют собой учебные аудитории для проведения всех видов занятий, групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации.

Помещения для самостоятельной работы обучающихся оснащены компьютерной техникой с возможностью подключения к сети "Интернет" и обеспечением доступа в электронную информационно-образовательную среду УрГЭУ.

Все помещения укомплектованы специализированной мебелью и оснащены мультимедийным оборудованием (информационно-телекоммуникационным, иным компьютерным), доступом к информационно-поисковым, справочно-правовым системам, электронным библиотечным системам, базам данных действующего законодательства, иным информационным ресурсам служащими для представления учебной информации большой аудитории.

Для проведения занятий лекционного типа презентации и другие учебно-наглядные пособия, обеспечивающие тематические иллюстрации.

7.3.1. Примерные вопросы для самостоятельной подготовки к промежуточной аттестации

6 семестр

Тема 1. Система образования в России и за рубежом

1. Let's talk about education. What can you tell me about system of education in Russia?
2. Let's talk about education. What can you tell me about system of education in the UK?
3. Let's talk about education. What can you tell me about system of education in the USA?
4. Do you agree that Russian secondary school provides a person with good knowledge? Why (not)?
5. Ask me what problems I had when I was a student.
6. What ideas from Russian school can you advise a teacher from Great Britain (USA)?
7. Today some young people think that having a good education is very important. Do you agree with them?

Тема 2. Различные виды искусств. Мое хобби

1. What types of art you know?
2. What art shows us?
3. What are the forms of art?
4. Photography is an art?
5. What is a theatre art?
6. Do you have a hobby?
7. What are your hobbies?
8. How long have you had your hobby?
9. Which hobbies are the most expensive?
10. Which hobbies are the cheapest?
11. Which hobbies cost nothing at all?
12. Which hobbies are the most popular in your country?
13. Which hobbies are the most popular with women in your country? With men?
14. Did you have any hobbies when you were a child?
15. Can you think of any hobbies which are popular with children and adults?
16. Are there any hobbies you would like to try?
17. Are there any dangerous hobbies?
18. Which hobbies do you think are the most difficult?

Тема 3. Здоровье и спорт

1. Do you think you have a healthy life style?
2. Is it possible to have a healthy life style in modern world?
3. Why do many people try to have a healthy life style?
4. What is the main purpose of it?
5. What is healthy food?
6. Do you pay much attention to what you eat?
7. Do you think it is more important for you to eat healthy or tasty food?
8. Do you try to eat your breakfast, lunch and dinner at a certain time every day?
9. Do you have a snack every time you are hungry or do you wait for the lunch or dinner?

8. What is better for health?
9. Do you agree with the saying: "Eat your breakfast, share your lunch with a friend and give your dinner to your enemy"? Why do people say so?
10. What is healthy about not eating after 6 p.m.? Do you try to follow this rule? Are you a success?
11. What are the most efficient ways to lose weight?
12. Do you think diets are useful or not?
13. Have you ever tried to go on a diet? What kind of diet was it? Did it work?
14. Is physical activity (jogging, going to a gym, swimming pool) an important part of a healthy life style?
15. Can you tell a physically inactive person from someone who takes care of his/her physical condition? What are the main differences?
16. What is your attitude to smoking?
17. What is the influence of smoking on health?
18. How do we call the most important sports event in the world?
19. Do you go in for sport?
20. What kinds of sport do you know?
21. Do you take part in any sport competitions?
22. Are you interested in football, basketball, figure skating, swimming, jumping, ...?
23. What is your favourite sport channel?
24. Do you prefer winter or summer sports?

Тема 4. Путешествие. Поездка за границу

1. Have you ever been abroad?
2. Where have you been?
3. Are you planning on going anywhere for your next vacation? If so, where? How long will you stay?
4. Describe the most interesting person you met on one of your travels.
5. What was your best trip?
6. What was your worst trip?
7. Have you ever hitchhiked? If so, how many times?
8. Did your class in high school go on a trip together?
9. If so, where did you go?
10. How long did you stay?
11. How did you get there?
12. Do you prefer summer vacations or winter vacations?
13. Do you prefer hot countries or cool countries when you go on holiday?
14. Do you prefer to travel alone or in a group? Why?
15. Do you prefer to travel by train, bus, plane or ship?
16. Do you prefer traveling by car or by plane?
17. Have you ever been in a difficult situation while traveling?
18. Have you ever been on an airplane? How many times? What airlines have you flown with?
19. Have you ever gotten lost while traveling? If so, tell about it.
20. How do you spend your time when you are on holiday and the weather is bad?
21. If you traveled to South America, what countries would like to visit?
22. If you were going on a camping trip for a week, what 10 things would you bring? Explain why.
23. What are some things that you always take with you on a trip?
24. What countries would you like to visit? Why?
25. What are some countries that you would never visit? Why would you not visit them?
26. What do you need before you can travel to another country?

27. What is the most interesting city to visit in your country?
28. What is the most interesting souvenir that you have ever bought on one of your holidays?
29. What was the most interesting place you have ever visited?
30. What's the most beautiful place you've ever been to?
31. Would you prefer to stay at a hotel/motel or camp while on vacation?
32. Would you rather go to a place where there are a lot of people or to a place where there are few people?

Тема 5. Моя будущая профессия, карьера

1. Are there many opportunities to choose a profession?
2. What prospects open before the school-leaver?
3. Can people choose any profession they like?
4. What professions can you get in the university?
5. Who had influenced your choice of profession?
6. Do you find this profession interesting (important)?
7. What was your favourite subject at school?
8. What is a role of a lawyer in modern society?
9. Do you know much about your future profession?
10. What other professions do you know?

Тема 6. Компьютеры и их функции

1. Do you have a palm top, a laptop or a desktop computer?
2. When and how often do you use your computer?
3. What do you use your computer for?
4. Do you often play computer games? What are your favourite computer games? Why do you like them?
5. Are you good at using a computer? What software do you use?
6. How often do you use the Internet? What websites do you use regularly?
7. Have you joined any social network services?
8. How does computer influence your life? Do computers make our lives easier?
9. Are there any dangers related to using computers?
10. Can you imagine life without the Internet?

8 семестр

Тема 7. Подготовка к трудоустройству

1. Have you ever been working?
2. Have you worked this summer?
3. Have you ever combined work and studies?
4. Did your studies suffer from your work?
5. When did you start working?
6. What did you do?
7. What did you like and dislike about your job?
8. What was your salary? How did you spend it?

Тема 8. Правила телефонных переговоров

Тема 9. Официальная и неофициальная переписка

1. Why will many people do everything possible to avoid telephoning in English?
2. If someone calls and you are not ready, what should you do?
3. When you are professional, it is not terrible if you are not prepared for telephone calls. Is it correct? Why?
4. When you call someone who is not here at the moment what should you say?
5. What is worth pointing out we should keep in our mind about telephoning in business?
6. When does a “cold call” occur?
7. What phrases help to block the unsolicited caller?
8. What should you say when you need to find out why people are calling you?
9. What are the best techniques in business when speaking in English to people who speak English as a second language?

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации

6 семестр

ОК 01. Выбирать способы решения задач профессиональной деятельности применительно к различным контекстам

Задания открытого типа:

1. Выберите правильный вариант ответа

1. The rain... stopped by 4 o'clock.

- a) **had**
- b) has
- c) are

2. Выберите правильный вариант ответа

I ... studyng English since 2010.

- a) **have been**
- b) has been
- c) had been

3. Выберите правильный вариант ответа

I like walking

- a) **fast**
- b) fastly
- c) unfastly

4. Выберите правильный вариант ответа

He says that she ... in the evening.

- a) comes
- b) **will come**
- c) would come

5. Выберите правильный вариант ответа

My sister decided that she ... to the cinema next Sunday.

- a) will go
- b) **would go**
- c) will be going

Задания Закрытого типа:

1. Поставьте глаголы в форму **Present Perfect**

My friend (help) me to solve the problem. - Мой друг помог мне решить проблему.

Ответ: 1. has helped

2. Поставьте глаголы в форму **Present Perfect**

Rita (start) her blog. - Рита начала свой блог.

Ответ: 2. has started,

3. Поставьте глаголы в форму **Present Perfect**

I (learn) the rules. - Я выучил правила.

Ответ: 3. have learnt

4. Напишите форму **сравнительной степени**

long →

high →

Ответ: 4. longer, higher.

5. Заполните пропуск правильной формой прилагательного **в сравнительной или превосходной степени**

1. What is the (beautiful) city you've been to?

2. This is the (boring) book I've read.

Ответ: 5. the most beautiful, the most boring.

ОК 02. Использовать современные средства поиска, анализа и интерпретации информации и информационные технологии для выполнения задач профессиональной деятельности;

Задания открытого типа:

1. Выберите правильный вариант ответа

Are you interested ... football?

a) in playing

b) at playing

c) on playing

2. Выберите правильный вариант ответа

I am looking forward ... to the party.

a) to going

b) on going

c) at going

3. Выберите правильный вариант ответа

I haven't read the letter

a) already

b) yet

c) usually

4. Выберите правильный вариант ответа

She ... for this company for 10 years.

a) worked

b) has been working

c) works

5. Выберите правильный вариант ответа

Printing ... in China.

a) has been invented

b) invented

c) was invented

Задания закрытого типа:

1. Измените предложения так. Чтобы они стали вопросительными. Make general questions.

The rabbit is hopping now.

Ответ: 1. Is the rabbit hopping now?

2. Измените предложения так. Чтобы они стали вопросительными. Make general questions.

Children are swimming now.

Ответ: 2. Are children swimming now?

3. Измените предложения так. Чтобы они стали вопросительными. Make general questions.

I am reading a book now.

Ответ: 3. Are you reading a book now?

4. Измените предложения так. Чтобы они стали вопросительными. Make general questions.

Dave is riding his bike now.

Ответ: 4. Is Dave riding his bike now?

5. Измените предложения так. Чтобы они стали вопросительными. Make general questions.

We are planting some seeds now.

Ответ: 5. Are we planting some seeds now?

ОК 09. Пользоваться профессиональной документацией на государственном и иностранном языках.

Задания открытого типа:

1. Выберите правильный вариант ответа

Do you know ... ?

a) **when Boxing Day is**

b) when is Boxing Day

c) Boxing Day is when

2. Выберите правильный вариант ответа

I didn't see this play yesterday. ... I.

a) **neither did**

b) so did

c) either did

3. Выберите правильный вариант ответа

I have never listened to ... stories.

a) so

b) such a

c) **such**

4. Выберите правильный вариант ответа

If I ... you I would help him.

a) was

b) **were**

c) had been

5. Выберите правильный вариант ответа

If the weather ... warmer they would have gone to the country.

a) **had been** b) was c) has been

Задания закрытого типа:

1. Заполните пропуски.

"He came yesterday." She said that he had come.....

Ответ: 1. the day before (В косвенной речи yesterday меняется на the day before).

2. Заполните пропуски.

"My parents will arrive today." He said that his parents would arrive.....

Ответ: 2. that day (В косвенной речи today меняется на that day).

3. Заполните пропуски.

"I will contact you tomorrow." He said he would contact me.....

Ответ: 3. the next day (В косвенной речи tomorrow меняется на the next day).

4. Переведите из прямой речи в косвенную предложения с модальными глаголами.

He said, "I can drive a car."

Ответ: 4. He said that he **could** drive a car. (В косвенной речи can меняется на could).

5. Переведите из прямой речи в косвенную предложения с модальными глаголами.

She said to me, "You ought to call her."

Ответ: 5. She **told** me that I ought to call her. (Если после to say имеется дополнение, обозначающее лицо, к которому обращаются с речью (to me), то say заменяется tell. Глагол ought в косвенной речи не изменяется).

1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря).

Пример текста

American education remains today what it was in the earliest days of the Republic: the anvil upon which the national culture is created and adapted to changing needs. Its goal is universal education from kindergarten to university.

All, regardless of race or class or economic status, are entitled to a fair chance and to the tools for developing their individual powers of mind and spirit to the utmost.

Education in the United States comprises three basic levels: elementary, secondary and higher education. Parents may choose whether to send their children to their local free public schools, or to private schools which charge fees. The organization and curricula of private schools and colleges are similar to those of public schools although the administration differs.

The vast majority of students at the primary and secondary levels go to public schools. Most of those who attend private schools attend church sponsored parochial schools.

The school year is usually nine months long, from early September to mid-June. The common pattern of organization, referred to as the 6-3-3 plan, includes elementary school in grades 1 through 6, junior high school in grades 7 through 9 and senior high school in grades 10 through 12. However, many variations on the pattern exist in the USA.

The main purpose of elementary school is the general intellectual and social development of the child from 6 to 12 or 15 years of age.

In secondary schools most pupils follow a course that includes English, science, social studies, mathematics and physical education. Elective subjects may be chosen in the fields of foreign languages, fine arts and vocational training. Pupils usually elect about half their work in grades nine through twelve.

The vocational program may give training in four fields: agricultural education, business education, home economics and trade and industrial education. This program prepares students either for employment or further training.

Most young Americans graduate from school with a high school diploma upon satisfactory completion of a specified number of courses. Students are usually graded from A (excellent) to F (failing) in each course they take on the basis of performance in tests given at intervals throughout the year.

2. Устное сообщение и собеседование по теме

Пример текста

There are many different types of arts in the world. The most popular ones are cinema, theater, literature, music and painting. I'd like to tell you a little bit about each of these arts. First of all, my favourite type of art is music. It has always fascinated me how people create such melodic tunes. I love all genres of music, be it jazz, classical, pop, rock, reggae, opera, blues or else. Music can change my mood. If I'm sad I try to listen to something cheerful, for example, to disco music. If I want to think in loneliness, I prefer alternative rock. I'm glad that there are so many devices nowadays which allow us to listen to music everywhere we wish. It includes radios, MP-3 players, CD-players, mobile phones. My second favourite type of art is literature. I like reading interesting novels and detective stories. I also value the works of famous writers and poets. Speaking of Russian writers I've read some works of Pushkin, Lermontov, Tolstoy, Turgenev, Dostoevsky and Mayakovski. Their works are world-famous and many books have been translated into other languages. Theater is gradually becoming an outdated type of art. On the contrary, cinemas become more popular. There are many great theatres and large cinemas in Russia. I think people should respect the work of actors and attend theatres more often. As for me, I don't really like cinemas. If I want to watch a new movie, I buy and watch it at home. Painting is another form of art. Museums and art galleries have always attracted me. I think that painting is a rather interesting activity. One of my friends is really good at it. He is going to enter the University of Arts after graduating from school. His works include oil paintings and pastel. I really admire his talent. I wish I could be as good at painting as him.

2. Устное сообщение и собеседование по теме

Пример текста

Sport is probably as old as the humanity itself. In all the times and societies, playing sports was considered very useful and beneficial. Archeologists have found some rock paintings representing some rituals that look like athletic activities. It is amazing, but these rock paintings are almost 30 thousand years old. It means that people have done sports since ancient times yet! And it is generally accepted that people went in for sport because they have understood that need it in their life.

Every person wants to be stronger, healthier and to look good. That is why, there is no place in the world where you will not find people who are not engaged in sport activities. Sport is the very thing that can make a human body strong, well-built and fit. It helps to improve health significantly, including blood circulation and overall physical stamina. Sport makes the body ideal, consistent and healthy, as it strengthens it, and fights obesity. Moreover, sports help to improve brain activity as well, making it the best way to avoid numerous possible aging illnesses.

Sport is commonly defined as an athletic activity that involves a degree of competition. When it first appeared in the world people started thinking of different contests and choosing the best ones in each category. So, sport includes all forms of competitive physical activity or games. There are a lot of kinds of sports such as swimming, boxing, football, basketball, tennis and etc. Sport games

give needed competitive nature and a strong desire to win. Moreover, when you are competing with opponents, you can develop your organizational and decision-making skills. Thus, participation in sport games brings numerous benefits.

2. Устное сообщение и собеседование по теме

Пример текста

We live in times when it's rather easy to travel to any point of the planet. So no wonder travelling becomes more popular. What is more, our modern life is impossible without travelling. And there are many reasons for this.

A few decades ago it couldn't be imagined that we would be able to travel almost everywhere. Now we can travel by different means of transport: by plane, by ship, by train, by car and even on foot. Some people like to travel by plane, because it is the best way to get to a foreign country fast. But others prefer traveling by train. They say that this method is more convenient and cheaper. Anyway, we have got something to choose from. And the way of travelling depends only on our opportunities and preferences.

Another good thing is that travelling helps us live and enjoy life. When we get tired of our daily routine, we need to change the surroundings. And travelling is one of the best way to break the monotony of our life. We travel, see new countries and cities, visit historical places, meet new people and taste different dishes. It brings us new impressions and makes life brighter. And that's why millions of people all around the world adore travelling.

And finally, it is commonly known that travelling is a very nice activity. It's the time for relaxation and thinking. Nothing can give us a great deal positive emotions and memories as travelling. It is often said that travelling broadens mind. And personally I believe that it is an undeniable truth.

2. Устное сообщение и собеседование по теме

Пример текста

I want to become a computer programmer. I am interested in computers. It is a whole new world. Many people continue careers of their parents or grand parents but it is not the case with me. My mother is a teacher and my father is a doctor. But I don't want to be neither a teacher nor a doctor. My favourite subjects in school are mathematics, physics, and, of course, computer science. I am not interested in such subjects as geography, biology or chemistry. My hobby is computer games and computer programming.

I have a computer at home and can spend hours working at it. It is much easier to do things on computer, for example to write a composition. You can change the text as many times as you want and you don't need to rewrite everything if you changed something.

I think that the profession of programmer can give many opportunities. Computers are the most rapidly changing sphere of modern technology. We are living in the age of information. And I think that the future is just filled with computers.

Today, in England or in the US people can work, go shopping or even go on dates sitting at their computers. In our country, computers have been used just for a short time.

So after I finish school I want to enter the university and study computer science.

