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МИНОБРНАУКИ РОССИИ

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04.04.2022

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ (ФОНД ОЦЕНОЧНЫХ СРЕДСТВ)

«Международная профессиональная коммуникация»

Направление подготовки / специальность 38.04.01 Экономика

Квалификация выпускника Магистр

Направленность (профиль) / специализация « Искусственный интеллект и анализ больших данных в банковской сфере»

Год начала подготовки - 2022

Паспорт

оценочных материалов для проведения текущего контроля и промежуточной аттестации обучающихся по дисциплине (модулю) Международная профессиональная коммуникация

Перечень оценочных материалов и индикаторов достижения компетенций, сформированность которых они контролируют

Наименование оценочного средства	Коды индикаторов достижения формируемых компетенции	Номер
	формируемых компетенции	приложения
	ИД-1 _{УК-4} ИД-2 _{УК-4} ИД-3 _{УК-4}	1
Тест	ИД-1 _{УК-5} ИД-2 _{УК-5} ИД-3 _{УК-5}	
	ИД-1 _{УК-4} ИД-2 _{УК-4} ИД-3 _{УК-4}	2
Зачет	ИД-1 _{УК-5} ИД-2 _{УК-5} ИД-3 _{УК-5}	

I. Текущий контроль

Приложение 1

Тесты

1. Процедура проведения тестирования

Количество проводимых тестов в течение всего	3 теста
периода освоения дисциплины	
Общее количество тестовых вопросов в банке тестов	120 вопросов
Количество задаваемых тестовых вопросов в одном	40 вопросов
тесте	
Формат проведения тестирования	Бумажный / электронный
Сроки / Периодичность проведения тестирования	4, 8 и 16 недели
Методические рекомендации	
(при необходимости)	

2. Шкала оценивания с учетом срока сдачи

Количество правильных ответов / Процент правильных ответов	Балл
8 / 20	1
16 / 40	2
20 / 50	3
25 / 65	4
32 / 80	5

3. Тестовые задания

Тест №1

1. Put the appropriate words into the sentences: 1. In the modern world these professions high technical skills

1. In the mode	ern world these professions	nigh technical skills.
a) require	b) employ	c) promote
2. The econon	nic crisis resulted in great	all over the world.
a) promotion	b) training	c) unemployment
3. Have you g	ot any work?	
a) salary	b) position	c) experience
4. I have	this meeting for 5 p.m.	
a) selected	b) appointed	c) made
5. Have you a	lready filled in the	form?
a) application	b) resume	c) appointment
6. Our	is a very flexible and honest j	person. We like to work with him.
a) worker	b) employer	c) businessman

2. Put the paragraphs of the covering letter in the right order:

1) Robert L. Frasier

458 Charles Street

Southfield MI 48034

(734)-446 7626

Email: RobertLFrasier@abc.com

- 2) Dear Melancon 3) Date: July 3, 2010.
- 4) I am a friend of Stuart Bell, and he encouraged me to forward my resume to you. I know Stuart through the Yellow Group, where I am working as design engineer. We worked together on several projects. I am interested in relocating to the New York area in the near future. Please find my updated resume enclosed with this letter that would give a brief outline of what I have been doing. Previously, I was working with Lycra Automobile Ltd., where my job responsibility was of engine structure design. I was doing designing for light and heavy motor vehicle engines

5) Mr. Vernon M. Melancon,

Civic Motors Ltd.,

117, Candle Street,

New York, NY 12345-6789.

- 6) During my last job, I learnt that if I have to succeed in this field, I need to start from a medium-sized company. My job aim is to be a design engineer either in automobile design or engine structure. Relocation is not a problem with me. I am open to any situation that is challenging and that which helps me make good use of my skills.
- 7) Please feel free to keep me updated with any suggestion that can help me improve.
- 8) Sincerely,

Robert L. Frasier

9) I will be waiting for a positive response from you.

4. Put the headings of the CV in the correct order:

- 1) Career History
- 2) Personal summary
- 3) References
- 4) Personal skills and competencies
- 5) Academic Qualifications

Michael Andrews

Graduate architect	Grad	luate	arc	hi	tec
--------------------	------	-------	-----	----	-----

A team player with excellent communication skills and academic qualifications, who has recently graduated with a degree in Civil Engineering and Architecture.

