

АВТОНОМНАЯ НЕКОММЕРЧЕСКАЯ ОРГАНИЗАЦИЯ ВЫСШЕГО ОБРАЗОВАНИЯ
САМАРСКИЙ УНИВЕРСИТЕТ ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ
«МЕЖДУНАРОДНЫЙ ИНСТИТУТ РЫНКА»

УТВЕРЖДАЮ
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ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ

**МЕЖКУЛЬТУРНЫЕ И ДЕЛОВЫЕ КОММУНИКАЦИИ НА ИНОСТРАННОМ
ЯЗЫКЕ**

Направление подготовки:	38.04.01 Экономика
Профиль подготовки:	Экономика, управление и стратегия развития организации
Квалификация:	магистр
Форма обучения:	Очно-заочная
Год начала подготовки:	2026

1. ОЦЕНОЧНЫЕ СРЕДСТВА, СООТНЕСЁННЫЕ С ПЛАНИРУЕМЫМИ РЕЗУЛЬТАТАМИ ОБУЧЕНИЯ ПО ДИСЦИПЛИНЕ

Код и наименование компетенции	Код и наименование индикатора достижения компетенции	Результаты обучения по дисциплине	Вид аттестации и оценочных средств
УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	УК-4. И-1 Устанавливает и поддерживает профессиональные контакты в деловой сфере в соответствии с потребностями совместной деятельности, в том числе на иностранном языке	УК-4.И-1.3-1 Знает основные концепции и принципы организации межличностного взаимодействия в деловой и сфере, в том числе на иностранном языке.	Текущий контроль: выполнение лексических упражнений, изучающее чтение, промежуточный тест. Промежуточная аттестация: составление диалога.
		УК-4.И-1.У-1 Умеет устанавливать и поддерживать профессиональные контакты в соответствии с потребностями совместной деятельности, в том числе на иностранном языке	Текущий контроль: поисковое чтение, тест. Промежуточная аттестация: устный опрос.
		УКМ-4.И-1.У-2. Составляет, редактирует на государственном языке РФ и/или иностранном языке, выполняет корректный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык различных академических и профессиональных текстов	Текущий контроль: поисковое чтение, тест. Промежуточная аттестация: устный опрос.
	УК-4.И-2 Подготавливает и редактирует различные академические тексты, деловую документацию, в том числе в форме перевода на или с	УК-4.И-2.3-1 Знает требования к форме и содержанию различных академических текстов, деловой документации, в том числе в виде перевода с/на иностранный язык	Текущий контроль: выполнение лексических упражнений, ознакомительное чтение. Промежуточная аттестация: контрольное задание.

Код и наименование компетенции	Код и наименование индикатора достижения компетенции	Результаты обучения по дисциплине	Вид аттестации и оценочных средств
	иностранного языка	УК-4.И-2.У-1 Умеет разрабатывать и редактировать академические тексты и деловые документы, в том числе в виде перевода с/на иностранный язык.	Текущий контроль: выполнение лексических упражнений. Промежуточная аттестация: просмотровое чтение.
	УК-4.И-3 Представляет результаты академической и профессиональной деятельности на различных публичных мероприятиях, аргументировано отстаивает свои позиции в академических и профессиональных дискуссиях, в том числе на иностранном языке	УКМ-4.И-3.У-1. Воспринимает и анализирует информацию на государственном языке РФ и иностранном языке в процессе академического и профессионального взаимодействия	Текущий контроль: выполнение лексических упражнений, изучающее чтение, промежуточный тест.
		УКМ-4.И-3.У-2. Принимает участие в академических и профессиональных дискуссиях на государственном языке РФ и/или иностранном языке, аргументировано отстаивая свои позиции и идеи	Текущий контроль: выполнение лексико-грамматических упражнений. Промежуточная аттестация: написание делового письма.
УК-5. Способен анализировать и учитывать разнообразие культур в процессе межкультурного взаимодействия	УКМ-5.И-2. Демонстрирует способность анализировать и учитывать разнообразие культур в процессе межкультурного взаимодействия	УКМ-5.И-2.У-1. Умеет анализировать разнообразие культур в процессе межкультурного взаимодействия	Текущий контроль: выполнение лексико-грамматических упражнений.
		УКМ-5.И-2.У-2. Умеет учитывать разнообразие культур в процессе межкультурного взаимодействия	Текущий контроль: изучающее чтение. Промежуточная аттестация: написание делового письма.
		УКМ-5.И-2.У-3. Умеет строить межкультурное взаимодействие с учетом разнообразия культур	Текущий контроль: выполнение лексических упражнений, ознакомительное чтение, промежуточный тест. Промежуточная аттестация: контрольное задание.