2. Устное сообщение и собеседование по теме

Пример текста

The role of the computer in our lives is currently growing from day to day. It can be explained by the fact that computers help people to do their work much more easily and quickly. Computers can be characterised, as very comfortable, reliable and accurate. The biggest advantage is the price of computers, they are quite cheap. They give people very quick and quality information, so in such a way people don't have to spend their time, turning leaves of dozens of books. Computers are easy to use, so you don't have to be a genius to be able to work on it. And even if it is hard for you to learn it, you can buy some videos and books that will help you to do it.

In today's world, computers are used nearly in all branches of industry. Even in that one that are dangerous and harmful to human health. Scientists can't imagine space research without using computers. Today computers can diagnose very severe illnesses and help to carry out operations. Using a computer you can search something on the internet. It has many advantages. You can exchange information electronically. The Internet users can enjoy online media and they can help other people to solve their problems. It expands our knowledge and stimulates our curiosity. Using the internet, you can meet different and interesting people. The internet also informs us about new trends. It provides us the possibility to talk with our friends online. The Internet helps us to use less television and watch only those films, which we want.

The computers have some disadvantages. Computer viruses are very dangerous. Such computer viruses can delete all files that are in your computer.

But in my opinion, computers are very useful and necessary in our lives. Despite some disadvantages, I think that a computer is the very important machine. I am sure that the computers have a great influence on our lives.

2. Устное сообщение и собеседование по теме

8 семестр

1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря)

Пример текста

Job-hunting today is a difficult process. Not only do you have to take the time out to look for a job, you also have to see which job is right for you. The process might seem so easy, but it is not. Job-hunting requires good planning. The process of job hunting today consist of good brainstorming of the important things you are looking for in a job, finding the jobs, researching and making the final decisions on which job is the best one to go to for the interview. Depending on your job field and your requirements, you first need to find different companies that meet those requirements. For example, if one is interested in an accounting job, they have to find a company that has an opening for an accountant. Different companies have different criteria: salary, job environment, dress code, employees, location, and job description. Everyone has his or her own preferences when it comes satisfaction.

The process of job hunting first consists of brainstorming what one is looking for in a job. Brainstorming consists of making a list, a web, or short paragraph of what you are looking for in a job. The brainstorm will have different criteria: expected salary, job description, job environment, location, and other important things one must have for a job.

After brainstorming, finding jobs is the next step. Newspapers and on-line web sites are great resources to start out with. This actually takes the longest time out of the whole job-hunting process. After brainstorming on location, and job description, this should speed up your findings. After finding out several jobs that interests you, researching for the job is the next process.

Пример текста

Standard formulas in language invade many aspects of our life, including the telephone, which seems to be the most challenging skills for a foreign speaker to master. A lot of people find it difficult to make phone calls in a foreign language — and that is understandable. You can't see the person you are talking to, their voice might be unclear, and it might be difficult for you to find the right words.

When you make a telephone call, you lift the receiver. Then you dial the number. If you don't know the number, you can look it up in the telephone directory. If you can't find it there, you can call directory inquiries. Making a call to a place far away is called a long-distance call. For most countries you can phone direct; first dial the international code-number. If the person you want to call is already speaking to someone, the number is engaged. When you call a person you want to

speak to and somebody else answers the phone, you can leave a message, or it may mean that you have dialled a wrong number.

One thing you can do to improve your telephone skills is to learn some of the multi-word verbs that are commonly used in telephone conversations. Most of them are featured in this text. Hold on and hang on mean "wait". Be careful not to confuse hang on with hang up. Hang up means "put the phone down". Another phrasal verb with the same meaning is ring off. The opposite of hang up/ring off is ring up — if you ring somebody up, you make a phone call. And if you pick up the phone, you answer a call when the phone rings.

If you are talking to a receptionist, secretary or switchboard operator, they may ask you to hang on while they put you through — connect your call to another telephone. But if you can't get through to the person you want to talk to, you might be able to leave a message asking him/her to call you back — to return a call.

Another thing to think about when talking on the telephone is formality. It is important to use the right level of formality. On the one hand, if you are too formal, people might find it difficult to feel comfortable when they talk to you. On the other hand, if you are too informal, people might think you are rude. Generally speaking, if you are talking to someone in a business context, you should use could, can, may or would when you make a request: "Could I speak to John Smith, please?", "Can I take a message?", or "Would next Tuesday be okay?" You should also use please and thank you or thank very much whenever you ask for, or receive any information or help. It is important to show politeness by using words like would, could, please, thank you, etc. But it is also okay to use some of the features of informal English — short forms, phrasal verbs and words like okay and bye — in other words — everyday English. So phrases like I'm off to a conference, No problem, bye! and Hang on a moment and I'll put you through are perfectly acceptable, as long as the overall tone of the conversation is polite.

2. Устное сообщение и собеседование по теме

3. Пересказ прочитанного текста

**Приложение 4
к рабочей программе**

Федеральное государственное бюджетное образовательное учреждение высшего
образования
УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ

УТВЕРЖДЕНЫ
на заседании Педагогического совета колледжа

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ПРОВЕДЕНИЯ
ТЕКУЩЕГО КОНТРОЛЯ**

по дисциплине

Иностранный язык в профессиональной деятельности

Контрольная работа № 1

1. Соотнесите английские выражения с русскими эквивалентами.
2. Переведите следующие сокращения на русский язык.
The LEA, the UK, PE, IT, 0-level, A-level, GCSE
3. Заполните пропуски следующими словами:
Public, competitive, free, compulsory, playgroup
 1. Education in the United Kingdom is from the age of five to sixteen.
 2. The majority of schools is of charge.
 3. The admission to higher school is and based on the system of entrance examinations.
 4. Children under five go either to nursery schools or to
 5. Private or ... schools are very expensive.
4. Выбери правильный вариант
 - 1. Public school means that**
 - The school is private
 - The school is for everybody
 - 2. Boarding school means that**
 - Students live there
 - There are only boys there
 - It is abroad
 - 3. Eton is**
 - A famous public school
 - A famous state school
5. Согласитесь с утверждением, если считаете нужным. Запишите ответ, начиная следующим образом: **I agree with the following statement**
 1. The system of education in the USA works according to the national standard.
 2. There are 35000 state schools in Britain.
 3. Most schools in Britain are free of charge.
 4. Higher education is not expensive in the USA.
 5. Sophomore is the second year in a university.
 6. There are no entrance exams to university.

Контрольная работа №1.2 по теме «Education»

1. Соотнесите английские выражения с русскими эквивалентами.
2. Переведите следующие сокращения на русский язык.
The LEA, the UK, PE, IT, 0-level, A-level, GCSE
3. Заполните пропуски следующими словами:
Technical, famous, free, responsibility, playgroup
 1. Schooling and educational programs are the of each state.
 2. The majority of schools is of charge.
 3. The most ... private university is Harvard.
 4. Children under five go either to nursery schools or to
 5. After finishing the ninth form schoolchildren may leave school and go to (vocational) schools or colleges.

4. Выбери правильный вариант

1. Public school means that

- The school is private
- The school is for everybody

2. Boarding school means that

- Students live there
- There are only boys there
- It is abroad

3. Eton is

- A famous public school
- A famous state school

5. Согласитесь с утверждением, если считаете нужным. Запишите ответ, начиная следующим образом: **I agree with the following statement**

1. The system of education in the USA does not work according to the national standard.
2. There are 35000 private schools in Britain.
3. Most schools in Britain are free of charge.
4. Students can be involved in scientific research while studying.
5. Freshman is the first year in a university.
6. There are no entrance exams to university.

Контрольная работа №2

I. READING COMPREHENSION

I. Read the article and fill in the gaps with the sentences and parts of sentences A- G. Write the letter of the missing sentence in the box. There are two extra letters you will not need (5 points).

Robot technologies in our home

There are lots of science fiction books and films about robots. Nice and humanlike metal and plastic creatures often become children's friends there. Robots learn how to distinguish (различить) between good and evil, and how to become a friend to a human being. To our surprise and delight we find out that robots are able to experience feelings — they can feel happy, upset, and even angry. [1] They can even risk their life, [2], for someone they love.

Is artificial intellect a pure fantasy or are there any scientific discoveries behind this idea? [3] What we know for sure is that robotics is a rapidly developing technology, and soon we can expect robots to enter our houses and stay there for a long time. It's already happening in Japan, where machines of all shapes and sizes are widely used. Besides being used in different industries, robots do lots of housework: they clean the house, serve tea and wash up after that. [4] These robots wake people up in the morning, inform them about the weather and ask questions about their health. The robots are able to recognise faces, keep eye contact and maintain conversations. In Japan, [5] humanoid robots have already become friends for lots of elderly people.

Robots for households are usually designed in a humanlike manner and resemble human beings — they have a head, arms and legs. Japanese scientists believe that in several years robots will be common in every household and feel very enthusiastic about it.

- 1) in robots' terms they risk being destroyed or reprogrammed
- 2) Amazing but robots can take care of disabled or aged people!
- 3) Some rescue robots, which can dig deep after earthquakes, have already been created.
- 4) It's still difficult to answer this question.
- 5) We can see robots break the technological law of logic and rational to defend human beings.
- 6) Elderly people often feel lonely and need some company.
- 7) which has the largest percentage of aged people in the world

II. USE OF ENGLISH (GRAMMAR/VOCABULARY)

I. Read the text and choose the correct options to fill in the gaps.

A robot's brain is a computer. It switches (1) ... the parts of the robot that make it move and (2)... certain tasks. The programmer programs the robot with information for each task. A simple task needs very complicated software and hardware.

The robots of today (3)... talk, play football, walk upstairs, dance and even conduct an orchestra! A (4) ... of robots can see and hear — using cameras and microphones with software that helps them (5) ... things. Some can even smell. Robots can't think like we do, but some robots can solve (6)... They collect information, and process it by (7) ... it to the data in their program. Then they "decide" which is the (8) ... solution. Some robots can also communicate with humans (9) ... a very simple level: their software can recognise people's body language and how they use their voice. Now (10) ... South Korean professor has developed new software using human DNA as a model. He says it will give robots personalities and feelings.

Контрольная работа №3

I. Put each verb in brackets into a suitable verb form.

1) This train journey seems endless! I wish we (go) by car. 2) I wish I (have) the money to buy some new clothes, but I can't afford any at the moment. 3) I wish the government (do) something about the pollution in the city. 4) I'm getting really soaked! I wish I (not forget) my umbrella. 5) I wish you (not do) that! It's a really annoying habit. 6. If I (not/have) to work tonight, I would go with you to the restaurant. 7. I (enjoy) the play if the lady behind me hadn't been talking all the time. 8. You won't have indigestion if you (avoid) spicy food. 9. If only I (be) skinner! 10. If we (not/get) lost, we would have been here long ago.

II. Underline the most suitable verb forms in each sentence.

a) Why didn't you tell me? If you told/had told me, I had helped/would have helped you. b) If Bill didn't steal/hadn't stolen the car, he wasn't/wouldn't be/hadn't been in prison now. c) If Ann wasn't driving/didn't drive/hadn't driven so fast, her car didn't crash/wouldn't crash/wouldn't have crashed into a tree. d) Let me give you some advice. If you smoked/would smoke/had smoked less, you didn't feel/wouldn't feel/wouldn't have felt so tired. e) What bad luck! If Alan didn't fall/hadn't fallen/wouldn't fall over, he won/would win/would have won the race.

III. Rewrite the sentences using the correct Conditional Type, as in the example

e.g. I wish Jack were here (he/help us) - If Jack were here he would help us.

1. I wish you paid more attention in class (you/understand everything). 2. I wish they had called before they came (I/cook something)

IV. Fill in the correct word: keep, fight, protect, feel, complain, grapes, spices, rumbling, greedy, carrots.

1. I'm making a fruit salad with apple, peach and _____. 2. Why do you always ___ about everything? Don't you like the food? 3. The soup is very tasty. What ___ did you use? 4. Fruit and vegetables ___ us from all kinds of illnesses. 5. Is there anything to eat? My tummy is ___. 6. I am usually in a very good mood but sometimes I ___ down in the dumps too. 7. She is so ___; she can eat without

even offering anyone! 8. He can't ___ his emotions under control. 9. My favourite vegetables are cabbage and ___. 10. Make sure you eat a lot of oranges and kiwis; it's the only way to ___ off infections.

V. Put down the correct prepositions:

1. You must give ___ this diet; it's not good for you. 2. She suffers ___ headaches. 3. He can't cope ___ the stress. 4. The doctor advised me ___ fatty food. 5. What are you cooking there? It's giving ___ a nasty smell!

Контрольная работа №4

1. Put the dialogue in the right order.

1. Don't ask! It was the worst holiday I've ever had.
2. Yes. So many things went wrong!
3. Like what?
4. **Welcome back, John! How was your holiday?**
5. In the Himalayas?
6. I wish! The meals in the hotel were appalling. Besides that, the staff was unfriendly and rude.
7. Well, for a start our flight was delayed by six hours.
8. Oh, I'm really sorry to hear that. I hope you'll have better luck next time!
9. How disappointing! Surely the things were a bit better when you got there.

1. d 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ 7. ___ 8. ___ 9. ___

1. Use the correct forms of Past Tenses.

- 1). I (**talk**) over the phone when they (**bring**) me a letter.
a) talked, brought b) had talked, were bringing
c) was talking, were bringing d) was talking, brought
- 2). They (**sit**) in the room when the taxi (**arrive**).
a) sat, arrived b) was sitting, had arrived
c) had been sitting, arrived d) were sitting, arrived
- 3). I (**visit**) Italy last April. I (**stay**) at a nice hotel.
a) visited, stayed b) visited, had stayed
c) was visiting, had been staying d) visited was staying
- 4). We (**work**) on the computer for two hours before it (**break**) down.
- 5). What you (**do**) at 3 o'clock yesterday morning?
- 6). Mary (**work**) as a nurse for five years before she (**become**) a doctor.

Контрольная работа №5

Translate the words and expressions from English into Russian

1. a cover letter -
2. a CV-
3. a follow-up letter -
4. a job advertisement -
5. to research the market -
6. an experience -
7. opportunities for promotion -
8. a recent graduate -
9. to apply for -
10. a prospect -
11. successful international firm -
12. theoretical knowledge -
13. to give an opportunity of an interview -
14. prices -

Translate the words from Russian into English

1. сильные стороны -
2. слабые стороны -
3. аналитические способности -
4. самоанализ -
5. креативность -
6. самоуверенность -
7. умение вести переговоры -
8. коммуникативные навыки -
9. независимость -
10. организаторские способности -
11. умение работать в команде -
12. лидерские навыки -

Translate the sentences from Russian into English

1. Мы ищем молодых, динамичных профессионалов, желающих вступить в нашу команду
2. Я уверен, что мои способности и опыт позволят сделать полезный вклад в вашу команду
3. Я звонил, чтобы уточнить, если вакансии в отделе маркетинга
4. Кроме этого, у вас должно быть позитивное отношение, сильные творческие способности и способность хорошо работать в команде
5. За последние несколько лет я усвоил несколько уловок, которые помогают мне организовать мою жизнь

Контрольная работа №6

Переведите следующие сочетания на русский язык.

- 1) company computer
- 2) computer company
- 3) multimedia computer centre
- 4) trade exhibition
- 5) model size
- 6) old age pensioners
- 7) telephone inventor
- 8) text messages
- 9) telephone call (directory, station, number)
- 10) radio signal (waves)

Исправьте ошибки в следующих предложениях.

1. Where are my money?
2. I can't find them anywhere. Have you seen them?
3. I need some informations.
4. We are going to sell all the furnitures.
5. I'm looking for a new jeans.
6. Your hairs are getting very long.
7. My knowledges of English are very limited.
8. We had a lot of homeworks yesterday.
9. Do you think she is making a progress with her English?
10. Mass media plays an important part in our life.

Заполните пропуски, используя much или many. Ответьте на вопросы.

1. How ___ mobile phones do you have?
2. How ___ money do you spend on entertainment?
3. How ___ mobile applications do you use?
4. How ___ social networks do you use?
5. How ___ texts do you send a day?

Выберите грамматически верный вариант ответа.

1. I ... a book about computer-based technologies at the moment.
a) read b) am reading c) reading
2. Don't speak loudly! They ... the documents.
a) prepare b) are preparing c) preparing
3. Russian computer specialists ... to develop new means of communication at present.
a) try b) are trying c) is trying
4. Turn off the TV-set, please. I ... it.
a) do not watch b) not watching c) am not watching
5. What ... Kate now ? She's speaking over the phone.
a) is, doing b) does, do c) are doing
6. I couldn't call you back at that moment, because I ... English on the Internet.
a) practised b) were practising c) was practising
7. When we entered the room, the students ... sms messages.
a) didn't read b) wasn't reading c) were not reading
8. They ... their new goods, when I switched on my TV-set.
a) advertised b) advertise c) were advertising
9. While the teacher was explaining how to arrange financial information, the students ... ring tones.
a) was downloading b) downloading c) were downloading
10. What ... you yesterday at 3 ? - I was trying to connect to our company computer.
a) did, do b) doing c) were, doing
11. A couple of years from now, computers ... cars and electrical appliances.
a) control b) will control c) will be controlling
12. Will you be at home tonight ? - Yes, I ... TV the whole evening.
a) watch b) will watch c) will be watching
13. The students ... in the computer class from 10 till 12 tomorrow.
a) will be working b) will working c) will work
14. Where ... he ... for me tomorrow at 3?
a) wait b) will wait c) will be waiting
15. Come to my place tomorrow. I ... for the exams the whole day.
a) don't prepare b) will not be preparing c) will not prepare
16. The executives ... new technology at the meeting now.