Possessing a proven ability to ensure projected architectural designs that are functional, safe and economical and meet the needs of the client. Excellent communication skills to keep in touch with clients to ensure that the project designs match their needs Easy going by nature and able to get along with both work colleagues and senior managers, currently looking for a suitable architect position.

b) Civil Engineering wit	h Architecture (BEng) Cardi	ff East University 200	7-2010
	ORARY) April 2010-Presen Il architects firm and current		g on a variety of exciting
Proficient with Vecto Having the ability to the Able to work as part of A bility to prioritize a	Building Regulations and Br rworks and knowledge of Mathink and create in three diments of a team or individually.	icrostation or AutoCadensions.	I.
e) av	vailable on request.		
a) can2. I think the improvea) can	priate modal verb: remotely control gears b) should d laser drill not only o b) must smoke detector	c) mustn't cut into rock, but also r c) should	melt it when necessary.
a) can	b) should	c) has to	
4. The updated Inter	b) should net search engine	process hundreds o	f thousands of pages in
parallel every second.	•		1 0
a) can	b) should	c) has to	
5. Younot	smoke here as this is a labora	ntory.	
a) can	b) must c) sho er isn't very good as it	uld	
6. Your modified lase	er isn't very good as it	not target a single	e cell in the human body
without damaging the	other cells around it.		
a) can	b) must	c) should	
6. Use one of the adj	ectives in the sentences:		
1. It has a	point that writes on the pape	r.	
	b) triangular	c) square	
2. The area is one hur	ndredmetres in total.	· -	
a) cubic	b) triangular	c) square	
3. The measurements	of the box are 3cm*3cm*3cm	m. So it's 27	_centimetres in total.
a) cubic	b) triangular		
4. Football in England	d uses aball, but a	a football in the USA i	s of a different shape.
a) circular	b) spherical		
	before the first people disco		_shape would be useful
•	imagine life without the wh		
a) circular	b) spherical	c) rectangular	ſ
	wooden box on my table		
a) circular	b) spherical	c) rectangular	[

7. Complete the story with t	the corresponding form of	the word i	n brackets:	
1.The translucent proper	ties of this ceramic (1)	(first/c	discover) by NASA ceramic	c
engineers.				
2.They (2)(ca	rry out) research to (3)	(develop	p) tough new materials when	n
they suddenly (4)	(notice) that light (5)	(pass) th	rough one of the ceramics.	
3.Now, however, the c	eramic (6)(commo	only utilise	e) by dental engineers fo	r
(7)(make) pro	otective braces, or restraints	, for childre	en's teeth.	
1) a) were first discovered	ed b) had been first disc	covered c)	have been first discovered	
2) a) carried out	b) had carried out	c)	were carrying out	
3) a) developing	b) develop	c)	have developed	
4) a) have noticed	b) noticed		c) were noticing	
5) a) passed	b) was passing	c)	had passed	
6) a) commonly utilised	b) was commonly utilised	c) is com	monly utilised	
7) a) making	b) being made	c)	make	
i j aj making	o) being made	C)	marc	

8. Read the following product design specification. What product is described?

Description	a kitchen appliance that heats and cooks <u>f</u> ood by exposing it to electromagnetic radiation	
Performance	quick and efficient food heating	
Ergonomics	* a dial-type timer * a digital control panel for operation (liquid crystal or vacuum fluorescent display, numeric buttons for entering the cook time, a power level selection feature)	
Dimensions	50*30*35 cm	
Weight	10.5 kg	
Safety	one should be cautious while operating it	

a) a stove

b) a microwave oven

c) a multicooker

Ключи к тесту:

- 1. 1-a 2-c 3-c 4-b 5-a 6-b
- 2.135246798
- 3. 1-a 2-a 3-b 4-c 5-a
- 4. 1-c 2-a 3-e 4-d 5-b
- 5. 1-a 2-c 3-c 4-a 5-b 6-a
- 6. 1-a 2-c 3-a 4-b 5-a 6-c
- 7. 1-a 2-c 3-b 4-b 5-c 6-c 7-a
- 8. 1-b

Тест №2

involve yourself in these activities.

best fits each gap.

1. You are going to read a text about qualities of a research paper. Five sentences have been removed from the text. Choose from the sentences A-F the one that fits each gap (1-5). There is one extra sentence which you do not need to use.

