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Образовательное частное учреждение высшего образования

«МОСКОВСКИЙ УНИВЕРСИТЕТ ИМЕНИ А.С. ГРИБОЕДОВА»

(ИМПЭ им. А.С. Грибоедова)

МЕЖДУНАРОДНЫЙ ИНСТИТУТ ИННОВАЦИОННОЙ ЭКОНОМИКИ, ЛИДЕРСТВА И МЕНЕДЖМЕНТА

УТВЕРЖДАЮ
Директор Международного института инновационной экономики, лидерства и менеджмента
_____ А. А. Панарин
«12» октября 2026г.

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

по учебной дисциплине:

ИНОСТРАННЫЙ ЯЗЫК

Направление подготовки
38.03.10. Жилищное хозяйство и коммунальная инфраструктура
(уровень бакалавра)

Направленность (профиль):
Экономика и управление жилищным хозяйством и коммунальной инфраструктурой

Формы обучения:
очная

Москва

Фонд оценочных средств для дисциплины «Иностранный язык (Английский)». Направление подготовки/специальность 38.03.10. Жилищное хозяйство и коммунальная инфраструктура, направленности (профиль): «Экономика и управление жилищным хозяйством и коммунальной инфраструктурой»/ Е. Л. Малышева – М.: ИМПЭ им. А.С. Грибоедова.

Фонд оценочных средств является неотъемлемой частью рабочей программы дисциплины.

Разработчик Е. Л. Малышева

Заведующий кафедрой: _____ / Т. В. Новикова

1. ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ, ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Настоящий Фонд оценочных средств (ФОС) по дисциплине «Иностранный язык» является неотъемлемым приложением к рабочей программе дисциплины (РПД) «Иностранный язык». На данный ФОС распространяются все реквизиты утверждения, представленные в РПД по данной дисциплине.

2. ПЕРЕЧЕНЬ ОЦЕНОЧНЫХ СРЕДСТВ

Для определения качества освоения обучающимися учебного материала по дисциплине используются следующие оценочные средства:

№ п/п	Оценочное средство	Краткая характеристика оценочного средства	Представление оценочного средства в ФОС
1	Тестирование	Вид контроля, позволяющий оценить изученный теоретический материал.	Вопросы для проведения тестирования
2	Практические задания	Вид контроля, позволяющий оценить умение обучающегося применять осваиваемую компетенцию в практических ситуациях и при решении производственных задач	Задания к практическому занятию
3	Контрольная работа	Вид контроля, позволяющий определить результат освоения компетенций по дисциплине в рамках рассматриваемой темы, оцениваемый с помощью соответствующих индикаторов достижения компетенций	Задания контрольной работы
4	Самостоятельная работа	Вид контроля, позволяющий оценить проработку теоретического материала, изучение рекомендуемой литературы, выполнение практико-ориентированных заданий (заполнение таблиц, проведение сравнительного анализа, составление схем и др.), решение практических задач, создание презентаций, написание рефератов, подборку нормативного и иного материала и выполнение других заданий	Задания самостоятельной работы
6	Зачет/Зачет с оценкой/	Вид контроля, позволяющий выявить степень овладения знаниями, умениями и навыками, необходимыми для дальнейшего освоения образовательной программы подготовки	Вопросы для подготовки к зачету/зачету с оценкой/

3. ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЕ

3.1. Сопроводительная информация.

Разработчик	Е. Л. Малышева
Кафедра	Цифровой экономики и инновационной деятельности
Наименование дисциплины	Иностранный язык

Факультет / институт	Международный институт инновационной экономики, лидерства и менеджмента
Направление подготовки / специальность	38.03.10. Жилищное хозяйство и коммунальная инфраструктура
Количество вопросов в оценочных заданиях (диапазон)	87-174
Общее время тестирования (мин)	90 мин
Общее количество вопросов/заданий в ФОС	*174*
Размещенность на сайте Университета примерного перечня вопросов, заданий ФОС – для подготовки обучающихся к прохождению оценки (да / нет)	*Да*

3.2. Характеристика оцениваемых компетенций.