2. Оценочные средства для текущего контроля

2.1. Тестовое задание с множественным выбором

Choose the correct term according to its definition and translate it into Russian:

- 1) – a system, according to which the money, industry and trade of a country or region are organized:
 a) economy b) economics c) economist
- 2) – an expert or student of economics:
 a) economy b) economically c) economist
- 3) – using the minimum amount of time, effort, language, etc. that is necessary:
 a) economic b) economical c) economize
- 4) – a detailed record of all the money that a person receives and spends.
 a) accountant b) audit c) account
- 5) – a person whose job is to inspect or keep accounts.
 a) accountancy b) accountant c) auditor
- 6) – the inspection of an organization's annual accounts.
 a) audit b) auditor c) accounting

What word goes best with these verbs?

1. book
 a) a factory b) a deal c) a room d) a business
2. set up
 a) a room b) a customer c) a book d) a meeting
3. make
 a) competition b) a book c) a room d) a deal
4. open
 a) a market b) a competitor c) a manager d) a new branch
5. break into
 a) a market b) a competition c) a deal d) a TV show
6. face
 a) a room b) competition c) a factory d) love

Критерии оценки к типовому заданию 2.1.

Критерии	Шкала оценивания
Задание выполнено частично	50-69 % правильно выполненных заданий – «удовлетворительно»
Задание выполнено	70-89 % правильно выполненных заданий – «хорошо»
Задание выполнено полностью	90-100 % правильно выполненных заданий – «отлично»

2.2. Задание на установление соответствия

Сопоставьте термины и определения:

- | | |
|-------------------------------|---------------------------|
| 1. переживать подъём | a) deny the opportunity |
| 2. прийти в упадок | b) the state of economy |
| 3. получать процентный доход | c) enjoy a boom |
| 4. лишать возможности | d) move into a recession |
| 5. состояние экономики | e) earn interest on loans |
| 6. играть заметную роль | f) shape the environment |
| 7. формировать среду | g) face hard times |
| 8. сокращать расходы | h) outcome of the actions |
| 9. переживать тяжёлые времена | i) play a prominent part |
| 10. результат действий | j) cut back on spending |

Сопоставьте термины и определения:

- | | |
|----------------|--|
| 1. announce | A. easy to understand and agree with |
| 2. annual | B. every year |
| 3. exotic | C. caring for and having control over people |
| 4. encourage | D. an area of land with a common (same) time |
| 5. make sense | E. to say important information |
| 6. responsible | F. interesting because it is from a far-away country |
| 7. time zone | G. to get used to |
| 8. adjust to | H. to make someone want to do something |

Beginning and ending small talk.

Put the words in the correct order to make some useful phrases for beginning and ending small talk.

- | | |
|--------------------------------------|--------------------------------------|
| 1. but Sorry have to go I now. | 5. your was How weekend? |
| 2. meeting It's nice been you. | 6. Enjoy rest the of the conference. |
| 3. believe can't how busy it I is. | 7. to talking Nice you. |
| 4. journey have you Did a good here? | 8. It's weather lovely today. |

Formal and informal language

Match a formal word on the left with an informal word on the right.

- | | |
|---------------|------------|
| 1 inform | a) come to |
| 2 further | b) want |
| 3 assistance | c) help |
| 4 grateful | d) more |
| 5 require | e) tell |
| 6 near future | f) happy |
| 7 attend | g) need |
| 8 would like | h) soon |

Критерии оценки к типовому заданию 2.2.

Критерии	Шкала оценивания
Задание выполнено частично	50-69 % правильно выполненных заданий – «удовлетворительно»
Задание выполнено	70-89 % правильно выполненных заданий – «хорошо»
Задание выполнено полностью	90-100 % правильно выполненных заданий – «отлично»

2.3. Написание делового письма

Read the exam question and write your email below.