- a) were discussing b) are discussing c) will be discussing
17. When I ... with my friend, the battery ran out.
a) was speaking b) am speaking c) will be speaking
18. When I left home, she ... a telephone call from a young inventor.
a) was waiting for b) is waiting for c) will be waiting for
19. Tomorrow at 5 I ... the instruction of my new cellular phone. I'm not good at modern technologies. Could you come to help me, please?
a) am studying b) was studying c) will be studying
20. Are you busy tomorrow ? - Yes, my group mate will come to me, we ... a web-page the whole day.
a) are designing b) were designing c) will be designing
21. It's raining
a) heavy b) heavily c) heavier
22. The weather wasn't very ... yesterday, but it's ... today.
a) better, good b) good, better c) good, gooder
23. Nokia is ... than Samsung.
a) more reliable b) reliable c) reliablest
24. The ... the size of the memory card is, the ... pictures you can keep in your camera.
a) bigger, more b) big, many c) biggest, most
25. The demand for this model this year is not so ... as it was last year.
a) high b) higher c) the highest
26. He made ... phone calls but nobody answered.
a) much b) many c) a lot of
27. They have ... money. They are very poor.
a) little b) few c) much
28. How ... homework do you have ?
a) many b) much c) few
29. Her French is very good. She makes ... mistakes.
a) many b) little c) few
30. They have got some very nice ... in their house.
a) furniture b) furnitures c) оба варианта верны
31. I'm going to buy a lot of new
a) clothe b) clothes c) clotheses
32. Listen! I have got ... good
a) many news b) some, news c) some, newses
33. Where were you last night ? - I was at my
a) parents' house b) parents's house c) parents house
34. Do you know ... ?
a) the phone number's Bill b) Bills phone number
c) Bill's phone number
35. We didn't see
a) the film's beginning b) the beginning of the film
c) the beginning's film

Контрольная работа №7

Исправьте ошибки в следующих предложениях.

11. Where are my money?
12. I can't find them anywhere. Have you seen them?
13. I need some informations.
14. We are going to sell all the furnitures.
15. I'm looking for a new jeans.
16. Your hairs are getting very long.

17. My knowledges of English are very limited.
18. We had a lot of homeworks yesterday.
19. Do you think she is making a progress with her English?
20. Mass media plays an important part in our life.

Выберите грамматически верный вариант ответа.

1. My uncle ___ a yacht last week.
A did buy B bought C buyed
2. She ___ French when she was at school.
A study B did study C studied
3. I ___ the bills last month.
A didn't pay B didn't paid C payed
4. ___ a new TV program yesterday?
A Watched you B Did you watch C Did you watched
5. It was my brother's birthday on Sunday, so I ___ him a postcard.
A sent B send C sended
6. We ___ last night due to the nasty weather.
A didn't went out B did go out C didn't go out
7. Who ___ the first airplane?
A did invented B did invent C invented
8. My grandfather ___ violin very well when he was young.
A can play B could play C could played
9. We ___ a lot last year.
A did travel B travelled C did travelled
10. When ___ Maria?
A did you last see B did you last saw C you last saw
11. We ___ to sell our old house and buy a new one.
A did decide B did decided C decided
12. I ___ when I was getting off the bus.
A slipped B sliped C did slip
13. How much time ___ in Germany last month?
A did you spend B did you spent C did you spended
14. John was so thirsty that he ___ two glasses of water.
A drink B drank C dranked
15. It was hot, so I ___ the window.
A did open B open C opened
16. Sandra ___ her English exam successfully yesterday.
A passed B passed C did pass
17. When ___ your new garage?
A did you built B did you build C you built
18. The film was boring. I ___ it.
A enjoy B didn't enjoyed C didn't enjoy
19. Nobody ___ while we were having dinner.
A didn't phone B phoned C did phone
20. We ___ a nice time at seaside last summer.
A had B did have C haved
21. My dad ___ when he was little.
A didn't smoked B not smoked C didn't smoke
22. ___ any museums when you were in England?
A Visited you B Did you visited C Did you visit
23. Rosa was sleeping when somebody ___ on the door.

- A did knock B knocked C did knocked
 24. My mother was very tired, so she ____ to bed early last night.
 A went B go C did go
 25. He never ____ long distances when he was a child.
 A runned B ran C didn't run

Контрольная работа №8

Выберите грамматически верный вариант ответа.

1. The decrease in cost of microelectronic devices about changes in the way people and computers interact since the beginning of the century.
 a) brought b) have brought c) has brought
2. My friend a new PC recently and he is very happy now, because it gives him a lot of opportunities for work.
 a) buy b) bought c) has bought
3. I'm not going to surf the Internet today. I all necessary information some time ago.
 a) find b) found c) have found
4. Our group mates English on-line this week yet.
 a) haven't practised b) didn't practise c) hasn't practised
5. you brother ever ... Photoshop?
 a) does use b) has used c) is used
6. When Alex ... icons and music from the Internet last time?
 a) does download b) did download c) has downloaded
7. I haven't seen my cousin 2005.
 a) since b) from c) for
8. I computer literate by the age of 18.
 a) became b) have become c) had become
9. When we came home, my father already ... on-line banking.
 a) did b) was doing c) had done
10. The children games on-line yet, when their mother came home.
 a) haven't played b) hasn't played c) hadn't played
11. you every opportunity to master English by the time you left the University?
 a) did use b) had used c) have used
12. Perhaps my brother computer business by the time he is 35.
 a) will have started b) will have start c) will start
13. Mary's parents a new laptop to her when she passes all her exams with excellent marks.
 a) present b) presented c) will have presented
14. Probably everyone computers that fit into your hand by 2020.
 a) will have b) will be having c) will have had
15. I hope books and newspaper ... by the 22nd century.
 a) haven't disappeared b) won't have disappeared
 c) hadn't disappeared
16. By what time ... you that website?
 a) will make b) will have make c) will have made
17. Modern PCs do amazing things: they even understand spoken language!
 a) can b) could c) may
18. Nowadays computers follow instructions and play mathematical games.
 a) could b) can c) will be able to
19. A lot of musicians and music companies were not happy, because people get their music free in the Internet.
 a) can b) will be able to c) could
20. Nowadays everybody be computer literate.
 a) must b) had to c) to be to
21. he make a report about new computer- based technologies yesterday?

- a) does, have to b) did, have to c) is, have to
22. I think you ... change your old PC for a new model of a laptop – it's more convenient to use.
a) must b) should c) can
23. When your parents ask you where you were last night, you ... tell them lies.
a) shouldn't b) mustn't c) оба варианта возможны
24. Before I entered the University, I ... surf the Internet and find necessary information.
a) couldn't b) can't c) won't be able to
25. I borrow your floppy disk? – Of course, I have some at home.
a) must b) may c) should
26. The train to arrive at 5 o'clock.
a) be b) is c) are
27. I have only computer at home.
a) one b) two c) three
28. I don't like political programmes, but I like musical
a) one b) ones c) оба варианта возможны
29. Internet is the greatest source of information and the most popular... .
a) one b) ones c) оба варианта возможны
30. My mother is the best friend for me and a very fair
a) one b) ones c) оба варианта возможны

Соедините части предложений.

- | | |
|---|---|
| 1. Nowadays people can't live | a. and watch films. |
| 2. We use computers every day and | b. and need to make presentations. |
| 3. People use powerful desktop computers at work to prepare different documents, to | c. surf the internet and play computer games. |
| 4. Laptops are great when people travel on business | d. without computers and the Internet. |
| 5. Many teenagers use palm tops or tablets to | e. computer and the internet. |
| 6. I am a university student and I use my | f. photos to Instagram. |
| 7. I surf the internet | g. everywhere. |
| 8. I listen to music | h. I play computer games. |
| 9. I chat with friends in social networks, and upload | i. download pictures for my presentations. |
| 10. I look for information for my reports and I | j. for news. |
| 11. When I want to relax, | k. computer every day. |
| 12. All in all, I can't imagine my life without the | l. use internet phones and to exchange business emails. |

**Приложение 5
к рабочей программе**

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УТВЕРЖДЕНЫ
на заседании Педагогического совета колледжа

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ПРОВЕДЕНИЯ
ПРОМЕЖУТОЧНОГО КОНТРОЛЯ**
по дисциплине
Иностранный язык в профессиональной деятельности

Билеты для зачета

Федеральное государственное бюджетное образовательное учреждение высшего образования
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Вид промежуточной аттестации	Зачет (6 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 1

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Overall 64% of UK adults say they use the internet for news. However, qualitative research suggests that the frequency with which people consume online news could be under-reported. Many people most readily associate the term 'news' with traditional sources, such as those in newspapers and on TV, as opposed to online.

Social media is the most popular type of online news, used by 44% of UK adults, compared to 37% that use any other type of internet source. Social media is now used by 44% of people to access news. However, while lots of people can recall the social media site they consumed the news on (e.g. 76% of respondents said they used Facebook for news nowadays), some struggle to remember the original source of the news story. For instance, 43% of those who used

Facebook for news said they only knew the original source of news stories posted by other people they follow on Facebook 'some of the time'. Qualitative research suggests that this may be partly because social media sites display news content from a wide range of different sources and alongside other types of content, making it harder to distinguish news from other kinds of content and to identify the original source.

One in five (18%) said they use social media for international news, however only two thirds (65%) of these respondents said they are satisfied with the quality of the news provided. TV is also the most popular platform for accessing local news. Half of all adults say they watch regional and local broadcasts on BBC TV (48%) and one third, ITV (32%). More than four in five of these viewers are satisfied with the quality of news that these channels provide.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the sentence.

The main ___ we offer to customers are lending and depositing money; safe custody; foreign money for holidays; insurance and investments.

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БИЛЕТ № 2

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A strong password provides essential protection from financial fraud and identity theft. One of the most common ways that hackers break into computers is by guessing passwords. Simple and commonly used passwords enable intruders to easily gain access and control of a computing device. The careless way people choose passwords is putting computer security at risk. According to a recent survey of 5,000 computer users, most people's passwords are easy for hackers to guess. The names of family and friends, football teams, pets and cars are common sources of password inspiration, even though such information is relatively easy to obtain.

In a separate study in the US last year, a password-cracking program set about finding the passwords of the 10,000 employees of a well-known international financial firm. It discovered 30% of the passwords in one hour.

NetSafe says that passwords should be a combination of letters, numbers and symbols at least eight digits long, and be changed at least once a month. They suggest using a mnemonic to create a strong, but memorable, password. A common technique is to take the first letter of each word in a phrase, expression or song lyric familiar to the user and then use random capitalization, substitute digits for letters and add punctuation marks. For example, *'Yesterday, all my troubles seemed so far away'* could be *'Y,am7sSFa!'* The Golden Rule is: don't have anything which is in the dictionary. Even though some password-cracking programs can test nearly 8 million combinations every second, breaking a truly random eight-character password could still take more than 10 years on average.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the sentence.

There are different plastic cards, but generally speaking they all have two main purposes: to enable people to obtain cash or to make payments without using ____ or cheques.

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БИЛЕТ № 3

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that is still popular today.

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn became popular in the early 2000s, and sites like Photobucket and Flickr offered online photo sharing. YouTube came out in 2005 and created an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet.

Today, there is a great variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people and still have private person-to-person communication.

We don't know how the future of social networking may look in the next 100 years from now, but it seems clear that it will exist in some form for as long as people are alive.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the presentation opening.

Good afternoon, everyone. Thanks for coming to my presentation. Let me remind you that the purpose of my presentation is to examine the role of the financial system as a shock absorber. Thus, we need to find out what factors ___ upon it bending the financial system to one of the alternatives.

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БИЛЕТ № 4

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station.

Whatever may be said against mobile phones their advantages have always scored over their disadvantages. They have proved useful for every purpose. Nothing is as comfortable as a mobile phone for communicating over a distance. It is hard to imagine life without mobiles. They are now inexpensive, user-friendly and equipped with almost every latest feature you desire. Today, a technologically advanced mobile phone can perform as many tasks as well as that of a personal computer.

Nowadays you can make voice calls, send text messages, take photos and record video clips with mobile phones. However the latest 3G phones can do much more than that. 3G stands for 'third generation'. With 3G phones you can do many things that you normally do on a computer. For example, you can access the Internet and send and receive e-mails. On some models you can even type letters and download them onto your PC. You can download songs from the Internet and play them on your phone, and you can also listen to the radio. The most recent phones actually allow you to watch TV so you never need to miss your favourite programmes. Mobile phone manufacturers are hoping that in the future a mobile phone is the only gadget you'll ever need!

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

-What do I need to open a current account?

-You'll have to fill in this form and then you make an ____ to see one of our bank managers.

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Составил	Э.Н. Мусина

БИЛЕТ № 5

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

On the one hand, TV keeps people informed of current events; TV gives us wonderful possibilities for education. We can choose any programme according to our interests, mood and needs. There is a great amount of channels which are specialized in various spheres. The second advantage of watching television is that it gives families an opportunity to spend some time together.

Nowadays adults are often too busy to give enough attention to their children. When they come home from work in the evening, so tired and exhausted, — the only possible way to relax for many is just lay on the sofa in front of TV. In such situations it's high time to choose a family comedy and see it together with your spouse and children.

So, watching TV helps us to relax and forget about it all — work, worries and problems that are on our mind. Moreover, television is a great source of entertaining. Every day there is a wide choice of films and serials on TV — detectives, dramas, comedies, action films, thrillers, horrors, cartoons and others.

However, watching television has its negative side. It is well-known that television may turn to be harmful for our health. Spending too much time in front of a TV screen may affect our eyesight badly. There are many cases when children become TV-addicted. Every spare minute they try to switch the TV on. Their progress in studies suffers due to the fact that children try to do their homework as fast as they can in order to have more time for watching TV. Moreover, nowadays some TV programmes and films include a lot of violent scenes that can have a negative influence on a child's psychic development.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the email.

Dear Mr Smith,

I am writing in relation to the problem that you encountered when buying tickets for the International Fair. Please accept our sincere apologies for this problem.

We had some problems with the server because of the large number of people who were buying tickets at the same time.

We are sending you two free tickets for the fair and a ___ of €140 as an apology.

Yours sincerely,

Customer Relations Manager

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Составил	Э.Н. Мусина

БИЛЕТ № 6

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

No consumer product in history has caught on as quickly as the mobile phone, global sales of which have risen from six million in 1991 to more than 400 million a year now.

Phones are constantly swallowing up other products like cameras, calculators, clocks, radios, and digital music players. There are twenty different products that previously might have been bought separately that can now be part of a mobile phone. Mobiles have changed the way people talk to one another, they have generated a new type of language, they have saved lives and become style icons.

Obviously, the rich have been buying phones faster than the poor. But this happens with every innovation. Mobile phone take-up among the poor has actually been far quicker than it was in the case of previous products, such as colour television, computers and Internet access. Indeed, as mobile phones continue to become cheaper and more powerful, they might prove to be more successful in bridging the gap between the rich and the poor than expensive computers.

There are obviously drawbacks to mobiles as well: mobile users are two and a half times more likely to develop cancer in areas of the brain adjacent to their phone ear, although researchers are unable to prove whether this has anything to do with the phone; mobile thefts now account for a third of all street robberies in London, and don't forget about all the accidents waiting to happen as people drive with a mobile in one hand. But, overall, mobile phones have proved to be a big benefit for people.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the sentence and its right translation.

I look forward to working with you in future.

- a. Я с нетерпением жду возможности встречи с вами в будущем.
- b. Я хочу работать с вами в будущем.
- c. Я с нетерпением жду возможности работать с вами в будущем.

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БИЛЕТ № 7

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Recently traditional media have been challenged by new media. Internet blogs, news portals and online news, Facebook, You Tube, podcasts and webcasts, and even the short messaging system (SMS) are all new media and they can make anybody a journalist at little cost and with global reach. People are attracted to the easy means of getting information anytime, anywhere. Online radio and television grab our ears and eyes and become alternatives to on-air broadcasting. Now if one misses an episode of their favourite TV series, there is always a chance to watch it online.

New media have three major advantages over traditional media. First, new media enable people to find out the latest news, weather reports, or market prices at the touch of a button. Digital music can be downloaded instantly, films can be ordered, and books can be read on e-readers. The second advantage is cost. Most online content is free, from blogs and social networking sites to news and entertainment sources. Finally, new media can reach the most remote parts of the globe. For example, if a student is looking for information about the day-to-day life of a university student in Canberra, there is a high probability that a web page about a university student living in that city exists somewhere on the Internet.

Mass media play an important part in connecting the world of individuals. They have the ability to reach wide audiences with strong and influential messages and although different forms of mass media rise and fall in popularity, it is worth noting that despite significant cultural and technological changes, none of the media has fallen out of use completely.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the sentence and its right translation.

The new address is that shown above.

- Новый адрес - это тот, который показан выше.
- Новый адрес - это тот, который показан ниже.
- Новый адрес - это не тот, который показан выше.

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БИЛЕТ № 8

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast. The primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video and some interactive forms, and disseminated through digital media platforms. Fewer barriers to entry, lowered distribution costs, and diverse computer networking technologies have led to the widespread practice of digital journalism. It has democratized the flow of information that was previously controlled by traditional media including newspapers, magazines, radio, and television. Digital journalism allows for connection and discussion at levels that print does not offer on its own. People can comment on articles and start discussion boards to discuss articles.

Before the Internet, spontaneous discussion between readers who had never met was impossible. The process of discussing a news item is a big portion of what makes for digital journalism. People add to the story and connect with other people who want to discuss the topic. Digital journalism creates an opportunity for niche audiences, allowing people to have more options as to what to view and read. Digital journalism opens up new ways of storytelling; through the technical components of the new medium, digital journalists can provide a variety of media, such as audio, video, and digital photography. Digital journalism represents a revolution of how news is consumed by society. Online sources are able to provide quick, efficient, and accurate reporting of breaking news in a matter of seconds, providing society with a synopsis of events as they occur. Throughout the development of the event, journalists are able to feed online sources with information keeping readers up-to-date in mere seconds. The speed in which a story can be posted can affect the accuracy of the reporting in a way that doesn't usually happen in print journalism. Before the emergence of digital journalism the printing process took much more time, allowing for the discovery and correction of errors.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the sentence and its right translation.

Thank you for your assistance.

- a. Спасибо вам за вашу дружбу.
- b. Спасибо вам за вашу веру в нас.
- c. Спасибо вам за вашу помощь.