Код компетенции	**Формулировка компетенции**	**Индикаторы достижения компетенции**
УК-4	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	**ИУК-4.1. Знает** правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке **ИУК-4.2. Умеет** осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке **ИУК-4.3. Владеет** навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке

4. СОДЕРЖАНИЕ ОЦЕНОЧНЫХ СРЕДСТВ ТЕКУЩЕГО КОНТРОЛЯ

4.1. ТИПОВЫЕ ТЕСТОВЫЕ ЗАДАНИЯ.

Тесты содержат набор вопросов, в полном объеме охватывающие изученный теоретический материал по указанной теме (индикаторы ЗНАТЬ). Выполнение тестов позволяет определить результат освоения компетенций по дисциплине в рамках рассматриваемой темы, оцениваемый с помощью соответствующих индикаторов достижения компетенций. Индивидуальный тестовый сеанс для каждого обучающегося формируется по специальному алгоритму, обеспечивающему заданную тематическую структуру и пропорциональное наличие вопросов разного типа и сложности.

При формировании тестов необходимо использовать задания следующих типов:

Тип задания 1. Задания закрытого типа на установление соответствия.

Тип задания 2. Задания закрытого типа на установление последовательности.

Тип задания 3. Задания комбинированного типа, предполагающие выбор одного правильного ответа из предложенных с последующим объяснением своего выбора.

Тип задания 4. Задания комбинированного типа, предполагающие выбор нескольких ответов из предложенных с последующим объяснением своего выбора.

Тип задания 5. Задания открытого типа с развернутым ответом.

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
Тема 1. Знакомство	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке	1. *Прочитайте вопрос,* в*ыберите правильный ответ.* What do you say when you meet someone for the first time? A) Goodbye! B) Nice to meet you! C) See you later! D) Thank you! КЛЮЧ К ЗАДАНИЮ B 2. *Прочитайте вопрос,* в*ыберите правильный ответ.* How do you introduce yourself in English? A) My name is Anna. B) I am 20 years. C) I like coffee. D) I go to university. КЛЮЧ К ЗАДАНИЮ A 3. *Прочитайте текст, выберите все правильные варианты и обоснуйте ответ.* Hello! My name is Tom. I’m 19 years old, and I’m from Manchester, England. I study economics at London University. It’s my first year. I like maths and

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>statistics, but I don’t like writing essays. I live in a student dorm. My room is small, but it’s comfortable. Nice to meet you!
1) Tom is from London.
2) Tom is a first-year student.
3) Tom enjoys writing essays.
4) Tom studies economics.

КЛЮЧ К ЗАДАНИЮ и КРАТКОЕ ОБОСНОВАНИЕ, КОТОРОЕ ДОЛЖЕН СДЕЛАТЬ СТУДЕНТ
2) Tom is a first-year student.
Обоснование: В тексте сказано: "It’s my first year."
4) Tom studies economics.
Обоснование: В тексте: "I study economics at London University."</td></tr>
<tr><td>Тема 2. Семья</td><td>УК 4.
Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке</td><td>1. Прочитайте текст и установите соответствие.
My name is Anna. I am a student of economics. I live with my family in a small town near Berlin.
My father, Hans, is 48 years old. He works as an accountant in a big company.
My mother, Lena, is 45. She is a teacher at a local school.
I have an older brother, Max. He is 22 and studies business at university.
My little sister, Emma, is only 8 years old. She goes to primary school.
We have a dog named Lucky. He is very friendly!