You are interested in doing some volunteer work during your university holidays. Read the advertisement which you saw on the Internet and some notes you have made in red. Write an email to Caroline Robinson using all the notes. You should write approximately 150 words.

Looking for something fun to do during the school holidays?

Ever thought about volunteering? Come and join one of our volunteer projects! First-time volunteers welcome – no experience required.

- ⇒ One-day and two-day projects
- ⇒ Wide range of projects and locations
- ⇒ Morning and afternoon work, with a break for lunch
- ⇒ Highly experienced group leaders
- ⇒ No admin fees

For further information email volunteer coordinator
Caroline Robinson: caroline@volunteer.org

Any longer projects?

Any other costs?

More details?

Provided, or should I bring my own?

Критерии оценки к типовому заданию 2.3.

Критерии	Шкала оценивания
Содержание письма соответствует коммуникативной задаче, хотя имеются отдельные неточности; соблюдаются общие правила оформления делового письма (обращение, формальное завершение письма, имя); мысли изложены в основном логично, допустимы отдельные недостатки при делении текста на абзацы и при использовании средств передачи логической связи между отдельными частями текста; обучающийся использовал достаточный объем лексики и грамматических конструкций для решения коммуникативной задачи (допускается 4-5 ошибок, не препятствующих пониманию текста).	«удовлетворительно»

Содержание письма соответствует коммуникативной задаче; соблюдаются правила оформления делового письма (обращение, указание на предыдущую переписку или источник информации, содержательное завершение письма, указание на дальнейшую переписку, формальное завершение письма, имя); мысли изложены логично, текст поделен на абзацы; обучающийся использовал достаточный объем лексики и грамматических конструкций для решения коммуникативной задачи (допускается 1-3 ошибки, не препятствующих пониманию текста).	«хорошо»
Содержание письма соответствует коммуникативной задаче; соблюдаются правила оформления делового письма (обращение, указание на предыдущую переписку или источник информации, содержательное завершение письма, указание на дальнейшую переписку, формальное завершение письма, имя); мысли изложены логично, текст поделен на абзацы; обучающийся использовал достаточный объем лексики и грамматических конструкций для решения коммуникативной задачи, в том числе средства логической связи.	«отлично»

2.4. Монологическое высказывание

2.4.1. Structuring a presentation

In order to be effective, a presenter must make the audience understand why the topic is important to them. It is also important to make your points short, simple and clear. Remember to KISS (keep it short and simple).

This outline gives a detailed summary of the main parts commonly found in presentations.

1. Welcome the audience
2. Introduce yourself
3. Introduce the topic
4. Tell the audience why they should be interested in the topic
5. Tell a short personal anecdote
6. Give an overview of the talk
7. Main point 1
8. Main point 2
9. Main point 3
10. Main point 4
11. Summary
12. Final “bang”- leave the audience with a strong final impression

Prepare a short presentation on one of these subjects. Use the guidelines above.

1. Can you think of six other stressful jobs that might be on the list?
2. What job would you like to have? Is it a stressful job? Why? / Why not?
3. In what ways can driving a taxi be stressful?

2.4.2. Подготовьте монологическое высказывание. Обязательно ответьте на все вопросы по теме.

JOB AND OCCUPATION

1. Where do you work?
2. Can you tell me something about your job?
3. How long have you been working as...?

4. Tell me about your duties at work.
5. Are you satisfied with your job? Why?
6. What are your plans for the future?
7. If you could choose another occupation, what would you choose to do?

COLLEAGUES AND FRIENDS

Have you got any close friends among your colleagues?

Tell me about the colleague you most enjoy working with.

3. Do you like spending your free time with your colleagues?
4. How many close friends have you got?
5. How long have you known your best friend?
6. When did you last meet your best friend?
7. If you had a chance to visit Britain, what present would you buy for your best friend?

Критерии оценки к типовому заданию 2.4.