WHAT A RESEARCH PAPER IS
A research paper is an entirely new work, one you create, one that can be found on the pages you have written. It has a number of qualities that reflect <i>you</i> , that make it your special creation.
It synthesizes your discoveries about a topic and your judgment, interpretation, and evaluation of those discoveries. 1 But all that collected material would be a paper without value unless you weighed the discoveries you made and drew conclusions from them. Because you are very much involved in a research paper, the entire work reflects your own ideas as much as those of anyone else who has worked on the subject. Selecting information to use is a personal process. Deciding how to approach this information, developing a point of view toward it, and, finally, choosing your own words to present it are all highly personal activities. 2
The paper resulting from your study, evaluation, and synthesis will be a totally new creation, something YOU originate. True, you will have put many hours of thought and much effort into a work that takes only a short time to read. But that is the way of any creative endeavor. Moreover, it's a real art to make the difficult appear easy, not to let an audience be aware of preparation and practice. 4
It acknowledges all sources you have used. So basic is documentation and acknowledgment to research papers that a series of customs or conventions has developed for crediting what is borrowed from other people. 5 Finding information and making it available to others, whether in writing, orally, or on film is hard work. Just as you do these tasks for a research paper, so others have done the same (or similar tasks) for what became your sources. So although your research paper is a new and original work, it would not have been possible without the various sources you consulted to prepare it. Acknowledging that debt to others is only right and fair.
A. It is a work that shows your originality. B. There is a reason even more compelling than custom for acknowledging your sources: an ethical one.
C. The discoveries consist mostly of the ideas, knowledge, and actual words of people who have written, spoken, or made pictures about the field you have investigated. They came from both print and non-print sources (when possible).
D. If you are satisfied simply to repeat the conclusions of other people without weighing them against what you have learned, you will perhaps end up producing a satisfactory report of those findings rather than a research paper.
E. The papers that read most easily are often the result of the most work, and the fact that you have created an original paper will be evident.

F. Therefore, the resulting research paper will be more your own to the extent that you

2. For questions 1-10, read the sentences below and decide which answer A, B or C

1. To make a detailed systematic study of something in order to discover new facts

	A to observe	B to research	C to explain
2.	The purpose of	is to con	mpare two or more different variables to determine is
	edictable relationshi		
	A pure research	B correlation	al research C case study
3.	Scientific exper	iment implies c	onducting empirical tests while identifying and
			may affect the of the study.
			C significance
4.			ing, you will need to put a great deal of time into the
1 1	$\begin{array}{c} \text{ation of research} \\ \mathbf{A} \text{plan} & \mathbf{B} \end{array}$	grant C	proposal
			research you must be willing to change your
			and new insights that occur to you.
			C exploratory
6.			eption of the nature of scientific endeavour within
	a given enquiry is u		
	A paradigm		C technology
7.			the choice of research include topicality
	y, and urgency of the		
2 . 220)	A determine	_	C propose

3. Join the sentences on the left below with the correct ones from those on the right.

1 A moderator is a narran	a It can be used to concrete and refere recently
1. A moderator is a person	a. It can be used to generate and refine research
	ideas. It is best undertaken with a group of people.
2. Brainstorming is a technique	b. It contains much of the knowledge used by
	experts in a specific field and is designed to assist
	non-experts in problem solving.
2 4 4 1 1 1	1 1
3. An internal researcher is a	c. He conducts research within an organization for
person	which he works.
4. An expert system is a	d. It shows how research should be undertaken,
computer-based system	including theoretical and philosophical assumptions
	upon which research is based.
5 An applanatory study is	1
5. An explanatory study is	e. There students study for degrees and academic
research	research is done.
6. Methodology is a theory	f. It allows the presenter to design overhead slides
	using texts, pictures, photographs etc., which lend a
	professional appearance.
7. PowerPoint is a Microsoft	g. It is undertaken for Master or Doctor of
computer package	Philosophy (PhD) degrees, written for an academic
	audience.
8. A thesis is a research project	h. He is in charge of a discussion, meeting etc
	between people with different opinions.
9. University is an educational	i. It focuses on studying a situation or a problem in
· ·	
institution	order to explain the relationships between variables.