<table>
<tr><th colspan="2">Name</th><th colspan="2">Statement</th></tr>
<tr><td>А.</td><td>Anna</td><td>1.</td><td>She teaches children at school.</td></tr>
<tr><td>Б.</td><td>Hans</td><td>2.</td><td>He works with numbers and financial reports.</td></tr>
<tr><td>В.</td><td>Lena</td><td>3.</td><td>She is a university student and studies economics.</td></tr>
<tr><td>Г.</td><td>Max</td><td>4.</td><td>He is a university student and studies business.</td></tr>
</table>
Запишите выбранные цифры под соответствующими буквами:
<table>
<tr><th>А</th><th>Б</th><th>В</th><th>Г</th></tr>
<tr><td></td><td></td><td></td><td></td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ
А. – 3
Б – 2</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			В – 1 Г – 4 2. *Прочитайте текст, выберите все правильные варианты и обоснуйте ответ.* My name is David. I am 20 years old and I study economics at university in Prague. I am from Vienna, Austria. I live with my parents and my younger sister, Sophie. My father is a bank manager. He works in a big bank in the city centre. My mother is an economist. She teaches at a college. Sophie is 14. She likes maths and wants to study finance in the future. 1) David studies finance at university. 2) David's mother is a teacher. 3) David's father works in a bank. 4) Sophie is older than David. КЛЮЧ К ЗАДАНИЮ 2) David's mother is a teacher. Обоснование: В тексте говорится: "My mother is an economist. She teaches at a college." 3) David's father works in a bank. Обоснование: В тексте: "My father is a bank manager. He works in a big bank in the city centre." 3. *Прочитайте текст и выберите правильный ответ.* Hi! My name is Maria. I am 19 years old. I come from Madrid, Spain. I am a first-year student of economics at university. I live in a student dorm in the city. My parents still live in Madrid. My father is an accountant. He works for a small company. My mother works in a bank. She is a financial advisor. I have one brother, Pablo. He is 24 and works as an IT specialist. He lives in Barcelona. We talk every weekend. I miss my family, but I like my studies! 1) Maria lives with her parents in Madrid. 2) Maria's mother gives advice about money. 3) Pablo is younger than Maria. 4) Maria studies economics. КЛЮЧ К ЗАДАНИЮ 2) Maria's mother gives advice about money.

<table>
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<tr><td></td><td></td><td></td><td>Обоснование: В тексте сказано: "My mother works in a bank. She is a financial advisor."
4) Maria studies economics.
Обоснование: "I am a first-year student of economics at university."</td></tr>
<tr><td>Тема 3.
Обучение русскому и иностранным языкам.</td><td>УК-4.
Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке.</td><td>1. Прочитайте текст и установите соответствие.
Anna is from Spain. She studies Economics at university in Moscow. She speaks Spanish and English. Now she is learning Russian because she wants to work in Russia.
Tom is from the USA. He is an economics student too. He speaks English and a little French. He wants to learn Chinese because China is important for the world economy.
Maria is from Russia. She studies Economics and speaks Russian and English. She wants to learn German because she plans to work in Germany after university.
Lena is also from Russia. She speaks Russian and English. She is not learning another language now, but she wants to learn Spanish next year.

<table><tr><th colspan="2">Name</th><th colspan="2">Statement</th></tr><tr><td>А.</td><td>Anna</td><td>1.</td><td>This student speaks Russian and wants to learn Spanish.</td></tr><tr><td>Б.</td><td>Tom</td><td>2.</td><td>This student is from Spain and is learning Russian.</td></tr><tr><td>В.</td><td>Maria</td><td>3.</td><td>This student wants to learn Chinese because of the economy.</td></tr><tr><td>Г.</td><td>Lena</td><td>4.</td><td>This student wants to work in Germany and is learning German.</td></tr></table>Запишите выбранные цифры под соответствующими буквами:<table><tr><th>А</th><th>Б</th><th>В</th><th>Г</th></tr><tr><td></td><td></td><td></td><td></td></tr></table>
КЛЮЧ К ЗАДАНИЮ
1 - Г
2 - А
3 - Б
4 - В

2. Прочитайте текст и выберите правильный ответ.
My name is Mark. I’m from Canada, and I’m studying Economics at a university</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			in St. Petersburg. I speak English and a little French. Last year, I started learning Russian. It's difficult, but I like it! I have Russian classes three times a week, and I also practice with my Russian friends. I think learning Russian is very useful for my future. Many international companies work with Russian businesses, especially in energy and finance. I hope to get an internship in a big company next summer. In my free time, I watch Russian films with subtitles and listen to Russian music. My favourite singer is Zemfira. I don't understand all the words yet, but I'm getting better every day! How often does Mark have Russian classes? 1) Twice a week 2) Three times a week 3) Every day 4) Once a week КЛЮЧ К ЗАДАНИЮ: 3 3. *Прочитайте текст, выберите все правильные варианты и обоснуйте ответ.* Elena is a Russian student of Economics at a university in Berlin. She speaks Russian and English fluently. Last semester, she started learning German because all her lectures are in German. At first, it was very hard, but now she understands most of the lessons. She practices German every day: she speaks to her German roommate, reads news in German, and watches TV shows without subtitles. She also uses a language app for 20 minutes each morning. Elena thinks knowing German is very important for her career. She wants to work for an international bank in Europe after graduation. She believes that speaking three languages will help her find a good job. 1) Elena studies in Germany. 2) She speaks three languages fluently. 3) Her lectures are in English. 4) She uses different ways to practice German. КЛЮЧ К ЗАДАНИЮ: 1,4
Тема 4. Путешествия	УК-4. Способен	ИУК-4.1. Знает правила осуществления деловых	1. *Прочитайте текст и выберите правильный ответ.* Last summer, my friend Liam and I went on a trip to Barcelona. We flew there