Критерии	Шкала оценивания
Все пункты плана раскрыты, речь понятна, несмотря на наличие лексических, грамматических, фонетических и стилистических ошибок.	«удовлетворительно»
Тема раскрыта, высказывание логично, аргументировано; допустимы незначительные неточности или незначительные грамматические, лексические, фонетические и стилистические ошибки.	«хорошо»
Тема раскрыта полностью; сообщение логично построено, аргументировано, аргументы подкреплены примерами; используются логические связки; высказывание соответствует грамматическим, лексическим, фонетическим и стилистическим нормам иностранного языка.	«отлично»

2.5. Чтение

2.5.1. Просмотровое чтение

Read the text and outline the main idea.

Cultural chameleons

IN today's competitive job market, not spending time abroad can seriously damage your chances of climbing the career ladder. It is no surprise then that more and more graduates and professionals are looking for opportunities to live and work in a foreign country.

With record numbers of workers hoping to relocate, it is no longer enough to have done a work placement abroad or to speak a foreign language. "This is no longer something that makes you different," says Nannette Ripmeester, director of Expertise in Labour Mobility. "It is something employers expect."

But even if you are a strong candidate, the application process for foreign jobs is far from straightforward. The EU has introduced the Euro CV to standardise application procedures throughout Europe, but Ripmeester believes that a culturally adapted CV is better. "What do I mean by that? For example, in the UK, it is customary to add hobbies and interests at the bottom of the page. In Italy however, that information is not necessary."

When you write your CV it is also a good idea to check whether a photo is necessary and whether an English-language CV should be written in American or British English. Another point to think about is whether or not employers will recognise your degree subject, especially when you have studied a subject, such as Wireless Network Systems, which doesn't necessarily translate into another language and culture.

You also need to consider the cover letter, the first thing that an employer will read. Approaches differ from country to country: get the CV right but the cover letter wrong and you destroy your chances of getting short-listed for interview because the cover letter is the first thing that an employer will read. The British usually write long letters to draw attention to relevant sections on the CV, the Italians want one or two sentences and the French expect candidates to handwrite detailed letters which may be analysed by handwriting experts.

When it comes to interviews, make sure you know about the work culture and understand the importance different countries place on language and speech. For example, the French use short sentences and hate silence, while Scandinavians have a deep respect for pauses. You may think these points are not important but by not paying attention, you are showing that you do not respect the culture of the country you wish to work in.

Making a mistake at the interview is something Sarah Hall knows all about. She is from Liverpool in the UK and has worked in Germany, Sweden and Spain. "My advice is be aware of 'culture clash.' In Britain there is usually a maximum of two interviews. In southern Europe they will call you back for a third or fourth interview. I lost a very good job in Spain when I thought they weren't serious. I withdrew my application because they asked me to go for a fourth interview. Looking back, I now realise they were doing as they always do. I behaved wrongly."

"It's important to show that you understand the working culture. Adapting a similar style of dress to your co-workers, eating the kind of food they eat, enjoying similar activities - these things help to win trust and respect."

"Think of yourself as a cultural chameleon, mirror the kind of messages you get about communication and appearance. People like people who remind them of themselves, and nobody likes what they don't understand."

Read the article and mark the sentences T (true) or F (false). Change any false sentences to make them true.

1. To have a successful career these days you need to have experience of working abroad.
2. A work placement abroad will help your application attract attention.
3. Nannette Ripmeester thinks that the Euro CV is the best kind of CV to use when looking for a job.
4. You need to check that your employers will recognise your degree subject.

5. CVs are more important than cover letters.
6. A cover letter in France may be studied by a specialist.
7. Sarah Hall withdrew her application for a job in Spain because she didn't like the questions in her interview.
8. When working abroad you should behave in a similar way to those around you.

2.5.2. Поисковое чтение:

Read the article below about small talk to find:

1. three topics that you can make small talk about
2. two topics that you can't make small talk about
3. two tips for managing small talk.

What is small talk?

Your company sends you to an important international conference in the USA. While you are traveling from the hotel to the conference centre you meet somebody who works for the Spanish division of your company for the first time. The conversation that you have will probably be what we call small talk.

What do people make small talk about?