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БИЛЕТ № 9

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

News consumers must become Web literate and use critical thinking to evaluate the credibility of sources. Because it is possible for anyone to write articles and post them on the Internet, the definition of journalism is changing. Because it is becoming increasingly simple for the average person to have an impact in the news world through tools like blogs and even comments on news stories on reputable news websites, it becomes increasingly difficult to sift through the massive amount of information coming in from the digital area of journalism. There are great advantages with digital journalism and the new blogging evolution that people are becoming accustomed to, but there are disadvantages. For instance, people are used to what they already know and can't always catch up quickly with the new technologies in the 21st century. The goals of print and digital journalism are the same, although different tools are needed to function. The interaction between the writer and consumer is new, and this can be credited to digital journalism. There are many ways to get personal thoughts on the Web. There are some disadvantages to this, however, the main one being factual information. There is a pressing need for accuracy in digital journalism, and until they find a way to press accuracy, they will still face some criticism.

One major dispute regards the credibility of online news websites. A digital journalism credibility study performed by the Online News Association compares the online public credibility ratings to actual media respondent credibility ratings. Looking at a variety of online media sources, the study found that overall the public saw online media as more credible than it actually is.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the sentence and its right translation.

I am writing to notify you of a change of address for the above account in my name.

- Я пишу, чтобы уведомить вас об изменении адреса вышеуказанного счета на мое имя.
- Я пишу, чтобы уведомить вас об изменении адреса нижеуказанного счета записи на мое имя.
- Я пишу, чтобы уведомить вас об изменении адреса вышеуказанной записи на мое имя.

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БИЛЕТ № 10

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Top ten uses for a mobile phone?

A recent study found that making a call is now only the sixth most common use for a mobile phone.

Sending and receiving text messages, reading emails, browsing the internet and using the phone's alarm clock are much more popular than actual conversation. In fact, almost four in ten smartphone users believe they can manage without a call function.

The study found the average person uses their mobile phone for an hour and 52 minutes a day. Most of this time people text, email and surf the web, and they also spend around 20 minutes on making an average of three calls.

The survey of 2,000 respondents found that today people believe that social media apps, calculators, calendars and cameras are more important functions than a call one.

Navigation apps such as Google Maps are popular too. One in six people admitted they couldn't travel around an unfamiliar city without one.

Despite the lack of calls made, smartphones are more heavily used than ever as an entertainment device - or timewaster - as the survey found that we spend more than 900 hours a year - 38 days per year - doing something or other on our mobiles.

The study also found that people check Facebook and take pictures of others more frequently than they make calls. The calendar to remember appointments and birthdays, mobile banking and the news are applications that make our day-to-day life a little easier and are much more useful than making calls!

Many people also agreed with the statement that "While calling can be more personal, it doesn't always save you time."

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose the most appropriate option for a Resume.

Anna Smirnova

Address; 98, Chekhova Street, apt. 85 St. Petersburg, 191194, Russia

Phone; +7 812 272 08 95

OBJECTIVE: Obtain employment in the field of public relations.

_____: St. Petersburg State University. 2017–2021 Diploma in English and French. Qualified as English interpreter.

WORK EXPERIENCE (April 2022 till now): assistant, interpreter of General Director Insurance Co. Rodina Ros.

a. DUTIES

b. EDUCATION

c. HOBBIES

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БИЛЕТ № 11

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Interacting with friends and family across long distances has been a concern for centuries. People have always relied on communication to strengthen their relationships. The earliest methods of communicating across great distances used written correspondence delivered by hand. The earliest form of postal service dates back to 550 B.C.

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers. This later led to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that is still popular today. After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn became popular in the early 2000s, and sites like Photobucket and Flickr offered online photo sharing. YouTube came out in 2005 and created an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet.

Today, there is a great variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people and still have private person-to-person communication.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- The government has just suggested that people with children should pay less tax. What do you think of that?
- Well, personally, I completely disagree with that idea. It's their ___ to have children, why should they pay less tax?

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БИЛЕТ № 12

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Who owns the World Wide Web (WWW)?

The answer is – NOBODY! How can that be? – you could ask. This concept is a bit difficult to grasp unless you understand the structure of the Internet and its component parts, including the WWW.

We have called the Internet “The Information Superhighway” and that is still the most accurate analogy. The Internet is a network of independently-owned and operated interconnecting communication pipelines, just as the system of roads and bridges is a network of independently-owned and operated thoroughfares. From dirt roads to gravel roads to two-lane paved roads to the largest multi-lane superhighways. Each road and each bridge was built by an independent entity and continues to be owned and controlled by that entity, including sale or other transfer of interest. Anyone can connect to an interstate highway, if the price is right.

The beauty of the system, however, is that anyone can drive on any of these roads, usually for free. Once you get on one road in the system, you can use it to access any number of other roads, to go anywhere on the network you choose. All you need is a vehicle – a car or a computer with a modem and software.

The Internet works the same way. Some parts of the Internet were installed and now maintained by government agencies, some by universities, some by private businesses, and some by individuals. Each new connection to the Internet is achieved by acquiring permission to connect to someone who is already connected.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

-How can I help you?

-I am new in town, I've just moved here to work for Zane Computers. I'd like to have an ___ with your bank. I would like you to tell me about the services your bank provides.

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БИЛЕТ № 13

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Centuries ago, people didn't have much free time, because everybody was working too hard. In Britain in the nineteenth century, people had more spare time, but because the Victorians hated relaxing and doing nothing, they invented football, rugby and cricket. People took up more gentle activities too, like gardening, bird-watching and train spotting, and it was even possible simply to watch a sport and give the impression that you were actually doing something. Gradually, leisure activities have become less and less demanding, and most people have a variety of more or less energetic interests and hobbies. Many people think that young people nowadays don't get enough exercise. But the survey shows that isn't true: only 11% say they like playing video games while 28% go for a run or go to the gym at least once a month. It seems that people still like going to the cinema when they want to watch a film. But now there is a new type of person who thinks that lying on the sofa watching television on Sunday afternoon or reading the newspaper from cover to cover is the most exciting activity they can imagine. This is the twenty-first-century couch potato. For them, every activity is too much trouble, and laziness is an art form! So how do you spend your free time?

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- Some programmes cannot ___ you to arrange financial information.
- Which ones?

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БИЛЕТ № 14

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

- **Mark Coleman** was born in New Zealand, but now he is living in Britain. He is a leading member of the World Bungee Corporation. In his free time he jumps off bridges and hangs upside down with an elastic rope around his ankle. Bungee jumping started on Pentecost Island, near Australia, and a lot of New Zealanders now jump regularly. 'It's frightening at first', Mark says, 'but it's very good fun.'
- **Robert Haag** is a 36-years-old American who is crazy about rocks. The "Meteorite Man" collects and sells rocks from space. He lives in the mountains of Arizona, but he travels to the Andes mountains in Chile, to the Nile Delta in Egypt or to Australia to collect meteorites. He has the only piece of moon rock found on Earth outside Antarctica, and another piece that comes from Mars. 'I love the adventures, and the places that the rocks take me to. Every new rock is a challenge!'
- **Mary Grove**: 'I'm standing on the mountain with six other people, and we are completely alone. The world of heli-skiing is a silent, private one. You don't walk or queue for a ski lift; you pay a lot of money and take a helicopter. The helicopter leaves a small group of skiers, with a guide at the top of the mountain, and the group skis down through the fresh snow. In Canada people return to the mountains again and again to enjoy the sport. I'm a dentist back home in Toronto and this provides the excitement in my life. I'm having a grate time!'
- **Alison Peterson** is a Londoner and works in the City of London, but in her lunch hour she forgets about the world of business. 'Take out three coloured balls and juggle for an hour every day,' she suggests. 'It is a very relaxing hobby. You can't think about your problems when you are juggling.'

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- I am sorry but I really don't see what the problem is.
- I think the problem is that lots of workers spend all day on the internet ____ instead of doing their work.

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БИЛЕТ № 15

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

You have just finished your A-levels and you have got a place at university, but you would really like a break from the academic world. Why not think about taking a year out? While most students go straight from school to university, more and more young people today are choosing to spend a year at 'the university of life' first.

There are lots of things to choose from. You could work in a bank or do communities work. You might even do something adventurous, such as joining an expedition to the Amazon rain forests. The experience will broaden your horizons and teach you new skills. It may also give you the chance to earn some money, which will be very helpful when you eventually start your studies.

If you are interested in taking a year out, you must make sure that the university will hold your place for you till next year. Most are quite happy to do this, as they find that year-out students are more mature (зрелый), confident, and independent. But don't forget: it is a year out, not a year off. Your university will want to know what you are going to do. They won't be pleased if just want to do nothing for a year. So what would you do with a year out?

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- Why do you want to leave your present job?
- Because there's no chance of ____.

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БИЛЕТ № 16

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Modern computers are very different from early computers. They can do billions of calculations per second. Most people have used a personal computer in their home or at work. Computers do many different jobs where automation is useful. Some examples are controlling traffic lights, vehicle computers, security systems, washing machines and digital televisions.

A computer user can control it by a user interface. Input devices include keyboard, mouse, buttons, touch screen. Some very new computers can also be controlled with voice commands or hand gestures or even brain signals through electrodes implanted in the brain or along nerves.

Computers can be designed to do almost anything with information. Computers are used to control large and small machines which in the past were controlled by humans. They are also in homes, where they are used for things such as listening to music, reading the news, and writing.

Modern computers are electronic computer hardware but they are only useful if they also have software. The software uses the hardware when the user gives it instructions, and gives useful output.

Many modern computers do billions of calculations each second. They do mathematical arithmetic very quickly but computers do not really "think". They only follow the instructions in their software programs.

Computer programs are designed or written by computer programmers. A few programmers write programs in the computer's own language called machine code.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Fill in the right answer.

Martha tells wonderful jokes. She is the.....girl in our class.

- a. funny
- b. funnier
- c. funniest

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БИЛЕТ № 17

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

When most people hear the term social network, they automatically think of online social networks. That's because online social networks, also known as social-networking sites, have exploded recently in popularity. Sites like MySpace, Facebook and LinkedIn account for seven of the top 20 most visited Web sites in the world. For many users, especially the fully wired Net Generation, online social networks are not only a way to keep in touch, but a way of life.

Several features of online social networks are common to each of the more than 300 social networking sites currently in existence. The most basic feature is the ability to create and share a personal profile. This profile page typically includes a photo, some basic personal information (name, age, location) and extra space for listing your favorite bands, books, TV shows, movies, hobbies and Web sites.

Most social networks on the Internet also let you post photos, music, videos and personal blogs on your profile page. But the most important feature of online social networks is the ability to find and make friends with other site members. These friends also appear as links on your profile page so visitors can easily browse your online friend network.

Each online social network has different rules and methods for searching out and contacting potential friends. MySpace is the most open. On MySpace, you're allowed to search for and contact people across the entire network, whether they're distant members of your social network or complete strangers. However, you'll only gain access to their full profile information if they agree to become your friend and join your network.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Fill in the right answer.

Mark....his tooth yesterday, when he fell off his bike.

- a. twisted
- b. sprained
- c. chipped

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БИЛЕТ № 18

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Several features of online social networks are common to each of the more than 300 social networking sites currently in existence. The most basic feature is the ability to create and share a personal profile. This profile page typically includes a photo, some basic personal information (name, age, location) and extra space for listing your favorite bands, books, TV shows, movies, hobbies and Web sites.

Facebook, which began as a college social network application, is much more exclusive and group-oriented. On Facebook, you can only search for people that are in one of your established "networks." Those networks could include the company you work for, the college you attended, or even your high school. But you can also join several of the thousands of smaller networks or "groups" that have been created by Facebook users, some based on real-life organizations and some that exist only in the minds of their founders.

LinkedIn, the most popular online social network for business professionals, allows you to search each and every site member, but you can only access the full profiles and contact information of your established contacts -- the people who have accepted an invitation to join your network (or have invited you to join theirs). You can, however, be introduced through your contacts to people who are two or three degrees away from you on the larger LinkedIn network. Or you can pay extra to contact any user directly through a service called InMail.

In this article, we'll talk about setting up online profiles along with how to avoid being hacked. We'll also focus on specific social networking groups from those for Information technology professions to ones geared at sneakerheads.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Fill in the right answer.

Susan doesn't think books about pirate ships are very.... She prefers romantic novels. :

- a. interested
- b. interest
- c. interesting

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БИЛЕТ № 19

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Our lives depend on computers. They control our money, transport, and our exam results. Yet their programs are now so complex that no one can get rid of all the mistakes. Life without computers has become unimaginable. They are designed to look after so many boring but essential tasks – from microwave cooking to flying across the Atlantic – that we have become dependent on them.

But as the demands placed on computers grow, so have the number of incidents involving computer errors. Now computer experts are warning that the traditional ways of building computer systems are just not good enough to deal with complex tasks like flying planes or maintaining nuclear power stations. It is only a matter of time before a computer-made catastrophe occurs.

As early as 1889, a word entered the language that was to become too familiar to all computer scientists: a 'bug', meaning a mistake. For decades bugs and 'de-bugging' were taken to be part of every computer engineer's job. Everyone accepted that there would always be some mistakes in any new system. But 'safety critical' systems that fly planes, drive trains or control nuclear power stations can have bugs that could kill. This is obviously unacceptable. One way to stop bugs in computer systems is to get different teams of programmers to work in isolation from each other. That way, runs the theory, they won't all make the same type of mistake when designing and writing computer codes. In fact research shows that programmers think alike, have the same type of training - and make similar mistakes. So even if they work separately, mistakes can still occur. Another technique is to produce back up systems that start to operate when the first system fails. This has been used on everything from the space shuttle to the A320 airbus, but unfortunately problems that cause one computer to fail can make all the others fail, too.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the question and the response.

So, what's on the agenda for today?

- a. The first item on the agenda is to elect a president and treasurer of the company.
- b. Everybody has an agenda.
- c. No such agenda, chief.

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БИЛЕТ № 20

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Imagine a technology that could let our myriad devices work together to do what they were intended to do all along: simplify our lives. That technology is called Bluetooth. Bluetooth is an always-on, short-range radio initially developed by Swedish mobile-phone maker Ericsson in 1994 as a way to let laptop computers make calls over a mobile phone (box). Since then, nearly 1,900 companies have signed on to make Bluetooth the low-power, shortrange wireless standard for any number of devices.

“Bluetooth changes everything,” says wireless-industry analyst Andy Seybold. By connecting gadgets that previously haven't spoken the same language, Bluetooth will create networks capable of remembering and sharing our digital personalities wirelessly. Gadget lovers musing about Bluetooth's potential enjoy dreaming up novel uses for the technology. “Your hand-held computer could check your schedule and order your cellphone to go into vibrate mode during important meetings,” says Steve Parker, product manager for new mobile platforms at 3Com. “Your laptop computer could tell a borrowed car's computer to set the radio buttons to your preferences, adjust the seat, and tweak the temperature”.

The concept behind Bluetooth – named after the 10th-century Danish king who unified Denmark and Norway – is deceptively simple. Using radio frequency 2.4 GHz, available globally for unlicensed low-power uses, two Bluetooth devices within 30 feet of each other can share just over 720,000 bits of digital data per second – enough, for example, to transmit three voice channels simultaneously. The types of information that can be shared are limitless. Besides data, like schedules and telephone numbers, Bluetooth can transmit audio, graphics, and even video between devices. While Ericsson's wireless headset initially is intended to be used with mobile phones, the headset could hear and transmit audio generated by any Bluetooth enabled device. That includes a standard or cordless phone, a home stereo, and a digital MP3 player.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the question and the response.

We need to discuss the sales conference. Can we arrange a meeting?

- Is it any good?
- I can't meet then.
- OK, are you free on Friday?

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БИЛЕТ № 21

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The branch of economics concerned with how individuals make decisions and how these decisions interact is called microeconomics. Microeconomics focuses on choices made by individuals, households, or firms – the smaller parts that make up the economy as a whole.

Macroeconomics focuses on the bigger picture – the overall ups and downs of the economy. When you study macroeconomics, you learn how economists explain these fluctuations and how governments can use economic policy to minimize the damage they cause. Macroeconomics focuses on economic aggregates – economic measures such as the unemployment rate, the inflation rate, and gross domestic product – that summarize data across many different markets.

Table 1 lists some typical questions that involve economics. A microeconomic version of the question appears on the left, paired with a similar macroeconomic question on the right. By comparing the questions, you can begin to get a sense of the difference between microeconomics and macroeconomics.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- What are your strong points?
- I'm hard-working, responsible and reliable and can work ___ pressure.

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БИЛЕТ № 22

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

As these questions illustrate, microeconomics focuses on how individuals and firms make decisions, and the consequences of those decisions. For example, a school will use microeconomics to determine how much it would cost to offer a new course, which includes the instructor's salary, the cost of class materials, and so on. By weighing the costs and benefits, the school can then decide whether or not to offer the course.

Macroeconomics, in contrast, examines the overall behavior of the economy – how the actions of all of the individuals and firms in the economy interact to produce a particular economy-wide level of economic performance. For example, macroeconomics is concerned with the general level of prices in the economy and how high or low they are relative to prices last year, rather than with the price of a particular good or service.

The alternation between economic downturns and upturns in the macroeconomy is known as the business cycle. A depression is a very deep and prolonged downturn. Instead, we have experienced less prolonged economic downturns known as recessions, periods in which output and employment are falling. These are followed by economic upturns – periods in which output and employment are rising – known as expansions (sometimes called recoveries).

According to the National Bureau of Economic Research there have been 11 recessions in the United States since World War II. During that period the average recession has lasted 10 months, and the average expansion has lasted 57 months. The average length of a business cycle, from the beginning of a recession to the beginning of the next recession, has been 5 years and 7 months. The shortest business cycle was 18 months, and the longest was 10 years and 8 months.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the sentence.

We know Microsoft to be the recognized leader in ____ market.

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БИЛЕТ № 23

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

What comes to mind when you hear the word business? Do you think of big corporations like ExxonMobil or Target? Or does the local bakery or shoe store pop into your mind? Maybe you recall your first summer job. The term business is a broad, all-inclusive term that can be applied to many kinds of enterprises. Businesses provide the bulk of employment opportunities, as well as the products that people enjoy. Business consists of all profit-seeking activities and enterprises that provide goods and services necessary to an economic system.

