

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Поверинов Игорь Егорович
Должность: Проректор по учебной работе
Дата подписания: 27.09.2022 21:29:19
Уникальный программный идентификатор:
6d465b936eef331cede482bde6d12ab98216652f016465d53b72a2eab0de1b2

МИНОБРНАУКИ РОССИИ

**Федеральное государственное бюджетное образовательное учреждение
высшего образования**

**«Чувашский государственный университет имени И. Н. Ульянова»
(ФГБОУ ВО «ЧГУ им. И.Н. Ульянова»)**

Факультет экономический

Кафедра бухгалтерского учета и электронного бизнеса

Утверждено
на заседании кафедры бухгалтерского
учета и электронного бизнеса
Заведующий кафедрой Львова М. В.

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 приложения
Тест	ИД-1 УК-4 ИД-2 УК-4 ИД-3 УК-4	1
	ИД-1 УК-5 ИД-2 УК-5 ИД-3 УК-5	
Зачет	ИД-1 УК-4 ИД-2 УК-4 ИД-3 УК-4	2
	ИД-1 УК-5 ИД-2 УК-5 ИД-3 УК-5	

Тест №2

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 *you*, 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 _____.

3 _____. 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 involve yourself in these activities.

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

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

- A to observe B to research C to explain
2. The purpose of _____ is to compare two or more different variables to determine if any predictable relationships exist among them.
A pure research B correlational research C case study
 3. Scientific experiment implies conducting empirical tests while identifying and controlling as many factors as possible that may affect the _____ of the study.
A inference B outcome C significance
 4. If you are applying for research funding, you will need to put a great deal of time into the preparation of research _____.
A plan B grant C proposal
 5. If you are conducting _____ research you must be willing to change your direction as a result of new data that appears and new insights that occur to you.
A explanatory B applied C exploratory
 6. _____ is a very general conception of the nature of scientific endeavour within which a given enquiry is undertaken.
A paradigm B method C technology
 7. The objective factors which _____ the choice of research include topicality, novelty, and urgency of the investigation.
A determine B describe C propose

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

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.
3. An internal researcher is a person	c. He conducts research within an organization for which he works.
4. An expert system is a computer-based system	d. It shows how research should be undertaken, including theoretical and philosophical assumptions upon which research is based.
5. An explanatory study is research	e. There students study for degrees and academic 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 computer package	g. It is undertaken for Master or Doctor of 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 institution	i. It focuses on studying a situation or a problem in 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.
- 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 small talk questions with the appropriate auxiliary or modal verbs.

1. It's a beautiful day, _____ it?
2. What _____ you think of the new office?
3. _____ you believe all of this rain we've been having?
4. _____ you worked here long?
5. It sure would be nice to be in Hawaii right now, _____ it?.
6. We couldn't ask for a nicer day, _____ we?
7. I _____ believe how busy we are today, can you?
8. _____ you enjoying yourself?

3. Join the negotiation team members on the left with their correct roles on the right.

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.

4. For questions 1-10, read the sentences below and decide which answer A, B or C best fits each gap.

1. Although oral agreements are legal and _____ in many situations, they're often difficult to enforce in court.
 A enforceable B binding C void
2. In the business world, most _____ should be in writing even if the law doesn't require it.
 A agreements B clauses C negotiations
3. If one party doesn't _____ its obligations, the other party has legal remedies for any resulting damages.
 A agreements B clauses C fulfil
4. If something goes wrong, you can decide that you will handle your dispute through _____.
 A contract B arbitration C consideration
5. It makes sense to set out the circumstances under which the _____ can terminate the contract.
 A terms B clients C parties

6. You need to include the correct _____ names of the parties to the contract.
A null **B** binding **C** legal
7. To be _____ by a court, every contract must meet several requirements.
A stopped **B** enforceable **C** legal
8. The contract can be terminated at any time by the supplier and any deal made heretofore become _____.
A illegal **B** unenforceable **C** null and void
9. A _____ is a contract which allows one party to use the land or property of the other party for a specified period of time.
A lease **B** license **C** employment contract
10. The contract enters into _____ on the date it is signed by each party.
A force majeure **B** effect **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.

1. small talk	a. переговоры
2. misinterpret	b. уточнение
3. negotiation	c. посредник
4. build rapport	d. светская беседа
5. clarification	e. 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

II. Промежуточная аттестация

Приложение 2

Зачет

1. Процедура проведения

Общее количество вопросов к зачету	25 вопросов
Количество основных задаваемых вопросов	2 вопроса
Формат проведения	Устно
Методические рекомендации (при необходимости)	На подготовку отводится не более 10 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 дисциплине	Балл
Коммуникативная задача решена полностью. Высказывание 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.	Зачтено
Коммуникативная задача не решена. В высказывании 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.	Не зачтено

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.