There are certain safe topics that people usually make small talk about. The weather is probably the number one thing. Sometimes even friends and family members discuss the weather when they meet or start a conversation. Sports news is a common topic, especially if a local team is doing extremely well or badly. If there is something that you and the other speaker have in common, that may also be acceptable to talk about. For example, if the bus is extremely full and there are no seats available you might talk about reasons why.

There are also some subjects that are not considered acceptable when making small talk. Personal information such as salaries or divorce are not talked about between people who do not know each other well. Negative comments about another person not involved in the conversation are also not acceptable: when you do not know a person well you cannot be sure who their friends are. It is also not wise to continue talking about an issue that the other person does not seem comfortable with or interested in. Lastly, avoid one word answers, and ask questions to show that you want to keep the conversation going.

Критерии оценки к типовому заданию 2.5

Критерии	Шкала оценивания
Задание выполнено частично	50-69 % правильно выполненных заданий – «удовлетворительно»
Задание выполнено	70-89 % правильно выполненных заданий – «хорошо»
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2.6. Составление диалога.

Составьте диалог про себя, ответив на вопросы человека, проводящего собеседования.

The job interview

John has a job interview for a Saturday job

Interviewer:	So, you've applied for the Saturday position, right?
John:	Yes, I have.
Interviewer:	Can you tell me what made you reply to our advertisement?
John:	Well, I was looking for a part-time job to help me through college. And I think that I'd be really good at this kind of work.
Interviewer:	Do you know exactly what you would be doing as a shop assistant?
John:	Well I imagine I would be helping customers, keeping a check on the supplies in the store, and preparing the shop for business.
Interviewer:	That about covers it, you would also be responsible for keeping the front of the store tidy. What sort of student do you regard yourself as . . . did you enjoy studying while you were at school?
John:	I suppose I'm a reasonable student. I passed all my exams and I enjoy studying subjects that interest me.
Interviewer:	Have you any previous work experience?
John:	Yes. I worked part-time at a take-away in the summer holidays.
Interviewer:	Now, do you have any questions you'd like to ask me about the position?
John:	Yes. Could you tell me what hours I'd have to work?
Interviewer:	We open at 9.00, but you would be expected to arrive at 8.30 and we close at 6.00 pm. You would be able to leave then.
	I think I have asked you everything I wanted to. Thank you for coming along to the interview.
John:	Thank you. When will I know if I have been successful?
Interviewer:	We'll be making our decision next Monday, we'll give you a call.

Критерии оценки к типовому заданию 2.6

Критерии	Шкала оценивания
Знает правила речевого этикета и социокультурные нормы общения на изучаемом иностранном языке. Умеет выбирать вербальные средства в рамках изучаемого содержания обучения для достижения поставленных коммуникативных задач и целей межличностного общения на иностранном языке. Владеет необходимым объемом лексических и грамматических единиц для обеспечения продуктивной коммуникации на иностранном языке.	50-69 % правильно выполненных заданий – «удовлетворительно» 70-89 % правильно выполненных заданий – «хорошо» 90-100 % правильно выполненных заданий – «отлично»

3. ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

3.1. Банк контрольных заданий (с указанием компетенции)

УКМ-4.И-3.У-1. Выполнение лексико-грамматических упражнений. The Most Stressful Jobs

- Complete the paragraph by circling the correct words.

Recently, my nine-year-old son proudly announced to me that he wanted to become a commercial airline pilot when he (1)____. I' m happy for him because he spends hours reading books (2)____ airplanes, and he loves to play airplane game apps. It' s great to (3)____ what career you want at such a young age. As well, the average annual salary (4)____ an airline pilot is quite good: US\$105,270. Also, being an airline pilot means that you might travel to many exotic locations around (5)____ world, places that most people might never get a chance to see. However, I wonder if (6)____ choice of career is one that I should encourage. You see, this morning I (7)____ “most stressful jobs” and I discovered that my son' s dream career is actually the (8)____ most stressful job on a list of top ten most stressful jobs. This makes sense because, as a pilot (9)____ responsible for the lives of hundreds of people, you are away from home for many days at a time, and you may (10)____ to fly through many different time zones which can be very difficult to adjust to. Number one on the list was “military personnel” (soldier) and number two was “firefighter” . Of course, jobs like (11)____ are very dangerous – you must (12)____ your life in danger almost daily. Interestingly, however, “taxi driver” was also on the list (at number ten).