Some businesses produce tangible goods, such as automobiles, breakfast cereals, and digital music players; others provide services such as insurance, hair styling, and entertainment ranging from Six Flags theme parks and sports events to concerts. Business drives the economic pulse of a nation. It provides the means through which its citizens' standard of living improves.

At the heart of every business endeavor is an exchange between a buyer and a seller. A buyer recognizes a need for a good or service and trades money with a seller to obtain that product. The seller participates in the process in hopes of gaining profits—a main ingredient in accomplishing the goals necessary for continuous improvement in the standard of living. Profits represent rewards for businesspeople who take the risks involved in blending people, technology, and information to create and market want-satisfying goods and services. In contrast, accountants think of profits as the difference between a firm's revenues and the expenses it incurs in generating these revenues.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the sentence.

Online ___ in Italy are increasing slowly.

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Составил	Э.Н. Мусина

БИЛЕТ № 24

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Opportunity costs are crucial to individual choice because, in the end, all costs are opportunity costs. That's because with every choice, an alternative is forgone – money or time spent on one thing can't be spent on another. If you spend \$15 on a pizza, you forgo the opportunity to spend that \$15 on a steak. If you spend Saturday afternoon at the park, you can't spend Saturday afternoon doing homework. And if you attend one school, you can't attend another.

The park and school examples show that economists are concerned with more than just costs paid in dollars and cents. The forgone opportunity to do homework has no direct monetary cost, but it is an opportunity cost nonetheless. And if the local college and the state university have the same tuition and fees, the cost of choosing one school over the other has nothing to do with payments and everything to do with forgone opportunities.

Now suppose tuition and fees at the state university are \$5,000 less than at the local college. In that case, what you give up to attend the local college is the ability to attend the state university plus the enjoyment you could have gained from spending \$5,000 on other things. So the opportunity cost of a choice includes all the costs, whether or not they are monetary costs, of making that choice.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

-Hello.

-Hello. Thank you very for coming. Why would you ___ to join our company?

- Your company is well-known in our city. You offer good salary.

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БИЛЕТ № 25

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Not only is the workforce changing, but so is the very nature of work. Nowadays many firms must rely heavily on well-trained service workers with knowledge, technical skills, the ability to communicate and deal with people, and a talent for creative thinking. The Internet has made possible another business tool for staffing flexibility—outsourcing, using outside vendors to produce goods or fulfill services and functions that were previously handled in-house. In the best situation, outsourcing allows a firm to reduce costs and concentrate its resources on the things it does best while gaining access to expertise it may not have. But outsourcing also creates its own challenges, such as differences in language or culture.

Employers are also hiring growing numbers of temporary and part-time employees, some of whom are less interested in advancing up the career ladder and more interested in using and developing their skills. While the cubicle-filled office will likely never become obsolete, technology makes productive networking and virtual team efforts possible by allowing people to work where they choose and easily share knowledge, a sense of purpose or mission, and a free flow of ideas across any geographical distance or time zone.

Managers of such far-flung workforces need to build and earn their trust, in order to retain valued employees and to ensure that all members are acting ethically and contributing their share without the day-to-day supervision of a more conventional work environment. These managers, and their employees, need to be flexible and responsive to change while work, technology, and the relationships between them continue to evolve.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the sentence.

It's now ___ of the fastest growing markets.

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БИЛЕТ № 26

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In the past, a nation's wealth has often been based on its money, production equipment, and natural resources. A country's true wealth, however, lies in its people. An educated, skilled workforce provides the intellectual know-how required to develop new technology, improve productivity, and compete in the global marketplace. It is becoming increasingly clear that to remain competitive, businesses must assume more responsibility for enhancing the quality of their workforce, including encouraging diversity of all kinds. In developed economies, many new jobs require college-educated workers. With demand high for workers with advanced skills, the difference between the highest-paid and lowest-paid workers has been increasing. Education plays an important role in earnings, despite success stories of those who dropped out of college or high school to start businesses. Businesses must encourage students to stay in school, continue their education, and sharpen their skills.

Organizations also face enormous responsibilities for helping women, members of various cultural groups, and those who are physically challenged to contribute fully to the economy. Failure to do so is not only a waste of more than half the nation's workforce but also devastating to a firm's public image. Some socially responsible firms also encourage diversity in their business suppliers.

Through a commitment to developing employee diversity, companies strives to create an inclusive atmosphere, offer diversity training for employees and managers, and encourage regular dialogue among colleagues, suppliers, customers, and stakeholders.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose one answer.

The Nelsons looked very surprised when they.....that their next-door neighbour was a famous writer.

- a. hear
- b. were hearing
- c. heard

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БИЛЕТ № 27

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

People choose to become entrepreneurs for many different reasons. Some are motivated by dissatisfaction with the traditional work world—they want a more flexible schedule or freedom to make all the decisions. Others launch businesses to fill a gap in goods or services that they could use themselves. Still others start their own firms out of financial necessity.

Carol Craig is an entrepreneur. Craig was a flight officer and computer engineer, specializing in anti-submarine and subsurface warfare for the U.S. Navy. When unsuccessful knee surgery left her with a disabled veteran discharge, she didn't know what to do. She followed her husband, also a naval officer, around to military posts and discovered that the military needed her after all—as a civilian consultant. So she founded Craig Technologies headquartered in Florida, which provides avionics software development, project management, software systems engineering, Web design, and data warehousing services to the military. In one decade, the firm has grown from one employee—Carol Craig—to more than 170 employees and \$20 million in income. Although Craig didn't plan this to be her career, she says “I was never afraid of trying new things. I'm an accidental entrepreneur.”

The freedom to make all the decisions—being your own boss—is one of the biggest lures of entrepreneurship. It also means engaging in much—if not all—of the communication related to your business, including customers, suppliers, distributors, retailers, and the like.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose one answer.

Can you be a little quiet, please? The baby.....:

- a. sleeps
- b. is sleeping
- c. will sleep

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БИЛЕТ № 28

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The choice to go to college at all provides an important final example of opportunity costs. High school graduates can either go to college or seek immediate employment. Even with a full scholarship that would make college “free” in terms of monetary costs, going to college would still be an expensive proposition because most young people, if they were not in college, would have a job. By going to college, students forgo the income they could have earned if they had gone straight to work instead. Therefore, the opportunity cost of attending college is the value of all necessary monetary payments for tuition and fees plus the forgone income from the best available job that could take the place of going to college.

For most people the value of a college degree far exceeds the value of alternative earnings, with notable exceptions. The opportunity cost of going to college is high for people who could earn a lot during what would otherwise be their college years. Basketball star LeBron James bypassed college because the opportunity cost would have included his \$13 million contract with the Cleveland Cavaliers and even more from corporate sponsors Nike and Coca-Cola. Golfer Tiger Woods, Microsoft co-founder Bill Gates, and actor Matt Damon are among the high achievers who decided the opportunity cost of completing college was too much to swallow in real life.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose one answer.

Hugh Grant is a (n)....actor.

- a. young, excellent, English
- b. excellent, young, English
- c. English, excellent, young

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БИЛЕТ № 29

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Some organizations use a matrix or product management design to customize their structures. The matrix structure links employees from different parts of the organization to work together on specific projects. A project manager assembles a group of employees from different functional areas. When the project is completed, employees return to their “regular” jobs.

In the matrix structure, each employee reports to two managers: one line manager and one project manager. Employees who are chosen to work on a special project receive instructions from the project manager (horizontal authority), but they continue as employees in their permanent functional departments (vertical authority).

The matrix structure is popular at high-technology and multinational corporations, as well as hospitals and consulting firms. Dow Chemical and Procter & Gamble have both used matrix structures. The major benefits of the matrix structure come from its flexibility in adapting quickly to rapid changes in the environment and its capability of focusing resources on major problems or products. It also provides an outlet for employees’ creativity and initiative.

However, it challenges project managers to integrate the skills of specialists from many departments into a coordinated team. It also means that team members’ permanent functional managers must adjust their employees’ regular workloads. The matrix structure is most effective when company leaders empower project managers to use whatever resources are available to achieve the project’s objectives. Good project managers know how to make the project goals clear and keep team members focused. A firm that truly embraces the matrix structure also nurtures a project culture by making sure staffing is adequate, the workload is reasonable, and other company resources are available to project managers.³

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose one answer.

1. The average daily volume in the global foreign exchange and related markets ____ continuously.
- a. will grow
 - b. is growing
 - c. grows

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БИЛЕТ № 30

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Economics is the study of scarcity and choice. Every economic issue involves, at its most basic level, individual choice – decisions by individuals about what to do and what not to do. In fact, you might say that it isn't economics if it isn't about choice.

Step into a big store such as Walmart or Target. There are thousands of different products available, and it is extremely unlikely that you – or anyone else – could afford to buy everything you might want to have. And anyway, there's only so much space in your home. Given the limitations on your budget and your living space, you must choose which products to buy and which to leave on the shelf.

The fact that those products are on the shelf in the first place involves choice – the store manager chose to put them there, and the manufacturers of the products chose to produce them. The economy is a system that coordinates choices about production with choices about consumption, and distributes goods and services to the people who want them.

Many countries have a market economy, in which production and consumption are the result of decentralized decisions by many firms and individuals. There is no central authority telling person what to produce or where to ship it. Each individual producer makes what he or she thinks will be most profitable, and each consumer buys what he or she chooses. All economic activities involve individual choice.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose one answer.

Hurry up! Our train.....in half an hour!

- a. left
- b. leaves
- c. will leave

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БИЛЕТ № 31

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Businesses of all shapes and sizes use organizational structures heavily. They define a specific hierarchy within an organization. A successful organizational structure defines each employee's job and how it fits within the overall system. Put simply, the organizational structure lays out who does what so the company can meet its objectives.

This structuring provides a company with a visual representation of how it is shaped and how it can best move forward in achieving its goals. Organizational structures are normally illustrated in some sort of chart or diagram like a pyramid, where the most powerful members of the organization sit at the top, while those with the least amount are at the bottom.

Not having a formal structure in place may prove difficult for certain organizations. For instance, employees may have difficulty knowing to whom they should report. That can lead to uncertainty as to who is responsible for what in the organization.

Having a structure in place can help improve efficiency and provide clarity for everyone at every level. That also means each and every department can be more productive, as they are likely to be more focused on energy and time.

Centralized Versus Decentralized Organizational Structures

An organizational structure is either centralized or decentralized. Traditionally, organizations have been structured with centralized leadership and a defined chain of command. The military is an organization famous for its highly centralized structure, with a long and specific hierarchy of superiors and subordinates.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the sentence.

So, we are talking about personal accounts. Well, we provide a current account for day-to-day payments. No interest is paid, but this account enables people to keep money in a safe place and provides people with a ___ book.

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БИЛЕТ № 32

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Almost everyone would like to have a beautiful house in a great location (and help with the housecleaning), two or three luxury cars, and frequent vacations in fancy hotels. But even in a rich country like the United States, not many families can afford all of that. So they must make choices – whether to go to Disney World this year or buy a better car, whether to make do with a small backyard or accept a longer commute in order to live where land is cheaper.

Limited income isn't the only thing that keeps people from having everything they want. Time is also in limited supply: there are only 24 hours in a day. And because the time we have is limited, choosing to spend time on one activity also means choosing not to spend time on a different activity – spending time studying for an exam means forgoing a night at the movies. Indeed, many people feel so limited by the number of hours in the day that they are willing to trade money for time. For example, convenience stores usually charge higher prices than larger supermarkets. But they fulfill a valuable role by catering to customers who would rather pay more than spend the time traveling farther to a supermarket where they might also have to wait in longer lines.

Why do individuals have to make choices? The ultimate reason is that resources are scarce. A resource is anything that can be used to produce something else. The economy's resources, sometimes called factors of production, can be classified into four categories: land (including timber, water, minerals, and all other resources that come from nature), labor (the effort of workers), capital (machinery, buildings, tools, and all other manufactured goods used to make other goods and services), and entrepreneurship (risk taking, innovation, and the organization of resources for production).

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- Are there overdraft facilities?

-Well, we allow some of our regular customers to overdraw. But we always set a ___ to the size of the overdraft and a date by which the account is back in credit.

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БИЛЕТ № 33

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Urals Economic Region takes one of the leading positions in the economic complex of the Russian Federation. Among all economic areas of the Russian Federation the Urals is distinguished by equal social and economic development. Its shares in population, industry and agriculture are balanced. The territory of the Urals Economic Region is *as large as that of* many European countries. As regards its modern social and material potential it can be compared with the British Midlands, the American Appalachians, the German Ruhr, etc.

On a territory of almost one million square kilometres an industrial supercomplex has grown up with well established internal communications and wide possibilities of access both to European and Asian markets. The Urals is crossed by the important railways and motor roads. This determines its beneficial geographical and economic position.

The most highly developed branches of the Urals regional industry are ferrous and non-ferrous metallurgy, electrical power engineering, machinebuilding, metal processing, chemical, timber and woodworking industries. Many kinds of products manufactured by enterprises of the Urals prove to be irreplaceable and are in great demand both all over the country and abroad.

The region is actively developing diplomatic, economic and cultural contacts with Eastern and Western countries and with the American continent. More than 500 joint ventures, 49 commercial banks are successfully working here. The frontier economic-geographic position of the Urals economic region was, is and will be a key asset of its development in the past, present and future.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- What rate can you offer for two thousand dollars?
- One dollar to one pound ninety pence.
- Oh, change one thousand, please. Here is the money.
- Thank you. ___ I have your passport for a moment?
- Here it is. No problem.

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БИЛЕТ № 34

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Enterprise Hub Network has chosen 40 of the most promising Enterprise Hub companies to take part in this investor event through a series of regional competitions. The winners have all shown exceptional levels of innovation and market potential, and each company offers a fantastic opportunity to the right investor.

The enterprise Hub Showcase event brings together 40 of the South East's most exciting young companies, exhibiting their products and potential to investors. Every company exhibiting at the event has high-growth potential, and all are developing products and services unique in their fields. Backed up by the exceptional business support services of the Enterprise Hub Network, these companies are the blue chips («голубые фишки» - надежные компании, приносящие стабильную прибыль) of tomorrow, and they are all looking for investment today. Don't miss out on this chance to get involved early!

The Enterprise Hub Showcase event gives investors a unique chance to see a wide range of the South East's pioneering, high-growth companies in one place. It's an ideal place for investors to meet dynamic young companies that need capital to realize their potential.

Don't Miss Out!

This is a unique opportunity to meet rapidly growing companies with huge potential that are actively looking for investment:

- see 40 of the most promising companies in the South East in one place;
- meet with high-growth young companies looking for early-stage investment;
- compare and contrast different investment opportunities from a variety of industries under one roof;
- negotiate face-to-face with the most promising six companies in the South East.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the conversation.

- Could you change dollars into English pounds sterling?

- Certainly, sir. I'll just check the exchange rates. How much would you like to change?

- One thousand dollars. And what is the rate of ___ today?

- One dollar to one pound fifty-five pence.

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БИЛЕТ № 35

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Sverdlovsk region: Investments Today

According to the estimations of «Expert» magazine the Sverdlovsk region ranks the fourth in Russia in terms of investment attractiveness. There are objective reasons for that: the labour potential and the volume of industrial production. Only export-oriented Khanty-Mansiysky Autonomous region, Krasnoyarsky Kray and Moscow overtake the Sverdlovsk region.

The Sverdlovsk region is very attractive for investors. No one other subject of Federation has such an investment dynamics. The Sverdlovsk region has the lead in investments, the total of 50 000 000 USD and 689 joint ventures. The largest investors are: Germany, USA, and Great Britain. America is the region's leading investor. «Coca-cola», «Pepsi» and «USWest» are three largest American investors.

90 investment projects have been worked out for the next 5 years, they are assigned to the technical re-equipment and development of equipment, apparatus, and machines of the existing generation for medicine, ecology, construction, transport, telecommunications, and reorganization in housing.

Regional Development Program

Any government program designed to encourage the industrial and economic development of regions be set by joblessness or other economic hardship. Most industrialized countries have adopted some type of regional program since World War II. The most common method of encouraging development is to offer grants, loans, and loan guarantees to companies relocating or expanding in the region. France, for example, has offered subsidies related to the amount of investment and the number of new jobs created, as well as loans, interest subsidies, and free land sites.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Complete the CV.

Anna Smirnova

98, Chaiskovskogo Street, apt. 85

St. Petersburg, 191194, Russia

Phone; +7 812 272 08 95

OBJECTIVE: Obtain employment in the field of public relations that will allow me to use my ability to work with people and take advantage of my knowledge of English.

EDUCATION: St. Petersburg State University. 1989–1996 ___ in English and French. Qualified as English interpreter.

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БИЛЕТ № 36

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Bank of England is the central bank of the United Kingdom and the model on which most modern central banks have been based. Established in 1694, it is the second oldest central bank in the world and the world's 8th oldest bank. It was established to act as the English Government's banker.

The Bank performs all the functions of a central bank. The most important of these is supposed to be maintaining price stability and supporting the economic policies of the Government, thus promoting economic growth.

The Bank has issued banknotes since 1694. Notes were originally hand-written; although they were partially printed from 1725 onwards, cashiers still had to sign each note and make them payable to someone. Notes have been fully printed since 1855.

There are two main areas which are tackled by the Bank to ensure it carries out these functions efficiently: monetary stability and financial stability. Stable prices and confidence in the currency are the two main criteria for monetary stability. Stable prices are maintained by making sure price increases meet the Government's inflation target. Maintaining financial stability involves protecting against threats to the whole financial system. Threats are detected by the Bank's surveillance and market intelligence functions.

The Bank works together with other institutions to secure both monetary and financial stability, including HM Treasury (Her Majesty's Treasury), the Government department responsible for financial and economic policy; and other central banks and international organizations, with the aim of improving the international financial system.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose the most appropriate option for a CV.

