

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

УТВЕРЖДАЮ

Проректор по учебной работе и
качеству образования

_____ И.А. Долгова

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ФОНД ОЦЕНОЧНЫХ СРЕДСТВ
ИНОСТРАННЫЙ ЯЗЫК ДЛЯ ДЕЛОВОГО ОБЩЕНИЯ

название дисциплины

Направление подготовки:	38.04.02 Менеджмент
Профиль подготовки:	Стратегический менеджмент
Квалификация:	магистр
Форма обучения:	Очная, заочная
Год начала подготовки по программе:	2026

Самара
2026

1. Оценочные средства, соотнесённые с планируемыми результатами обучения по дисциплине

Код и наименование универсальной компетенции	Код и наименование индикатора достижения универсальной компетенции	Результаты обучения по дисциплинам и практикам	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. Составляет в соответствии с нормами государственного языка РФ и иностранного языка документы (письма, эссе, рефераты и др.) для академического и профессионального взаимодействия	УК-4.И-1.3-1. Знает методы и способы применения информационно-коммуникационных технологий для сбора, хранения, обработки, представления и передачи информации в ситуациях академического и профессионального взаимодействия	Текущий контроль: Устный опрос, доклад, Промежуточная аттестация: контрольное задание.
		УК-4.И-1.У-1. Самостоятельно находит и обрабатывает информацию, необходимую для качественного выполнения академических и профессиональных задач и достижения профессионально значимых целей, в т.ч. на иностранном языке	Текущий контроль: Устный опрос, доклад, Промежуточная аттестация: контрольное задание.
		УК-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: Устный опрос, доклад, Промежуточная аттестация: контрольное задание.

	УК-4.И-2. Представляет результаты академической и профессиональной деятельности на мероприятиях различного формата, включая международные	УК-4.И-2.У-1. Владеет навыками и умениями установления и развития академических и профессиональных контактов, в т.ч. в международной среде, в соответствии с целями, задачами и условиями совместной деятельности, включая обмен информацией и выработку единой стратегии взаимодействия	
	УК-4.И-3. Принимает участие в академических и профессиональных дискуссиях, в том числе на иностранном(ых) языке(ах)	УК-4.И-3.У-1. Воспринимает и анализирует информацию на государственном языке РФ и иностранном языке в процессе академического и профессионального взаимодействия	Текущий контроль: Устный опрос, доклад, Промежуточная аттестация: контрольное задание.
		УК-4.И-3.У-2. Принимает участие в академических и профессиональных дискуссиях на государственном языке РФ и/или иностранном языке, аргументированно отстаивая свои позиции и идеи	Текущий контроль: Устный опрос, доклад, Промежуточная аттестация: контрольное задание.

2. Оценочные средства для текущего контроля

2.1. Вопросы для подготовки к семинарским/практическим занятиям

[УК-4.И-2.У-5.]

1 Would you like to study in another country?

Where would you choose to go?

Think about it:

1 Why would you study abroad? Check (✓) your answers.

a to see the world and have new experiences

b to learn about a different culture

c to teach other people about my culture

d to meet different people

e to make my résumé more attractive to employers

f I do not want to study abroad.

[УК-4.И-2.]

Read the text:

The experience of a lifetime! I studied marketing at Michigan State University. When I graduated, I decided to learn a foreign language. I chose Spanish because I heard many people around the world speak Spanish, so I thought it would be useful. A friend who was a student at Temple University in Philadelphia recommended that I study Spanish there. An important part of the course involved studying abroad. Well, at first I didn't really know which country to go to, but one day I saw a TV show about Panama. It looked like a great place to visit, so that's where I went! When I got to Panama, I was nervous because it was my first time abroad on my own. However, everyone at the college was really friendly and welcoming. On weekends, they took me and the other new students to visit a lot of fun places. They also organized activities so we could meet the local people. Our Spanish teacher was really good, too. I was only there three months, but I learned a lot. Afterward, I went back to Philadelphia and immediately started investigating other study abroad options. This time I decided to go to Mexico! After one month in Mexico City, I moved to Guadalajara. I really enjoyed my time in both places, and felt my Spanish improved a lot. In Mexico City, I stayed with a host family as it was more economical. I worked part-time in a restaurant and saved some money, so when I moved to Guadalajara, my budget was bigger and I rented an apartment. My four months there were the best of all. We spoke Spanish all the time in class! I found it very hard at first and sometimes got annoyed because I couldn't understand everything. However, it was a very effective way to learn and actually, by the time I left, I was fluent. That's why, when I graduated a year later from Temple University with a degree in Spanish, I found a job in Spain. I started working for an advertising company in Madrid. Nowadays, I can't believe how lucky I am. Madrid is such an interesting and historic city to live in, and I really enjoy my job. What's more, shortly after settling here, I met a Spanish girl named Adela. Six months ago we got married! For me, studying abroad was an amazing opportunity to socialize and become friends with people from all over the world. It gave me some fantastic insights into different cultures. But it also gave me a great job, a wife ... in fact, a whole new life. I'd recommend the experience to everyone. Go on, give it a try!

Gavin J. Lawson

Understanding the text

1 Read these questions and write your answers.

- a How many months did Gavin spend studying abroad? _____
- b Why did he study Spanish at Temple University? _____
- c In which city did he rent an apartment? _____
- d When did he marry Adela? _____
- e What job does he have now? _____

2 Write T (true), F (false), or N (not in the text) for each statement.

- a Gavin has two degrees. _____
- b He studied Spanish in four different countries. _____
- c He worked as a waiter while studying in Mexico City. _____
- d He recently married a Mexican woman. _____
- e He still keeps in contact with friends in Mexico. _____

3 Correct the mistake in each sentence.

- a Gavin started to learn Spanish at Michigan State University.
- b He didn't learn a lot of Spanish in Panama.
- c He spoke Spanish all the time in class in Mexico City.
- d In Mexico City, he lived in an apartment.
- e He spent six months studying Spanish in Mexico.

4 Work with a partner.

Find ...

a two universities Gavin has attended. _____

b why he chose to study Spanish. _____

c the reason why he chose to study in Panama. _____

d two cities in Mexico where he also studied. _____

e how studying abroad changed his life. _____

5 Who or what do these adjectives describe?

a amazing _____

b economical _____

c historic _____

d lucky _____

Критерии оценки работы на практическом занятии

Критерии	Максимальное количество баллов за занятие
Устный опрос, коллоквиум	
Основные теоретические положения по вопросу раскрыты. Имеются элементы обоснования выводов. Имеются элементы систематизации информации, факты применения профессиональной терминологии. Очевидно использование источники рекомендованной литературы использованы Продемонстрирована культура речи.	5 баллов
Решение задач, кейсов, заданий, выполнение лабораторных работ	
Верно выполненное практическое (лабораторное) задание	5 баллов

2.2. Тесты для текущего контроля

[УК-4.И-2.У-1.] Промежуточный тест 1

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

[УК-4.И-2.У 3.] Промежуточный тест 2

Choose the best word to fit the gap.

1. There is always a lot of _____ to attend to on a Monday morning.
 - A letters
 - B correspondence
 - C communications
 - D information
2. Please leave a message on the answer phone if you need to contact us _____ office hours.
 - A outside
 - B over
 - C through
 - D against
3. The annual general meeting was _____ in the conference centre.
 - A conducted
 - B provided
 - C run
 - D held
4. One of the advantages of writing over talking to someone face-to-face is that you can take your time.
 - A remaining
 - B related
 - C relative
 - D relevant
- 5 Make sure that the addressee's job _____ is correct.
 - A title
 - B description
 - C name
 - D type
- 6 A well laid out letter always gives a good _____.
 - A idea
 - B reaction
 - C impression
 - D effect
- 7 If you are _____ in attending, please let me know as soon as possible.
 - A concerned
 - B pleased
 - C sure
 - D interested
- 8 You must _____ your application by the end of the week.
 - A submit
 - B subject
 - C subscribe

- D subcontract
- 9 There has been a _____ agreement to supply Texmills with our products and services.
- A long-winded
B long-lasting
C long-standing
D long-lived
- 10 Managers should _____ staff to maintain the no-smoking policy throughout the building.
- A suggest
B encourage
C support
D co-operate

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»

3. ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

3.1. Банк контрольных заданий (с указанием компетенции)

Прочитайте текст, выберите правильный ответ и запишите аргументы, обосновывающие выбор ответа.