4. Match the words which are very close in their meaning.

	,
1. to clarify	a. to attain
2. to reject	b. understanding
3. to verify	c. wording
4. to achieve	d. to explain, elucidate
5. convincing	e. ability

6. insight	f. to research
7. formulation	g. to check, prove
8. to set up	h. to refuse
9. aptitude	i. forceful
10. to inquire into	j. to advance

5. Match the words having the opposite meaning.

1. to clarify	a. synthesis
2. to contrast	b. eventual
3. initial	c. excellent
4. strength	d. to compare
5. poor	e. out-of-date
6. sensible	f. to degenerate
7. up-to-date	g. unreasonable
8. to generate	h. to obscure
9. analysis	i. weakness

Ключи к тесту № 2:

- 1.1 c 2 f 3 a 4 e 5 b
- 2. 1 b 2b 3b 4c 5c 6a 7a
- 3. 1h 2a 3c 4b 5i 6d 7f 8g 9e
- 4. 1d 2h 3g 4a 5i 6b 7c 8j 9e 10f
- 5.1h, 2d, 3b, 4i, 5c, 6g, 7e, 8f, 9a

Тест №3

1. You are going to read a text about customs around the world. Five sentences have been removed from the text. Choose from the sentences A-F the one that fits each gap (1-5). There is one extra sentence which you do not need to use.

CUSTOMS AROUND THE WORLD

As more and more people travel all over the world, it is important to know what to expect in

different countries and how to react to cultural differences so that you don't upset your foreign
contacts. 1
Brazilians are very friendly people and are generally informal, so it is important to say hello and
goodbye to everyone. Women kiss men and each other on the cheek but men usually just shake
hands. Brazilians stand very close to each other and touch each other's arms, elbows and back
regularly while speaking. 2 If you go to a business meeting, you are not
expected to take gift. In fact, an expensive gift can be seen as suspicious.
3 However, stay clear of anything purple and black, as these colours are related
to death. If you are invited to dinner, arrive at least 30 minutes late, but always dress well
because appearances are very important to Brazilians.
The Japanese are quite different from the Brazilians. They can be quite formal, so don't stand too
close. 4 When you meet someone, they may shake your hand, although bowing
is the more traditional greeting.
In a business meeting, Japanese people often want to know what your position is in your
company before they talk to you. You should hand over a business card using both hands, and
when you receive a business card, you should immediately read it carefully. It is important to be
punctual in Japan. 4 Gifts are often exchanged, but it is common to refuse
before you accept them. When you present your gift, you should say that it is just a token of your
appreciation.

Most visitors are entertained in a restaurant, so it is a great honour to be invited to a Japanese person's house.

- **A**. On the other hand, if you're invited to someone's house, you should take a gift for example, flowers or chocolates.
 - **B**. It is recommended that you arrive early and dress formally.
 - C. You should not move away if this happens.

terminate the contract.

A terms B cli

B clients **C** parties

- **D**. Kissing or touching other people in public is not common in Japan.
- E. Here we will look at Brazil and Japan to help you prepare for that important trip.
- **F**. When leaving, you should say goodbye to everyone individually.

2. Complete the following modal verbs.	small talk questions with the appropriate auxiliary or
 It's a beautiful day, What you think you believe all of you worked her 	f this rain we've been having? e long? be in Hawaii right now, it?. er day, we? usy we are today, can you?
right.	m members on the left with their correct roles on the
1. A decision maker	a. It is the one who conducts the main negotiations and acts as spokesperson.
2. A facilitator	b. It is a person who formulates the overall strategy and has the final authority.
3. An observer	c. This is a person who conciliates and provides clarification of their team's position.
4. A chief negotiator	d. This is someone who breaks deadlocks by coming up with creative solutions.
5. An ideas-generator	e. It is the one who monitors the other team's behaviour and looks for signs of movement.
best fits each gap.	the sentences below and decide which answer A, B or C ts are legal and in many situations, they're
often difficult to enforce in c	
A enforceable B bi	
	most should be in writing even if the law
doesn't require it.	Canadiations
A agreements B class. 3. If one party doesn't	
remedies for any resulting da	its obligations, the other party has legal
A agreements B cla	
	vrong, you can decide that you will handle your dispute
through .	
	ation C consideration
	out the circumstances under which the can

6.	You nee	d to include the	correct	names of the parties to the
cor	ntract.			
	A null	B binding	C legal	
7.	To be _	b	y a court, ev	very contract must meet several requirements.
	A stopped	B enforcea	ıble	C legal
8.	The con	tract can be terr	ninated at a	ny time by the supplier and any deal made
her	etofore beco	me		
	A illegal	B unenforce	able	C null and void
9.	Α	is a c	ontract whi	ch allows one party to use the land or property
of 1	the other part	y for a specifie	d period of	time.
	A lease	B license	C empl	loyment contract
10.	The con	tract enters into		on the date it is signed by each party.
	A force ma	jeur B effe	ect (C terms

5. Match each project phase name with the appropriate step:

1. Initiation	a. It involves putting the project plan into action.
2. Planning	b. This is the completion of the project and handing over the
	deliverables to the customer.
3. Implementation	c. The project manager defines a project leadership team with the
	right knowledge, skills, and experience.
4. Monitoring and Control	d. This is a type of evaluation performed while a project is being
	implemented, with the aim of improving the project design and
	functioning while in action.
5. Closure	e. Project schedule is developed to coordinate the activities of all
	involved teams.