Name: Angela Amore

Address: 122 Willisden Road, London N17 6BQ

Tel: 081-345-7888

Date of birth: 21st January 1989

Nationality: Italian

Examinations:

2019 Maturita Federale – Switzerland.

2020 Cambridge Proficiency Exam – UK

Work _____:

2021 I worked in an insurance office, on a temporary basis.

2022 I worked for Intours as a tour guide.

a. experience³⁰

b. skills

c. abilities

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Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (6 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 37

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Accounting is the measurement, processing and communication of financial information about economic entities. Accounting, which has been called the "language of business", measures the results of an organization's economic activities and conveys this information to a variety of users including investors, creditors, management, and regulators. Practitioners of accounting are known as accountants.

Accounting can be divided into several fields including financial accounting, management accounting, auditing, and tax accounting. Financial accounting focuses on the reporting of an organization's financial information, including the preparation of financial statements, to external users of the information, such as investors, regulators and suppliers; and management accounting focuses on the measurement, analysis and reporting of information for internal use by management. The recording of financial transactions, so that summaries of the financials may be presented in financial reports, is known as bookkeeping, of which double-entry bookkeeping is the most common system.

Accounting is facilitated by accounting organizations such as standard-setters, accounting firms and professional bodies. Financial statements are usually audited by accounting firms, and are prepared in accordance with generally accepted accounting principles (GAAP). An audit of financial statements aims to express or disclaim an opinion on the financial statements. The auditor expresses an opinion on the fairness with which the financial statements presents the financial position, results of operations, and cash flows of an entity, in accordance with GAAP and "in all material respects". An auditor is also required to identify circumstances in which GAAP has not been consistently observed.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose the most appropriate option for finishing a formal letter.

- a. Best wishes
- b. All the best
- c. Yours faithfully

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БИЛЕТ № 38

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A resource is scarce when there is not enough of it available to satisfy the various ways a society wants to use it. For example, there are limited supplies of oil and coal, which currently provide most of the energy used to produce and deliver everything we buy. And in a growing world economy with a rapidly increasing human population, even clean air and water have become scarce resources.

Just as individuals must make choices, the scarcity of re- sources means that society as a whole must make choices. One way for a society to make choices is simply to allow them to emerge as the result of many individual choices. For example, there are only so many hours in a week, and people must decide how to spend their time. How many hours will they spend going to supermarkets to get lower prices rather than saving time by shopping at convenience stores? The answer is the sum of individual decisions: each of the millions of individuals in the economy makes his or her own choice about where to shop, and society's choice is simply the sum of those individual decisions.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose the most appropriate option for starting a formal letter.

- a. Hi Mike
- b. Dear Sir
- c. Dear Mike

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БИЛЕТ № 39

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Manage First Impressions

Your main goals as you approach the interview are to give a positive impression of yourself and to establish rapport with the interviewer. Smile as you greet the interviewer and use his or her last name with a courtesy title. Don't use the person's first name unless invited to. Maintain eye contact.

Shake hands with a firm, confident grip. Don't sit down until invited to do so. Pay attention to your body language. Don't slouch -- it's better to sit straight up than to lean against the back of the chair. Don't fold your arms, cover your mouth or look away frequently -- these gestures can seem defensive and evasive to the interviewer.

It's also best not to tell jokes. Humor can be a good way to break the ice in a social situation, but it can be dangerous in a job interview. You want to come off as professional, not flippant. You shouldn't offer your opinions about non-work matters like politics or social issues.

Don't talk too much or too fast. Pause before you speak, and show that you're a good listener. One good tactic is to ask a question that lets the interviewer tell you something about himself or herself, such as when he or she started with the company. It shows your interest and puts the person at ease.

Never complain about your previous boss or company. This was the second most common interview mistake cited in the CareerBuilder survey. You may have well-justified complaints about how you were treated or how your previous company operated, but keep them to yourself. Employers don't want to hire disgruntled workers.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the verb and the translation.

Our company was founded in 1801.

- a. основала
- b. была основана
- c. основывается

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БИЛЕТ № 40

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The terms "telecommuting" and "telework" were coined by Jack Nilles in 1973. Teleworkers are people who work for companies, but not in companies. They do company work at home, usually on computers. Many teleworkers or telecommuters work from home, while others, sometimes called "nomad workers" or "web commuters," use mobile telecommunications technology to work from coffee shops or other locations. According to a Reuter's poll, approximately "one in five workers around the globe, particularly employees in the Middle East, Latin America and Asia, telecommute frequently and nearly 10 percent work from home every day". Teleworkers usually communicate with their supervisors by telephone or fax. They transfer information from their own computer to the office computer by electronic means. They can also communicate with their employers and supervisors by Skype. Teleworking is becoming more and more popular in Britain and in the USA. Estimates suggest that over fifty million U.S. workers (about 40% of the working population) could work from home at least part of the time, but in 2008 only 2.5 million employees (not including the self-employed) considered their home their primary place of business. Very few companies employ large numbers of home-based full-time staff. The call center industry is one notable exception: several U.S. call centers employ thousands of home-based workers. For many employees the option to work from home is available as an employee benefit but most participants only do so part of the time. In 2009 the United States Office of Personnel Management reported that approximately 103,000 Federal employees telework. However, less than 14,000 were teleworking three or more days per week.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match the verb and the translation.

We've been very busy since Monday.

- a. будем заняты с понедельника
- b. были заняты до понедельника
- c. заняты с понедельника

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БИЛЕТ № 41

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Urals is a geographical region located around the Ural Mountains. It **extends** approximately from north to south, from the Arctic Ocean to the bend of the Ural River near Orsk city. This is a historical, not an official **entity**. There are two official namesake entities, the Ural Federal District and the Ural economic region. The latter follows the historical **boundaries**, the former is a political product. It received the status of full territorial unit of the Russian Federation in 1993.

The territory of the Ural Federal District **covers** 1788,9 thousand square kilometres. That **amounts** almost **to** 11% of the total area of the Russian Federation and is larger than the territories of Germany, France, Great Britain and Spain put together. The Ural Federal District consists of Sverdlovsk, Chelyabinsk, Kurgan, Tyumen oblasts, Khanty-Mansi and Yamalo-Nenets Autonomous Okrugs. Ekaterinburg is the administrative centre of the Ural Federal District.

The Ural region is sometimes called the industrial heart of Russia. Sixty per cent of Russian oil and ninety per cent of its gas come from here. Metals and **machine tooling** are the other important areas of development. The Urals is very rich in minerals and raw materials including **fossil fuels** and **extensive** forests. The territory **possesses** the richest **deposits** of iron and polymetallic ores, has considerable reserves of **nonferrous**, noble and rare metals, asbestos, **precious** and semiprecious stones.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete conversation.

- Some companies stop you from using certain web-sites and I think that's OK.

-But it's such a waste of time. I don't think people should use the internet at work unless you need it for your work.

- I am not sure about that. ___ the internet helps to give you a break.

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БИЛЕТ № 42

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The leading industries in the district are metallurgy together with the raw material **extraction**, machine building, fuel and energy industry. Military industry occupies an important place in the economy of the district. Chemical, **woodworking**, light and food industries are also highly developed.

Metallurgical industry is one of the oldest in the region. Major metalworking **enterprises** are Magnitogorsk Iron and Steel Works, Nizhniy Tagil Iron and Steel Works and Chelyabinsk Tube Rolling Plant. There are also heavy transport, chemical engineering plants and military industrial **enterprises** in the region.

The region **occupies** a leading place in the national economy. The Ural Federal District **surpasses** all the other districts in export volume. Being one of the most populated areas of Russia, the Ural economic region has a large Gross Domestic Product. The GDP per capita is above the national **average**.

Ekaterinburg is one of major business centres of Russia. More and more foreign companies are successfully operating representative offices and joint ventures here. Its unique geographical position on the border of Europe and Asia together with favourable transport situation offer broad opportunities for **assuming** the role of an important centre of cooperation between East and West.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete the conversation.

- What are the main ___ in your present job?
- I work on reception, answer the phone, arrange meeting.

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БИЛЕТ № 43

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A product is something that aims to satisfy the needs of consumers. A brand also tries to satisfy consumer needs; however, it also tries to differentiate itself from similar products by its use of symbols and images which try to grab the attention of the consumer.

Branding began as a way to tell one person's cattle from another by means of a hot iron stamp. At the beginning of the twentieth century companies adopted slogans, mascots and jingles that began to appear on radio and early television. By the 1940s, manufacturers began to recognize the way in which consumers were developing relationships with their brands. Manufacturers quickly learned to build their brand's identity (that is the sum of the words, images and ideas that a consumer associates with a brand.) This began the practice we now know as "branding", where the consumers buy "the brand" instead of the product. Nowadays brands are a company's most strategic asset.

From a firm's point of view obviously the branding process increases profitability quite substantially. It allows them to charge premium prices. Branding gives higher market share and ability to build market share, provides loyal customers, provides avenues for future growth, allows for segmenting markets. Brands allow companies to influence the demand for a product by manipulating factors other than price. Proper branding can result in higher sales of not only one product, but on other products associated with that brand.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete the sentence.

I run a small business and all my ___staff use the internet as much as they want to.

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БИЛЕТ № 44

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

. ‘An exhibition is a display which, whatever its title, has as its principal purpose the education of the public: it may exhibit the means at man’s disposal for meeting the needs of civilization, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future. ‘

Art. 1, Convention relating to International Exhibitions

The Expo is a non-commercial Universal Exposition (not a trade fair) organized by the nation which wins the candidature, with other countries participating through the diplomatic channels of the hosting nation. Each Expo has a universal theme. More than displaying major technological novelties the Expo’s role is oriented towards interpreting the collective challenges to which mankind is asked to respond.

2. The first World Expo took place in 1851 in London. At the time England was the world’s leading industrial power, which with its vast empire had profited handsomely from free trade and the prosperity of the Victorian era. Every nation was invited to contribute to the Expo, which constituted an inventory of all branches of human endeavour. The Expo was an overwhelming success. The success of this event produced many highly successful exhibitions throughout the world. For example, the Paris Exhibition of 1889 is well remembered for the creation of the Eiffel Tower.

But as the number of these events increased (between 1851 and 1931 over 20 expos took place around the world), it became clear that some measures were needed to control the frequency and quality of exhibitions. The 1928 Convention on International Exhibitions established the BIE and set out simple rules, which restricted the number of exhibitions which could be held and defined their characteristics.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete the conversation.

-Tell me some words about yourself. What is your ___education?

- I graduated from the Ural State University of Economics. My major is Banking.

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БИЛЕТ № 45

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Задание 2. Краткий пересказ текста из задания 1.

Задание 3. Устное сообщение по теме: «Управление качеством»

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БИЛЕТ № 46

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In 1970, two business advertisers, Philip Kotler and Gerald Zaltman, began to use traditional marketing tools to sell concepts and behavioral practices instead of products. Business marketing attempts to discover what problems consumers may have and then offers those products in a way that meets their perceived needs.

Business marketing makes use of the marketing mix to establish a target audience and develop an effective campaign for reaching that audience. This mix is comprised of identifying the so-called four Ps of marketing: product, price, place and promotion. Social marketing normally operates within these same parameters, putting behavioral change in place of product. A social marketer generally first identifies the behavior that needs changing within the target audience. Next, the price an individual pays for changing their behavior is established, such as the potential for social embarrassment. The marketer would then identify which places would be appropriate for advertising the need for this new type of behavior, and finally decide which promotional materials they might use to persuade consumers to change.

Social marketing typically works best when the price for the behavioral changes is overshadowed by the benefits the target audience receives. New social policies and attitudes often compete with existing social attitudes, creating a behavioral exchange for which social marketers must account when developing their marketing campaigns. Long-term social change typically occurs when policies are set that match the behavioral change being affected or recommended. One highly effective tool social marketers use to reach their target audiences is the media. According to agenda-setting theory, the media can influence both public agenda and policy agenda, persuading the target audience to change to the recommended good behavior and policy makers to enact new laws that reinforce that behavior.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete the conversation.

- What software are you familiar with?
- I have a good ___ of Excel and Word.

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БИЛЕТ № 47

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

It is unlikely the New York City area economy will be \$550 million richer. That's the economic benefit for the city hosting a Super Bowl, as estimated by the NY/NJ Super Bowl Host Committee. The problem is that calculating the additional spending accumulated from a one-time economic event is difficult. Two considerations often overlooked are the substitution effect and the crowding-out impact, say economists.

First, part of the money going to Super Bowl tickets and related events would have been spent anyway in the New York area, whether for theater tickets or a good restaurant meal. In addition, the same fans who will order pizza and Buffalo wings for the game would have ordered pizza and wings anyway on a cold Sunday night.

Second, the arrival of Super Bowl fans pushes out other consumers who would have visited New York. Some tourists may avoid the higher costs and crowds associated with the Big Game. The good news for the New York New Jersey area: This crowding-out occurs less in cold-weather cities than in warm-weather areas since tourism in places like New York usually slows during the winter.

Past research done by Robert Baade, a sports economist at Lake Forest College in Illinois, shows that when substitution and crowding-out plus other factors are considered, the actual benefit is about one-tenth the estimate. A gain of \$60 million may sound huge, until you consider that, according to a report from the U.S. Conference of Mayors, the New York area has a \$1.4 trillion economy. Smaller host cities such as Detroit and Indianapolis probably see a bigger economic rise.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Match the question and the response.

Let's go on a.....this year. I'd love to see wild animals in their natural habitat.

- a. safari
- b. jungle
- c. ride

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БИЛЕТ № 48

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Imagine this: You walk into your local Wal-Mart and see cages of live chickens, an aquarium with live fish, and a pool filled with live turtles. Are you in the pet department? No, you're in the food section – these animals are for your dinner! In Western culture, this would be shocking. You might even see consumer protests. But in Eastern cultures, this is typical, people in these cultures don't like food wrapped in plastic. It gives them the impression that the food is old, and they won't buy it. So, Wal-Mart decided to sell live animals in their supermarkets in the East. As a result, the company has been very successful in Eastern markets.

This is one example of just how different our cultures can be. People often talk about how the world is getting 'smaller,' thanks to travel and technology. But the reality is that, even though we **interact** with different cultures more than ever, there are still major differences between countries. People often think differently, **conduct** business differently. What's normal in your country might be a serious mistake elsewhere. So what to be aware of?

Greetings. There's nothing simple about a simple handshake! While it is **accepted** as the norm pretty much worldwide, a too firm handshake is seen as aggressive in many parts of the Far East, where a bow is still highly **regarded**.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Match the question and the response.

That is the girl.....father works in the armed forces with my dad.

- a. who
- b. that
- c. whose

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БИЛЕТ № 49

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Quality—as it relates to the production of goods and services—is defined as being free of deficiencies. Quality matters because fixing, replacing, or redesigning deficient products is costly. For most companies, the costs of poor quality can amount to 20 percent of sales revenue, if not more. Some typical costs of poor quality include downtime, repair costs, rework, and employee turnover. Poor quality can also result in lost sales and a tarnished image. Facebook experienced a quality crisis when users were confused and upset about its implementation of new privacy settings that created chaos and dissatisfaction.

One process that companies use to ensure that they produce high-quality products from the start is benchmarking—determining how well other companies perform business functions or tasks. In other words, benchmarking is the process of determining other firms’ standards and best practices. Automobile companies routinely purchase each other’s cars and then take them completely apart to examine and compare the design, components, and materials used to make even the smallest part. They then make improvements to match or exceed the quality found in their competitors’ cars. Companies may use many different benchmarks, depending on their objectives. For instance, some organizations that want to make more money may compare their operating profits or expenses to those of other firms. Retailers concerned with productivity may want to benchmark sales per square foot. It’s important when benchmarking for a firm to establish what it wants to accomplish, what it wants to measure, and which company can provide the most useful benchmarking information. A firm might choose a direct competitor for benchmarking, or it might select a company in an entirely different industry—but one that has processes the firm wants to study and emulate.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Match the question and the response. There is one extra answer you do not need.

What’s the problem with the laptop?

- a. I don’t use it.
- b. I don’t know how to use it.
- c. No, I don’t.

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БИЛЕТ № 50

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The expression “find a need and fill it” is perhaps the simplest explanation of the two elements of a marketing strategy. A firm’s marketers find a need through careful and continuing study of the individuals and business decision makers in its potential market. A market consists of people with purchasing power, willingness to buy, and authority to make purchase decisions. Markets can be classified by type of product.

Consumer products—often known as business- to-consumer (B2C) products—are goods and services, such as GPS systems, tomato sauce, and a haircut, that are purchased by end users.

Business products—or business-to-business (B2B) products—are goods and services purchased to be used, either directly or indirectly, in the production of other goods for resale. Some products can fit either classification depending on who buys them and why. A computer or credit card can be used by a business or a consumer. An organization’s target market is the group of potential customers toward whom it directs its marketing efforts.

Customer needs and wants vary considerably, and no single organization has the resources to satisfy everyone. Popular Science is geared toward readers who are interested in science and technology, whereas Bon Appétit is aimed at readers who are interested in fine food and cooking. Decisions about marketing involve strategies for four areas of marketing activity: product, distribution, promotion, and pricing. A firm’s marketing mix blends the four strategies to fit the needs and preferences of a specific target market. Marketing success depends not on the four individual strategies but on their unique combination.

Задание 2. Краткий пересказ текста/

Задание 3. Практическое задание

Match 1-2 to A-C. There is ONE extra answer you do not need.

1. Present Simple
2. Present Continuous
- a. were
- b. am going
- c. is

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Вид промежуточной аттестации	Зачет (6 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 51

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Marketers measure brand loyalty in three stages: brand recognition, brand preference, and brand insistence. Brand recognition is brand acceptance strong enough that the consumer is aware of the brand, but not strong enough to cause a preference over other brands. A consumer might have heard of L'Oréal hair care products, for instance, without necessarily preferring them to Redken.

Advertising, free samples, and discount coupons are among the most common ways to increase brand recognition. Brand preference occurs when a consumer chooses one firm's brand over a competitor's. At this stage, the consumer usually relies on previous experience in selecting the product. Furniture and other home furnishings fall into this category.