1. УК-4 . И-3. If you are invited to dinner or to a party in their room by one of your friends, it is a good idea
- A. to go out to eat and drink with one another
Б. not to go empty-handed
B. to apologize
Г. to talk business
2. УК-4 . И-3. One of the American cultural values considered enough to be written into the U.S. Declaration of Independence is ...
- A. individualism
Б. directness
B. equality
Г. hard work
3. УК-4 . И-3. In business environment, understanding ... is essential.
- A. common mistakes
Б. government policies
B. anti-church ideas
Г. cultural differences
4. УК-4. И-2. 3-1 Выберите вариант ответа, соответствующий цели коммуникации:
Can I buy tickets for the tour here?
- A. That sounds good.
Б. Yes, certainly.
B. Enjoy your visit.

Г. It was a pleasure talking to you.

Прочитайте текст и установите соответствие

5. УК-4. И-2. 3-1 Прочитайте стереотипные описания представителей национальностей и установите соответствие.

- 1.the Russian
- 2.the American
- 3.the Bulgarian
- 4.the English
- 5.the German
- 6.the French

A. are often cast as villains or strict militaristic people, wearing pickelhaube, goosestepping from one place to another, and obeying orders at all cost

Б. have a reputation for being polite, proper, sophisticated, decent, clean, stately, reticent, dignified, and for having a talent for standing patiently in queues, as well as a genuine sense of fair-play. The negative end of this stereotype portrays them as being stiff, stuck up, snobbish, prudent, easily embarrassed, pompous, unemotional, bombastic, imperialistic, self-important, phlegmatic, and obsessed with class and social status

В. are often ridiculed for being cowards who surrender immediately when confronted with danger. Their country also has an association with love and romance

Г. really enjoy eating yoghurt! And love roses!

Д. are either exuberantly joyful or coldly enraged, and can switch between the two at a moment's notice. When they are excited they shout with a loud, booming voice. They are nostalgic and love to do traditional dances while drunk. Either that or wrestling grizzly bears with their bare hands

Е. are extremely extroverted, yet appear to be very genteel. They will act very friendly and enthusiastic, smile, say hello and goodbye, show involvement in what you say ("Oh rrrrrreally?", "Oh my goooooood!"), but it comes across as if they don't mean it half of the time

6. УК-4.И-2.У-3. Установите соответствие между заголовками А – F и текстами писем 1 – 5, опубликованными в журнале для изучающих английский язык, учитывая особенности коммуникативного контекста. (В задании один заголовок лишний).

A. PROBLEMS WITH TEACHING METHODS

Б. MAKING IT EASIER TO UNDERSTAND

В. COMMUNICATION PROBLEMS

Г. EXAMINATION RESULTS

Д. ENGLISH PEOPLE'S MISTAKES

1. I'm a 24-year-old business student from Malaysia and I've been going to English classes at night school for the past 5 years. Up to now I've thought that I'm a good student. Last month I went to Britain. Nobody could understand me and I couldn't understand them. What went wrong? My English teacher is very good and I always get the highest mark for my grammar test.

2. I'm writing to ask your opinion on my problem. My English teacher never corrects my mistakes when I'm speaking. Isn't that her job? How am I going to learn to speak better? Also she's always telling me that I should forget all the rules of grammar that I learnt when I was younger.

3. I am looking after two small English children. I love my job but the way that English people speak is a little surprising. For example, I often hear them say things like 'more friendlier', and I thought it

should be 'more friendly'. Many of them say 'we was' instead of 'we were'. Can you explain this? Would it be impolite of me to correct them?