- | | | |
|-------------------|-------------|-------------|
| 1. | 5. | 9. |
| (A) grows up | (A) that | (A) yours |
| (B) grow up | (B) a | (B) your |
| (C) is growing up | (C) the | (C) you are |
| 2. | 6. | 10. |
| (A) for | (A) him | (A) has |
| (B) about | (B) his | (B) have |
| (C) into | (C) he's | (C) had |
| 3. | 7. | 11. |
| (A) know | (A) googled | (A) they |
| (B) knows | (B) googles | (B) their |
| (C) knew | (C) google | (C) these |
| 4. | 8. | 12. |
| (A) at | (A) third | (A) puts |
| (B) to | (B) three | (B) put |
| (C) for | (C) thirdly | (C) putting |

УКМ-5.И-2.У-2.

Read Manuela's email to Laura and write it as a formal email.

Subject: Art and design conference

Dear Laura

Thanks for your last message.

I want to tell you about next month's arts and design conference. It is going to be held in Sao Paulo at the First Conference Centre from June 18 to 21. The agenda for the conference is attached. Can you have a look and choose the sessions that you want to come to?

Please also tell me if you need any extra help. I can book a hotel for you or arrange for somebody to meet you at the airport.

I will be very happy if you can let me know soon.

All the best,

Manuela Calo

Writing

Write a formal reply to Manuela's email. Use the information below:

- you are going to attend the conference
- you can not stay for all three days
- the sessions you want to go to are New design methods and The future of art
- ask Manuela to make a reservation at a hotel
- ask Manuela to organize a taxi to pick you up at the airport.

УКМ-5.И-2.У-3. Reading for detail

2 Read the email below and answer the questions.

1. Who is the email from?
2. Who is the email to?
3. What three things does the writer ask the reader to do?
4. Where is Ms Lee going?

Subject: Visit to Osaka Securities

Dear Mr Watanabe,

Thank you for your email received March 21. With regard to my visit next month I need to tell you that I will arrive at Osaka airport at 14.30 on Thursday 14th April. As this will be my first visit to Japan I would be very grateful if somebody could meet me at the airport. Also, would it be possible for you to make a reservation at a nearby hotel for me? I would really appreciate it. In addition, could you possibly send me a copy of the agenda for our meeting and a copy of your most recent sales figures.

Please accept my apologies but my colleague Ms Lee will not be able to join me on this visit as she is attending an investment conference in Singapore at the same time.

I look forward to meeting you,

With best regards,

Lars Oluffson

3.2. Ключи к контрольным заданиям

УКМ-4.И-3.У-1. 1. A; 2. B; 3. A; 4. C; 5. C; 6. B; 7. A; 8. A; 9. C; 10. B; 11. C; 12. B;

УКМ-5.И-2.У-2.

Model answer:

Subject: Art and design conference

Dear Ms Calo,

Thank you for your email received 11th May. With regard to my visit to Sao Paolo, I need to tell you that I will not be able to stay for all three days of the conference. I will have to leave on the morning of 21st June.

Thank you very much for the agenda. Could you possibly book me into the following two sessions: "New design methods" and "The future of art"? Many thanks.

I'd also like to thank you for your kind offer to book a hotel. Would it be possible for you to make a reservation for four nights, from 17th until 20th June? I would really appreciate it.

I will arrive at the airport at 19.00 on 17th June. I would be very grateful if you would arrange for a taxi to meet me at the airport as this will be my first trip to Brazil.

I do not believe I need any further assistance.

I am very much looking forward to attending the conference.

With best regards,

Laura Della Rocca

УКМ-5.И-2.У-3. – 1.Lars Oluffson; 2. Mr. Watanabe; 3. Meet at the airport, reserve a hotel, send a copy of agenda. 4. Ms Lee is going to Singapore.

Шкала и критерии оценки текущего тестирования

Число правильных ответов	Оценка
90-100% правильных ответов	Оценка «отлично»
70-89% правильных ответов	Оценка «хорошо»
50-69% правильных ответов	Оценка «удовлетворительно»
Менее 50% правильных ответов	Оценка «неудовлетворительно»