A shopper who purchased an IKEA dining room table and chairs and was satisfied with them is likely to return to purchase a bedroom set. While there, this shopper might pick up a set of mixing bowls for the kitchen or a lamp for the family room—because he or she knows and likes the IKEA brand. Brand insistence is the ultimate degree of brand loyalty, in which the consumer will look for it at another outlet, special-order it from a dealer, order by mail, or search the Internet. Shoppers who insist on IKEA products for their homes may drive an hour or two—making a day excursion of the venture—to visit an IKEA store. The combination of value for the money and the concept of IKEA as a shopping destination have given the brand a unique allure for shoppers.

Brand-building strategies were once limited to the consumer realm, but now they are becoming more important for B2B brands as well. Intel, Xerox, IBM, and service providers such as Krystal Klean and Cisco are among the suppliers who have built brand names among business customers.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Match 1-2 to A-C. There is ONE extra answer you do not need.

1. Past Simple
2. Future Simple
- a. will be
- b. are
- c. was

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Составил	Э.Н. Мусина

БИЛЕТ № 52

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A major aspect of developing a successful new product involves methods used for identifying a product and distinguishing it from competing offerings. Both tangible goods and intangible services are identified by brands, brand names, and trademarks. A brand is a name, term, sign, symbol, design, or some combination that identifies the products of one firm and differentiates them from competitors' offerings. A brand name is that part of the brand consisting of words or letters included in a name used to identify and distinguish the firm's offerings from those of competitors.

Good brands are easy to pronounce, recognize, and remember: Crest, Visa, and Dell are examples. Global firms face a real problem in selecting brand names, because an excellent brand name in one country may prove disastrous in another. Most languages have a short a, so Coca-Cola is pronounceable almost anywhere. But an advertising campaign for E-Z washing machines failed in the United Kingdom because the British pronounce z as "zed." Brand names should also convey the right image to the buyer. One effective technique is to create a name that links the product with its positioning strategy. Brand names also must be legally protectable. Trademark law specifies that brand names cannot contain words in general use, such as television or automobile. Generic words—words that describe a type of product—cannot be used exclusively by any organization. On the other hand, if a brand name becomes so popular that it passes into common language and turns into a generic word, the company can no longer use it as a brand name. Once upon a time, aspirin, linoleum, and zipper were exclusive brand names, but today they have become generic terms and are no longer legally protectable.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete the sentence.

It is the largest company in Finland playing a significant ____ in the national economy.

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БИЛЕТ № 53

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Before money, people could not buy and sell. There was trade; but it had to be two-way trade: people exchanged goods. For example, they exchanged food for clothes. With money, buying and selling became two things that could happen at different times and with different people. A person could sell food to somebody on one day and get money for it; a week later, he or she could use the money to buy clothes from a third person. There have been metal coins for thousands of years. Some of the earlier coins were used in Turkey, and they were made of gold and silver. But this caused problems. People used to take very small bits of metal from each coin. Each coin was then a bit smaller, so people wanted more coins for their goods, and prices went up. Metal coins were used by the Greeks thousands of years ago. The Greek drachma was made of silver. For hundreds of years, it was the most common kind of money for trade in Europe and parts of Asia. The Greeks even put drachma into the mouths of dead people: they believed the money would pay for their journey to the next world. The Romans also used silver and gold coins. But the emperor Nero decided to put less gold and silver into the coins in order to make money for himself. After that, nobody wanted to use the coins, and this had a very bad effect on the Roman economy. The world had learned a lesson: money only works if people believe in its value. Coins can be heavy. (For example, the people of Yap, an island in the Pacific, use stone coins; the biggest were about four meters across).

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete the sentence.

The labour process assumes that the employee works periodically distantly, and periodically at a stationary ____, that is, in the office.

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Составил	Э.Н. Мусина

БИЛЕТ № 54

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In 1950, the first credit card was made. It was the Diners Club card, and it could only be used in 200 restaurants in New York. Today, almost all shops, hotels and restaurants in the world take credit cards, so people do not have to carry a lot of coins and notes with them when they travel. As with anything there are advantages and disadvantages to using credit cards.

Advantages:

Immediate Access: Need a new set of tires? Credit can help with an expensive, unexpected emergency and give you the flexibility to pay it over time.

Security: Lose cash, and it's gone. Lose a credit card, and it can be cancelled. Also, if you report a lost or stolen card promptly, you're protected against its unauthorized use.

Record Keeping: Your credit card statement is an itemized list of your monthly expenditures, which can be helpful when it comes to budgeting.

Convenience: Credit cards are accepted at more places than checks, and they're generally faster to use.

Rewards: Using a credit card with a rewards program may earn you benefits like free travel.

Disadvantages: The main disadvantage to credit card usage is its cost to you in interest and fees. Wise use of credit means understanding those costs and acting accordingly.

Keep track of your spending to ensure that you can repay your credit card bill in full when it comes due each month.

Задание 2. Краткий пересказ текста.

Задание 3. Практическое задание

Complete the sentence.

I can't remember how to ___ to her office.

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БИЛЕТ № 55

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

As more and more retailers enter the world of on-line shopping, consumer demand for more innovative business structures are growing. Russia's e-commerce sector is fairly young compared to other markets, largely due to poor infrastructure and delivery services and a distrust of modern payment methods. But now that some 40 percent of the country's adult population is regularly using the Internet, on-line shopping is becoming a lifestyle for an increasing number of people. "Russia's e-commerce market is steadily developing due to higher broadband Internet penetration and an underdeveloped retail market in the regions," said Peter Prabhu, an independent consultant for e-commerce ventures in Russia. On-line food shopping is becoming increasingly popular in big Russian cities. For example, "Eco Food Moscow" links customers through its Facebook site to farms in the Moscow region, from which they can order food boxes of fresh meat, milk, cheese and vegetables from local farms. Goods can be pre-ordered in advance online or purchased on the spot. Some companies offer free pick-ups of deliveries from their stores across the city, or deliveries straight to the home for a small fee. Research conducted by Citibank and Google suggests that Russia's e-commerce industry is booming. Russians spent about 600 billion rubles (\$20billion) on on-line shopping in 2011 and the figure is forecast to increase by 200-300 billion rubles every next year. "The main barriers to growth in the e-commerce market are delivery inefficiencies and the unpopularity of on-line payment methods," said e-commerce consultant Prabhu. "Once these barriers are broken down, we will see higher growth".

Задание 2. Краткий пересказ текста

Задание 3. Практическое задание

Complete the conversation.

- How ___ you?

- I'm fine, thank you

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БИЛЕТ № 56

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

LVMH (Louis Vuitton, Moet, Hennessy) manufacturers and sells luxury goods, such as designer clothes, watches and bags. There are several companies in the group. LVMH has 60 famous brands, such as Luis Vuitton, Givenchy, Kenzo, Donna Karan, Christian Dior. It has 1,500 stores worldwide and is expanding its network. It employs 56,000 people. Its head office is in France, but 63% of its staff work outside France.

Sales in Louis Vuitton division rose 22% to 1.175 bn euros (\$1.26bn) in the fourth quarter. Total sales at the LVMH group rose 4% to 12.7 bn euros last year. Bernard Arnault, chairman, said that the fashion and leather goods division of LVMH made “excellent progress”.

LVMH had excellent sales because of its strong brands, store openings and successful new product launches. One of its new products, the Tambour watch, did not have huge sales but it brought customers into stores.

Sales in the US, Japan and France were good. Fewer Japanese tourists travelled last year, but they brought more goods in their home market. Recently, LVMH opened a large store in Japan, which is doing well.

LVMH is a creative and innovative group. It aims to impress its customers with its high quality and long-lasting products. Its new products – particularly in cosmetics – depend a lot on research and development. LVMH controls every detail of the brand’s image.

Задание 2. Краткий пересказ текста

Задание 3. Практическое задание

Complete the conversation.

- How ___ I help you?

- I'd like to speak to the manager, please

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Составил	Э.Н. Мусина

БИЛЕТ № 57

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Investing thousands of pounds in the recruitment and training of each new graduate recruit may be just the beginning. Choosing the wrong candidate may leave an organization paying for years to come. Few companies will escape all of the following failures: people who panic at the first sign of stress; those with long impressive qualifications list who seem incapable of learning; people who avoid fulfilling their duties; unstable people and people late discovered to be thieves. Less dramatic, but just as much a problem, is the person who simply does not come up to the expectations, who is not reliable, who never becomes “high-flyer” or even a usual performer. The first point you should remember at the recruitment stage is that people do not change. Intelligence levels decline modestly, but change little over their working life. The same is true of abilities, such as learning languages and handling numbers.

Most people like to think that personality can change – especially such negative features as impulsiveness, low esteem or lack of emotional warmth. But data collected over 50 years give a clear message: still the same stable figures after all these years. Skills can be improved, and new ones introduced but at rather different rates.

People can be sent onto training courses, lectures, or experimental weekends. But there is a cost to all of this, which may be much higher than the price of the course. Better to select for what you actually see rather than attempt to change it.

Задание 2. Краткий пересказ текста

Задание 3. Практическое задание

Choose one answer.

1. The Ministry of Finance of Russia ___ territorial authorities.
a. has
b. had
c. have

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Составил	Э.Н. Мусина

БИЛЕТ № 58

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Bob, USA *Do we need the Federal Reserve in the USA? Why should we pay taxes to have another big bank?*

Katia, German National Bank

Central or national banks help both the government and the other banks in the country. The basic function of a central or national bank is maintaining price stability by using a variety of methods. In many cases, the role of a central bank is encouraging financial stability. Sometimes a central bank has a monitoring role which may involve supervising the commercial banks. It often holds reserves for the other banks. In some countries the central bank controls the supply of money by deciding how much money other banks have to hold as reserve's. In many countries the central bank issues and prints the currency. Some also manage the exchange rate of a country's currency.

Joelle, France *What Is the purpose of the European Central Bank?*

Marie, consultant for the ECB, Belgium

The ECB is very important to the euro-zone. Its main function is keeping prices stable in the euro-zone and inflation just under two percent. The ECB is the central bank for the euro, the common currency in the European Union euro-zone member states. The first task of the ECB is deciding on and implementing monetary policy. This includes setting the interest rates for banks in the euro-zone. Then the banks decide how much interest to charge or pay customers for their business. It is also responsible for carrying out foreign exchange. Holding and managing the official foreign reserves of the euro area countries is a very important job for the ECB. In addition, the ECB has to regulate the payment systems within the eurozone and make sure that it works without problems. Keeping the countries within the euro-zone economically stable is a very important function of the ECB.

Задание 2. Краткий пересказ текста

Задание 3. Практическое задание

Choose one answer.

If Jim.....to Spain on business next month, he will stay three extra days to visit the sights.

- a. is going to travel
- b. will travel
- c. travels

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Составил	Э.Н. Мусина

БИЛЕТ № 59

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Who is more in debt: men or women?

A recent study by the Debt Foundation shows that it is young men who have the biggest debts on their credit cards, but it is young women who have the biggest problems with paying the debt. Why the difference? Many people think that women are just bad at managing money. They cannot stop buying new shoes, handbags, or clothes when they see them, and so they borrow money on store cards that you can get from big shops. But the results of the survey show this is simply not true. Young men, it seems, use store cards as much as women. Sometimes, they are worse. Also, they save less money than women from their salaries. They open fewer saving accounts than women and take bigger risks with their finance, investing in things like shares. Young men are also less likely to have insurance on their homes and possessions. The real reason women can't pay is that women usually have debts on basic things for the home like rent and services simply because they are poorer and often have to support children or older parents on low incomes. The study shows that today at the age of 24 most women earn 15% less than men and have more responsibilities with family and children. These are the real causes of debt problems. But the worst news from the survey is that, because of their poverty, women often cannot go to big banks to borrow money. They have to use other service companies that charge the highest rates of interest. So, they suffer more and pay more in interest because their family needs are more desperate. The result is that there are more women who have their gas or electricity turned off for non payment.

Задание 2. Краткий пересказ текста

Задание 3. Практическое задание

Choose one answer.

1. A special role in the functioning of public finance ___ the Ministry of Finance.

- a. played
- b. play
- c. plays

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БИЛЕТ № 60

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In many countries heart disease kills a lot of women and even more men. There are five causes of heart disease: bad diet, heart disease in the family, not enough exercise, smoking, stress. The most important cause, however, is stress. But what is stress? Stress is everywhere in our daily life. The main causes of stress are death, marriage, money, moving house, taking exams and changing jobs. We often feel stress when something is wrong in our life, but we cannot change it. Some people have to do what they don't like doing every day! This is a stressful situation. Stress on the job costs American companies as much as \$ 150 billion a year in lower productivity, employee sick leave, and higher medical costs. Stress is a prevalent and costly problem in today's workplace. Three quarters of the office workers today say they suffer from stress at work. About one-third of workers report high levels of stress. One-quarter of employees view their jobs as the number one stressor in their lives. Three-quarters of employees believe the worker has more on-the-job stress than a generation ago. Evidence also suggests that stress is the major cause of turnover in organizations. The Kenexa Research Institute released a global survey of almost 30,000 workers which showed that females suffered more workplace stress than their male counterparts. According to the survey, women's stress level were 10% higher for those in supervisory positions, 8% higher stress in service and production jobs than men, and 6% higher in middle and upper management than men in the same position.

Задание 2. Краткий пересказ текста

Задание 3. Практическое задание

Choose one answer.

1. Banks ___ the central place in the financial system.
 - a. occupy
 - b. are occupying
 - c. will occupy

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БИЛЕТ № 1

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Buckingham Palace

The original building was constructed as a country house in 1705 by the duke of Buckingham, John Sheffield. King George III bought the house in 1761 for his wife and had it altered by William Chambers.

In 1826, King George IV asked famed architect John Nash to expand the house - then known as Buckingham House - into a palace. Meanwhile St. James's Palace was still the principal palace used by the royals for ceremonies and receptions.

The palace was expanded in 1850 with a new east wing. The wing added a large number of rooms to the palace, including an expansive forty meter (131 ft) long ballroom. The monumental facade of the east wing was built in 1913 by Aston Webb. It is this facade, facing the Mall and St James's Park, which is now known by most people.

A part of the palace is still used by the Royal family. A flag is hoisted each time the Queen is in the Palace. The palace is not only home to the royal family; there are also a number of staff members living here. The palace has about six hundred rooms, including a throne room, a ballroom, picture gallery and even a swimming pool. Some of these rooms can be visited during a couple of months in the summer - when the Royal Family is not in the palace. Another interesting part of the palace that is open to visitors is the Queen's Gallery, where works of art from the royal collection are on display. The palace's stables, the Royal Mews, can also be visited. Here you'll find a number of royal horse-drawn carriages.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 2

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Harrods

The history of this famous luxury store goes back to 1849 when Charles Henry Harrod opened a grocery at Brompton Road in Knightsbridge, at the time a small village just outside London. Just two years later, the Great Exhibition of 1851 brought many visitors to the area. Charles Harrod's son (also named Charles) took over and quickly expanded the store, at the time known as 'Harrods Stores'. The department store became well known for its high quality products and excellent personalized service. In 1894 Harrods was taken over by Richard Burbidge who had the store completely rebuilt. He also installed London's first escalator, in 1898.

Now, Harrods is one of the world's most famous stores and one of London's tourist attractions thanks to the wide assortment of luxury goods that are on display in a magnificently decorated building.

The enormous array of products is particularly impressive. The company's motto - engraved on the building's pediment - is Omnia, Omnibus, Ubique (Everything, for everyone, everywhere). Harrods used to be known as the store where anything you could think of was for sale. While this may not be the case anymore, the assortment is still enormous. You can purchase anything from historic eighteenth-century dinner plates or exquisite caviar to giant teddy bears. It is best to take your time for a visit to the large store, which covers an area of about 80,000 sq m spread out over seven floors. Floor plans are available near the entrances.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 3

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

30 St Mary Axe, better known by its nickname Gherkin, is one of the most eye-catching buildings in London and it stands out prominently in the city's skyline. The Gherkin is one of several modern buildings that have been built over the years in a historic area of London.

Construction of the Gherkin was commissioned by Swiss Re, a reinsurance company. The 41-story skyscraper was built in 2004 after a modern glass and steel design by the architectural firm of Foster and Partners. The Gherkin, London

The tower was built in the heart of London's financial center at the site of the 1903 Baltic Exchange Building which had been damaged by a terrorist attack in 1992. The construction of a glittering high-tech building in the middle of a relatively low-rise area with plenty of historic buildings and narrow medieval streets set off a new debate about the need for tall buildings in the City of London. But even as many new skyscrapers are now built in Canary Wharf - well outside the city's historic center - the Gherkin has acted as a catalyst for the growing cluster of high-rises in the City.

The cigar-shaped structure has a steel frame with circular floor plans and a glass facade with diamond-shaped panels. The swirling striped pattern visible on the exterior is the result of the building's energy-saving system which allows the air to flow up through spiraling wells.

The top of the tower, where visitors find an open hall covered by a glass conical dome is even more spectacular. From here you have great views over the city. Unfortunately the building is not open to the public.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 4

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Millennium Dome (O2), London

In 1994, the Chairman of what would later become the New Millennium Experience Company suggested a national exhibition to be held as part of the country's millennium celebrations. The project, to be funded mainly by the National Lottery, was revised when Tony Blair became the new Prime Minister in 1997. He declared that the exhibition, to be held in Greenwich, would open a window on the future. The focus would be on entertainment and education (also dubbed 'edutainment'). This resulted in fourteen themed zones, including Faith, Talk, Mind, Rest, Home Planet, Body and Learning.

The project was controversial from the start. The Millennium Dome, a large domed structure that was built on the meridian in Greenwich to house the exhibition had an estimated cost of £750 million and was disliked by many Londoners, who did not see it as a proper symbol for their city.

Due to the focus on education and the high entrance fee, the Dome did not attract as many visitors as originally forecasted: a total of seven million people visited the exposition, The Millennium Dome, now O2, in London compared to the original estimate of twelve million visitors. Even with each of the separate themes in the Dome sponsored by major corporations, the project had a serious budget deficit. The millennium exhibition ran until the end of 2000.