4. I have been studying English for three years. I'm quite good at reading and writing but listening is very difficult for me. My teacher suggested that I listen to the BBC World Service every day in order to understand English better. The problem is that it's hard for me to understand every word. Do you have any ideas about how to make listening to the radio less difficult? I like to listen to news very much.

5. I have studied English for five years at school but for the past six months I have been using the Internet and books to learn. There are lots of materials to choose but I'm not sure what is best for me and how I should use them. I really would like to take some international examination but don't know how to study without help. Should I take a course in my local school – which is a little expensive for me now – or is it possible to prepare for the exam on my own?

7. УК-4. И-2. В -1. Установите соответствие между темами А–Н и текстами 1–7, учитывая особенности коммуникативного контекста и использованные основные языковые средства. (В задании одна тема лишняя).

A. Education

Д. Places to stay in

Б. Way of life

Е. Favourite food

В. Public transport

Ж. Hot spots for kids

Г. Geography

З. Nightlife

1. Denmark, a small kingdom in northern Europe, has a lot of interesting places for tourists with children. For example, Legoland, a theme park, has become the largest tourist attraction in Denmark outside its capital Copenhagen. And Copenhagen itself is world famous for its Tivoli Gardens amusement park, which opened in 1843 in the heart of the city. The park offers ballet and circus performances, restaurants, concerts, and fireworks displays.

2. Denmark is the smallest Scandinavian country, consisting of the Jutland peninsula, north of Germany, and over 400 islands of various sizes, some inhabited and linked to the mainland by ferry or bridge. Throughout the country, low hills provide a constant change of attractive views; there are also cool and shady forests of beech trees, large areas of open land covered with rough grass, a beautiful lake district, sand dunes and white cliffs on the coast.

3. More than four-fifths of all Danes live in towns. The main cities represent a combination of medieval buildings, such as castles and cathedrals, and modern office buildings and homes. Denmark's high standard of living and wide-ranging social services guarantee that the cities have no poor districts. Most people in the cities live in flats. But in the suburbs many also live in single-family houses.

4. Denmark's fine beaches attract many visitors, and there are hotels and pensions in all major seaside resorts. Besides, excellent inns are to be found all over the country. Some are small and only serve local travellers, but others are adapted to the tourist and have established reputations for both international dishes and local specialities. There are also private rooms to let, usually for one night, and chalets all over Denmark.

5. There is a wide selection of places to go out in the evening, particularly in Copenhagen. Jazz and dance clubs in the capital city are top quality and world-famous performers appear regularly. There are numerous cafes, beer gardens and speciality beer bars. Entertainment available includes opera at the recently opened opera house in Copenhagen, ballet and theatre at a number of places in the larger cities, and live music of all kinds.

6. Most Danes eat four meals a day - breakfast, lunch, dinner, and a late-evening supper. Breakfast generally consists of cereal, cheese, or eggs. Dinner, which includes fish or meat, is usually the only hot meal. A traditional Danish dinner consists of roast duckling stuffed with apples, served with red cabbage and boiled potatoes. The other Danish meals consist mostly of sandwiches.

7. Almost all adult Danes can read and write. Danish law requires children to attend nine years of school. Primary school consists of the first seven grades, and secondary school lasts from three to five years. A five-year secondary school student can enter a university. Denmark has three universities. The University of Copenhagen is the oldest and largest. It was founded in 1479 and has about 24,000 students.

8. УК-4.И-2.У-3. Найдите лексические эквиваленты к выражениям.

1. people who can develop winning strategies	A. a strong feeling of interest and enjoyment about something and eagerness to be involved in it
2. enthusiasm	
3. high performers	Б. creative people
4. loyalty	В. the quality of remaining faithful to principles, country etc
5. organization	Г. high-performing people who can develop winning strategies
6. motivation	
7. money remains an important motivator to work	Д. eagerness and willingness to do something without needing to be told or forced to do it
8. regeneration	Е. an ability to do something well, especially because you have learned and practiced it
9. skill	Ж a group such as a business that has formed for a particular purpose
10. competitor	З a person, team, company etc that is competing with another
	И. making something develop and grow strong
	К. we all go to work to earn money

9. УК-4.И-2.У-1. Выберите релевантное языковое средство, поставив глаголы в скобках в одну из грамматических форм present simple или present continuous для формулирования корректного высказывания, а затем установите соответствие между предложениями и описанием условий коммуникации.