6. Find Russian equivalents of the English words.

0.1		
1. small talk	а. переговоры	
2. misinterpret	b. уточнение	
3. negotiation	с. посредник	
4. build rapport	d. светская беседа	
5. clarification	е. установить контакт, достичь взаимопонимания	
6. facilitator	f. неверно истолковывать	
7. employment contract	g. трудовой договор	

Ключи к тесту № 3:

- 1. 1 e 2c 3a 4d 5b
- 2. 1 isn't 2 do 3 can 4 have 5 wouldn't 6 could 7 can't 8 are
- 3. 1b 2 c 3 e 4 a 5 d
- 4. 1 b 2a 3c 4b 5c 6c 7b 8c 9a 10b
- 5. 1c, 2e, 3a, 4d, 5b
- 6. 1d 2f 3a 4e 5b 6c 7g

Зачет

1. Процедура проведения

Общее количество вопросов к зачету	25 вопросов	
Количество основных задаваемых	2 вопроса	
вопросов		
Формат проведения	Устно	
Методические рекомендации (при	На подготовку отводится не более 10	
необходимости)	минут	
	Объем высказывания по каждому вопросу	
	10-12 фраз.	

2. Шкала оценивания с учетом текущего контроля работы обучающегося в семестре

Критерии оценки уровня сформированности компетенций по	Балл
дисциплине	
Коммуникативная задача решена полностью. Высказывание	Зачтено
построено логично и связно и имеет завершенный характер.	
Выражено свое отношение к обсуждаемой теме / проблеме.	
Используемые языковые и речевые средства соответствуют	
ситуации / теме / проблеме и варьируются в пределах	
изученного материала. Используются адекватные связующие	
элементы. Объем высказывания соответствует программным	
требованиям.	
Коммуникативная задача не решена. В высказывании	Не зачтено
отсутствуют логика и связность. Используемые языковые и	
речевые средства не соответствуют ситуации / теме /	
проблеме. Объем высказывания значительно ниже	
программных требований. Речь очень медленная, со	
значительным количеством пауз. Допущено значительное	
количество ошибок, препятствующих коммуникации.	

3. Вопросы к зачету

- 1 Основные виды профессиональной деятельности и их краткая характеристика
- 2 Описание профессиональных обязанностей специалиста.
- 3 Особенности трудоустройства в России.
- 4 Специфика коммуникации в профессиональной среде.
- 5 Структура компании на примере любой отечественной или зарубежной компании.

- 6 Характеристика обязанностей специалистов (на примере любого специалиста компании).
- 7 Описание товаров и их особенностей (на примере любого товара).
- 8 Анализ продукции и конкурентоспособности товаров.
- 9 Особенности дизайна продуктов на современном рынке.
- 10 Характеристика и сравнение различных продуктов, представленных на современном рынке.
- 11 Представление исследовательского проекта для участия в конкурсе.
- 12 Общие требования к заполнению заявки на выполнение исследовательского проекта (участие в конкурсе)
- 13 Варианты представления исследовательских проектов и их особенности в современном академическом сообществе.
- 14 Участие в научной конференции.
- 15 Разделы информационного письма.
- 16 Принципы подготовки и написания научной статьи.
- 17 Структура научной статьи.
- 18 Проблемы плагиата и оригинальности научных исследований.
- 19 Российские и зарубежные наукометрические базы.
- 20 Ссылки на источники и оформление списка литературы.
- 21 Межличностные и межкультурные отношения в профессиональном и академическом сообществах.
 - 22. Принципы проведения успешных переговоров.
- 23 Заключение контрактов в современном мире с учетом особенностей межкультурной коммуникации.
 - 24 Особенности управления проектом в условиях межкультурного взаимодействия.
- 25 Профессиональные и личностные качества, необходимые для участия в международном проекте.