In 2005 the Millennium Dome was renamed O2, after the mobile phone company. At the same time it was converted into a multifunctional entertainment complex. The arena now hosts many different events, including exhibitions and concerts. At its center is a large concert hall with a capacity of 20,000 people. Several other halls include areas for more intimate concerts, cinemas and exhibitions.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 5

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Shard is a modern glass skyscraper in London. At the time of its completion in 2012 it was Europe's tallest building. The observatory on the 72nd floor offers some spectacular 360 degree views of the city.

The skyscraper is situated in the London Bridge Quarter in Southwark, a neighborhood along the south bank of the river Thames. It is right near the heart of London and only the river separates it from the City of London. The area is full of history: a bridge was built here by the Romans around 50 AD and in 1836 London's first railway station opened here.

The idea to build a supertall skyscraper in the London Bridge Quarter was first suggested at the end of the twentieth century. The site seemed ideal: it is only a couple minutes' walk from London's financial center across the London Bridge and the site is right smack near the London Bridge Station, a transport hub connected to both the railway network and the underground.

Plans for the new skyscraper were initially drawn up by the architectural firm of Broadway Malyan, and called for a circular 365 meters tall tower. These plans were soon scaled back and a new design was submitted, this time from the hands of the Italian architect Renzo Piano. The renowned architect designed a glass pyramid-shaped structure with a height of just over three hundred meters.

When it was completed, the Shard held the title of Europe's tallest skyscraper with a height of almost 310 meters (1016 ft). The Shard towers over the neighborhood and is visible from afar. The iconic skyscraper looks particularly spectacular at night when seen from across the river.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 6

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

All your life - from cradle to grave - you will run up against the brutal truths of economics. As a voter, you will make decisions on issues - on the government budget, regulating industries, taxes and foreign trade - that cannot be understood until you have mastered the rudiments of this subject.

Choosing your life occupation is the most important economic decision you will make. Your future depends not only on your own abilities but also upon how economic forces affect your wages. Of course, studying economics cannot make you a genius. Economics is exciting and important. Anyone who thinks otherwise has failed to realize that economic ideas have moved people to rebellion, and nations to war.

The great problems that surround us today-among them international conflict, unemployment, inflation, poverty, discrimination, and environmental pollution - have economic roots. Even the small problems – impossibility to find a parking space, the high price of goods and products in our stores- are economic in nature.

Notice that "scarcity" in the economic sense doesn't refer directly to quantity of a resource. The earth has a great deal of land, yet most of the earth land is scarce because it has alternative uses. If land is used for a college campus, that same land isn't available for a shopping mall or a park. All societies confront the problem of scarcity, which implies the existence of alternatives; choices must be made among those alternatives. The ways in which the choices are made, are determined by a society's laws, customs and practices. These constitute a society's economic system.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 7

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The economy comprises millions of people and thousands of firms as well as the government and local authorities, all taking decisions about prices and wages, what to buy, sell, produce, export, import and many other matters. All these organizations and the decisions they take play a prominent part in shaping the business environment in which firms exist and operate.

The economy is complicated and difficult to control and predict, but it is certainly important to all businesses. You should be aware that there are times when businesses and individuals have plenty of funds to spend and there are times when they have to cut back on their spending. This can have enormous implications for business as a whole. When the economy is enjoying a boom, firms experience high sales and general prosperity. At such times, unemployment is low and many firms will be investing funds to enable them to produce more. They do this because consumers have plenty of money to spend and firms expect high sales. It naturally follows that the state of the economy is a major factor in the success of firms. However, during periods when people have less to spend many firms face hard times as their sales fall. Thus, the economic environment alters as the economy moves into a recession. At that time, total spending declines as income falls and unemployment rises. Consumers will purchase cheaper items and cut expenditure on luxury items such as televisions and cars.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 8

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Factors of production

Natural Resources are items provided by nature that can be used to produce goods and to provide services are called natural resources. Natural resources are found in/or on the earth or in the earth's atmosphere.

Human Resources involve anyone who works. Any human effort that is exerted in production process is classified as a human resource. The effort can be either physical or intellectual.

Capital Resources are the money and capital goods that are used to produce consumer products. Capital goods include the buildings, structures, machinery, and tools that are used in the production process. Department stores, factories, industrial machinery, dams, ports, wrenches, hammers, and surgical scalpels are all examples of capital goods.

Economists make an important distinction between capital goods and consumer goods. Capital goods are the manufactured resources that are used in producing finished products. Consumer goods are the finished products – the goods and services that consumers buy.

Technology is the use of science to create new products or more efficient ways to produce products. Technology makes the other factors of production – natural, human, and capital resources – more productive. Technological advances in the computer industry, for example, have increased efficiency in the workplace.

The risk-taking and organizational abilities involved in starting a new business or introducing a new product to consumers are called entrepreneurship. The goal of entrepreneurship is to create a new mix of the other factors of production and thereby create something of value. The entrepreneur is a person who attempts to start a new business or introduce a new product.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 9

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

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.

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.

Economists generally classify as needs those goods or services that are necessary 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.

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.

A resource is anything that people use to make or obtain what they want or need. Resources that can be used to produce goods and services are called factors of production.

Economists usually divide these factors of production into three categories: (1) natural resources, (2) human resources, (3) capital resources. Today many economists have added technology and entrepreneurship to this list.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 10

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Not surprisingly, the production processes and time required to make an Apple iPad and a gallon of gasoline are different. Production processes use either an analytic or synthetic system; time requirements call for either a continuous or an intermittent process.

An analytic production system reduces a raw material to its component parts in order to extract one or more marketable products. Petroleum refining breaks down crude oil into several marketable products, including gasoline, heating oil, and aviation fuel. When corn is processed, the resulting marketable food products include animal feed and corn sweetener.

A synthetic production system is the reverse of an analytic system. It combines a number of raw materials or parts or transforms raw materials to produce finished products. Canon's assembly line produces a camera by assembling various parts such as a shutter or a lens cap. Other synthetic production systems make drugs, chemicals, computer chips, and canned soup.

A continuous production process generates finished products over a lengthy period of time. The steel industry provides a classic example. Its blast furnaces never completely shut down except for malfunctions. A shutdown can damage sensitive equipment, with extremely costly results.

An intermittent production process generates products in short production runs, shutting down machines frequently or changing their configurations to produce different products. Most services result from intermittent production systems. For instance, accountants, plumbers, and dentists traditionally have not attempted to standardize their services because each service provider confronts different problems that require individual approaches.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 11

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A growing number of manufacturers have freed workers from boring, sometimes dangerous jobs by replacing them with robots. A robot is a reprogrammable machine capable of performing a variety of tasks that require the repeated manipulation of materials and tools. Robots can repeat the same tasks many times without varying their movements. Many factories use robots today to stack their products on pallets and shrink-wrap them for shipping.

Historically, robots were most common in automotive and electronics manufacturing, but growing numbers of industries are adding robots to production lines as improvements in technology make them less expensive and more useful. Firms operate many different types of robots. The simplest kind, a pick-and-place robot, moves in only two or three directions as it picks up something from one spot and places it in another.

So-called field robots assist people in nonmanufacturing, often hazardous, environments such as nuclear power plants, the international space station, and even battlefields. Police use robots to remotely dispose of suspected bombs. However, the same technology can be used in factories. Using vision systems, infrared sensors, and bumpers on mobile platforms, robots can automatically move parts or finished goods from one place to another, while either following or avoiding people, whichever is necessary to do the job. For instance, machine vision systems are being used more frequently for complex applications such as quality assurance in the manufacturing of medical devices.

The advancements in machine vision components like cameras, illumination systems, and processors have greatly improved their capabilities.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 12

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

What comes to mind when you hear the word business? Do you think of big corporations like ExxonMobil or Target? Or does the local bakery or shoe store pop into your mind? Maybe you recall your first summer job. The term business is a broad, all-inclusive term that can be applied to many kinds of enterprises. Businesses provide the bulk of employment opportunities, as well as the products that people enjoy. Business consists of all profit-seeking activities and enterprises that provide goods and services necessary to an economic system.

Some businesses produce tangible goods, such as automobiles, breakfast cereals, and digital music players; others provide services such as insurance, hair styling, and entertainment ranging from Six Flags theme parks and sports events to concerts. Business drives the economic pulse of a nation. It provides the means through which its citizens' standard of living improves.

At the heart of every business endeavor is an exchange between a buyer and a seller. A buyer recognizes a need for a good or service and trades money with a seller to obtain that product. The seller participates in the process in hopes of gaining profits—a main ingredient in accomplishing the goals necessary for continuous improvement in the standard of living. Profits represent rewards for businesspeople who take the risks involved in blending people, technology, and information to create and market want-satisfying goods and services. In contrast, accountants think of profits as the difference between a firm's revenues and the expenses it incurs in generating these revenues.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 13

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The British Isles lie off the north-west coast of continental Europe. They are made up of Great Britain and Ireland. In Britain the higher lands are found in the north and west. There the rocks are old and hard, and the wild plateau areas of the Highlands of Scotland, the Southern Uplands of Scotland, the Lake District, the Apennines Chain, the Welsh mountains, the moors of Cornwall and Devon and the Irish mountains have thin infertile soil.

Newer types of rock are found on the flanks of the Apennines, slopes of the Welsh mountains, the Midland Plain of England and the Central Lowlands of Scotland. Here minerals, particularly coal and iron are found, and manufacturing regions have developed.

Lowland Britain is fertile, with good arable land and pastures. Highland Britain has large areas of poor soil and is sparsely populated.

The Western coasts are rocky and deeply indented, but in the southeast the younger, softer rocks have weathered into low coasts, and the shallow seas (the North Sea and the English Channel) flow over submerged plains which long ago joined Britain to the rest of Europe. This continental shelf is the feeding ground for a great variety of fish. Owing to the various bays and inlets no point of the British Isles is more than seventy-five miles from tidal waters.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 14

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Libraries full of books have been written on the education system in Britain, but recently it has been changing considerably. This is roughly how it works.

Compulsory education begins at 5, and children attend primary school until they are 11. Normally the primary school is divided into Infants (5 - 7) and Juniors (7 - 11). At the age of 11 most children go to a comprehensive school, where they stay until they are 16. Some parents, who do not want their children to go to a comprehensive, pay to send their children to a private school. The most expensive and prestigious private schools are actually called public schools – but they are private. At the age of 16 people take examinations. Most take General Certificate of Education (G.C.E.). Ordinary Levels – normally called just “O” Levels. People take “O” Levels in as many subjects as they want to; some take just one or two, others take as many as nine or ten.

If you get good “O” Level results, you can stay on at school until you are 18, in the sixth form (notice that in Britain you start in the First form and finish in the Sixth). Here you prepare for Advanced Level Exams (“A” Levels). Three good “A” Level passes mean you have a chance of going on to university – though this is not automatic. British universities operate a closed numbers system and the number of people who can study there is strictly controlled. Other types of further education are offered at polytechnics and colleges of higher education. Polytechnics offer the chance to study subjects in a more practical way, and many colleges of higher education specialize in teacher training. What is it like, being a student at Oxford? Like all British universities, Oxford is a state university, not a private one.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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БИЛЕТ № 15

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Sebastian: I am currently in my fifth year of school at the University of Oregon (The U of O). I am following two careers, business and economics. I arrived to Oregon in 2001 to finish my last year of high school. I applied to the U of O, and voila! I got in and was really happy to stay in Oregon. I liked the people and the scenery because it was quite different from home. I also chose the U of O, because I knew that it had really good financial aid programs for international students. I applied to many scholarships before I started school, and luckily I was awarded financial aid during my first year for academic reasons, and from then on it just got better. In my second year I got accepted to be part of the International Cultural Service Program, where I show different aspects of Acuatorian culture to different groups of people in the surrounding community or within the University, and in exchange of this I get financial aid.

The U of O has been a great place to meet new people. At the beginning I was really scared because I did not know anyone and had a language barrier in front of me to jump over. But that just made the experience even greater. I met wonderful new people, and made solid friendships. I am lucky to say that now I have a friend from each continent in the world, and all that thanks to the U of O.

Camilla: One of the best things about being a student at the U of O is that you can go to basketball games for free. There are other sports events also, American football is huge. I personally don't understand that game at all, but going to Autzen Stadium is an experience in itself. And I have discovered that as long you just cheer along with other people, you'll be fine.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

Федеральное государственное бюджетное образовательное учреждение высшего образования
УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 16

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Almost every nation has a reputation of some kind. The English are reputed to be cold, reserved, rather haughty people who do not yell in the street, make love in public or change their governments as often as they change their

underclothes. They are steady, easy-going, and fond of sport. The fire is the focus of the English home. Even when central heating is installed it is kept so low in the English home that Americans and Russians get chilblains, as the English get nervous headaches from stiffness in theirs.

Most people in England have been slow to adopt rational reforms such the metric system, which came into general use in 1975. They do not want the trouble of adapting themselves to new.

The conservatism may be illustrated by reference of the public attitude to the monarchy. The English are amongst the most amiable people in the world, they can also be very ruthless. They have a genius for compromise but can enforce their idea of compromise on others with surprising efficiency.

They are generous in small matters, but more cautious in big ones. The Scots, the Irish, the Welsh are not the English. They have a lot of in common but all of them have their own national spirit, national pride and they cherish their customs and traditions.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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Дисциплина	иностраный язык в профессиональной деятельности
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Составил	Э.Н. Мусина

БИЛЕТ № 17

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

With the population of just under eight million, and stretching more than thirty miles at its broadest point, London is by far the largest city in Europe. It is also far more diffuse than the great cities of the Continent, such as Rome or Paris. The majority of London's sights are situated to the north of the River Thames, which loops through the center of the city from west to east, but there is no single predominant focus of interest, for London has grown not through centralized planning but by process of agglomeration – villages and urban developments that once surrounded the core and now lost within the amorphous mass of Greater London.

Thus London's highlights are widely spread, and visitors should make mastering the public transport system, particularly the Underground (tube), since much of central London is a permanent logjam. An essential investment is a London Transport travelcard, which is available from machines and booths at all tube and train stations and at some newsagents as well. It is valid for the bus, tube and suburban rail networks. One-day travelcards cost £3 for the central zones 1 and 2, rising £3.90 for all six London Transport zones (which includes Heathrow). Weekly travelcards are even more economical, beginning at £14.80. These cards can only be bought by holders of a photocard, which you can get, free of charge, from tube and train station ticket booth on presentation of a passport.

The principal London Transport information office, providing excellent free maps and details of bus and tube services, is at Piccadily Circus, Euston, King's Cross, Liverpool Street, Oxford circus, St James's Park and Victoria tube stations.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 18

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The New Piccadilly Café nestling behind the tourist highway of Piccadilly Circus is this charming, traditional café, famed for its 1950s decor. Little has altered in this much-loved Soho institution since it first opened its doors half a century ago - including the menu! Stepping inside the New Piccadilly café is like stepping back in time - you half expect to find smoking beat poets in the corner. The café retains almost all of its original features, complete with swiveling (вращающиеся) chairs, old mirrors, authentic 50s cups and cutlery. The café's bill of fare is hand-written on to this vintage, horseshoe-shaped menu board. The menu consists of no-nonsense, traditional meals like Sausage, Egg and Chips, Mixed Grill and Chips, Spaghetti Bolognese and Risotto Bolognese - all at dirt cheap prices. We ate out in style, and our tasty meal was served up in no time. I enjoyed a lengthy chat with the affable owner who enthusiastically told me about his long association with the café. He's full of fascinating stories about the dark Soho of the 1950s, the local gangsters, the rockers, prostitutes and a time where the streets were run by Italians, Greeks, Jews, Maltese, Irish and 'Budapest street rats'. Sadly, the café was very quiet when we visited, apart from a few hipsters (неформалы) enjoying a wholesome cheap meal and the unique Soho ambience. "This place used to make me a living. Now it's more like half a living. I'm the like last one on the ship," he says.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 19

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

India is now the second biggest source of foreign direct investment into the UK. In 2005-06 there was a 110 per cent jump in the scale of investment from India, with projects worth £1.02bn - and that rate has been accelerating since then. However, with the global financial centre of London swallowing the bulk of the investment, relatively little of the growth has filtered through to the south-east. Development agencies are determined to change that though, and have stepped up their efforts to attract Indian companies to the region.

A high-level team from the South East England Development Agency (SEEDA) and UK Trade and Investment visited India last year to promote the region to the ranks of Indian companies that are looking to expand internationally. There are clear opportunities for design and construction companies, potential for logistics groups to help Indian agribusiness companies to expand and a massive potential market for environmental technologies, IT (information technology), pharmaceutical, life sciences and creative companies.

Meanwhile, many of the 50 Indian companies already based in the south-east are flourishing. Wipro Technologies, the IT services group, announced plans to add 500 employees to its 140-staff. As the Thames Valley is the UK's IT hub, Wipro has worked perfectly and the company has expanded in the town, providing IT services to large utility and telecommunications companies. It also regards the UK itself as a growing market.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме

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Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Э.Н. Мусина

БИЛЕТ № 20

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Ports and resorts in the south-east are failing to meet their economic potential, according to a plan to create more than 110,000 jobs in the region over the next decade.

The South East England Development Agency (SEEDA) has announced its blueprint for lifting the region's competitive performance with a focus on coastal towns, many of which are "in decline".

A new coastal strategy, published alongside the broader draft regional economic strategy, aims to reinvigorate towns stretching from Whitstable in north Kent to Southampton in Hampshire, bringing tens of thousands of people back into work. SEEDA set a target of bringing 110,000 economically inactive people back into the labour market by 2016, of which it said almost half live on the south coast. It plans to raise the number of new workers in the south-east to 250,000 by 2026.

It said raising the performance of the south coast would narrow gaps in economic performance across the region, enabling more people to share in its general prosperity.

SEEDA also announced schemes that it said illustrated the three goals of the regional economic strategy: global competitiveness through world-class infrastructure, smart growth through better productivity, and sustainable prosperity.

Задание 2. Краткий пересказ текста

Задание 3. Устное сообщение и собеседование по теме