1. Gabriel (watch) the 8 o'clock news every evening.	A. a general truth or law of nature
2. The brave man (jump) into the fire and (save) the child.	Б. timetable or schedule
3. The storm (grow) more violent by the minute.	В. temporary situation
4. When a volcano (erupt), lava (flow) out of its crater.	Г. daily routine
5. That gash in your leg (bleed) too much;	Д. changing or developing

it needs stitches.	situation
6. What time (Sports line/start)?	E. narration

Прочитайте текст и установите последовательность

10. УК-4.И-1.У-5 Расположите фразы диалога в правильной последовательности. Перепишите диалог в правильном порядке.

A. Hi Ann. How are you?

Б. Hello Bob, nice to meet you.

B. Fine, thanks. I haven't seen you for ages. How's everything going?

Г. That's good.

Д. Pretty well at the moment. I got promoted last year, so I'm now a head of data processing. I'm in charge of about thirty people.

11. УК-4 . И-3. Прочитайте текст и установите последовательность предложений, чтобы рассказать о трудолюбии американцев.

A. There was so much land and so many opportunities, but it was dangerous and difficult.

Б. These conditions led to an adopted mentality of "work hard or perish" that has withstood the test of time and been passed down through generations.

B. Americans believe that through hard work and human endeavor, one can improve their status in life.

Г. Values such as thriftiness, hard work, and ingenuity go back to a time when pioneers began settling the western United States.

12. УК-4 . И-3. Прочитайте текст и установите последовательность фраз, чтобы получился диалог.

A. No, they're quite the opposite. They're great people, very generous and hospitable. I mean, a lot of them don't have much, but they always welcome visitors with open arms and will offer them lots of food and drink at home. I think the Scots are brilliant people! I don't think Welsh people are that friendly though.

Б. They've the reputation for being tight with their money. Do you think they're mean?

B.I've never been to Scotland, what are the people like there?

Г. I disagree, it's difficult to generalize but I think the Welsh are quite friendly. They are proud of the Welsh language and often speak it. They're Welsh and speak Welsh, so why shouldn't they speak their language? People think the Welsh are unfriendly just because they want to speak their own language!

Д. Uh, well, that depends; they're quite different from the English. They're much more outgoing and talkative. They're much less reserved and they love chatting - especially the country people, you know, from the Highlands.

3.2. Ключи к контрольным заданиям

№ вопроса	Ответ
1.	Б A bottle of wine is usually enough. There are a variety of non-alcoholic drinks you can bring instead, such as sparkling apple juice, non-alcoholic cider or wine, soft drinks, etc. Small snacks or nibbles (such as crisps, cake and the like) are another alternative. Similarly, if you are invited to someone's family home - especially, if this is for the first time or for a meal, bring a small gift.
2	В This concept has given rise to some of the nation's deepest beliefs, aspirations, and

	rights. Although it is not always achieved, Americans strive for equality. They commonly use the first names of their elders, professors, and lawyers.
3	Г Different attitudes, different behaviour, different values must all be understood and accepted if successful business dealings are to take place. International business people often invest time and money in improving their knowledge of foreign languages in order to be able to communicate with colleagues from around the world.
4	Б Перевод с английского на русский вопроса и варианта ответа звучит следующим образом: - Могу ли я купить билеты на экскурсию здесь? - Да, конечно
5	1Д2Е3Г4Б5А6В
6	А2Б1В4Г5Д3
7	А7Б4В3Г6Е1Ж2З5
8	1Г2Д3И4В5Ж6А7К8Б9Е10З
9	1Г2Е3Д4А5В6Б
10	АВГД
11	ВГАБ
12	ВДБАГ

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»