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
	осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке.	from London on a cheap airline. The flight was only two hours long. We stayed in a small hotel near the beach. Every morning we had breakfast at a café and then walked around the city. We visited famous places like La Sagrada Família and Park Güell. We also tried Spanish food: tapas, paella, and churros with chocolate. We didn't have a lot of money, so we didn't take taxis. We used the metro or walked everywhere. We came back home after five days. It was a great trip! Where was their hotel located? 1) Near the airport 2) In the mountains 3) Near the beach 4) In the city centre, far from the sea КЛЮЧ К ЗАДАНИЮ: 3 2. *Прочитайте текст, выберите все правильные варианты и обоснуйте ответ.* Last month, Anna and her brother Mark went on a short trip to Istanbul. They flew from Moscow and stayed for four days. They booked a small apartment near the Grand Bazaar, not a hotel, because it was cheaper and more comfortable. Every morning they had Turkish tea and bread with jam. They visited the Blue Mosque, Hagia Sophia, and took a boat trip on the Bosphorus. They also bought souvenirs at the market: ceramic plates and handmade lamps. They didn't go to expensive restaurants. Instead, they ate at small local places where the food was delicious and not too costly. They returned home on Sunday evening, tired but happy. 1) Anna and Mark travelled to Istanbul last month. 2) They stayed in a hotel near the Grand Bazaar. 3) They visited three famous places in Istanbul. 4) They bought souvenirs during their trip. 5) They ate only in expensive restaurants. КЛЮЧ К ЗАДАНИЮ: 1,3,4 3. *Прочитайте текст и выберите правильный ответ.* My name is Sophie. Last winter, I went on a trip to Prague with my university classmates. We took a bus from Berlin because it was cheaper than flying. The journey took about five hours. We stayed in a youth hostel in the city centre. It

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			wasn’t luxury, but it was clean and friendly. Every day we walked around the Old Town, visited the Charles Bridge, and tried Czech food like goulash and dumplings. We didn’t have much money, so we didn’t go to fancy restaurants or museums with high entrance fees. Instead, we enjoyed free walking tours and beautiful views of the city. We came back to Berlin on Sunday night. It was a simple but wonderful trip! How did Sophie and her classmates travel to Prague? 1) By train 2) By plane 3) By bus 4) By car КЛЮЧ К ЗАДАНИЮ: 3
Тема 5. Российская Федерация	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке.	1. *Прочитайте текст и установите соответствие.* The Russian Federation 1. Russia is the largest country in the world by land area. It covers more than 17 million square kilometres and stretches across two continents: Europe and Asia. Because of its huge size, Russia has 11 time zones! 2. The country has a wide variety of landscapes. In the north, there are Arctic tundra and frozen coastlines. In the south, you can find mountains (like the Caucasus), steppes, and even semi-deserts. Siberia, which makes up most of Russia’s territory, is known for its dense forests and long, cold winters. 3. Russia is a federation made up of 85 federal subjects, including republics, oblasts, krais, and autonomous okrugs. Each region has its own government, but they all follow the federal laws of the Russian Federation. Moscow is the capital and the largest city. 4. The population of Russia is about 144 million people. There are over 190 ethnic groups living in the country. While ethnic Russians make up around 80% of the population, there are many other nationalities, including Tatars, Ukrainians, Bashkirs, Chechens, and many more—each with their own language, culture, and traditions. 5. Russia is rich in natural resources. It has the world’s largest natural gas reserves, and it is one of the top producers of oil, coal, and metals. These resources play a very important role in the country’s economy and global influence.

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<tr><td></td><td></td><td></td><td>
<table>
<tr><th colspan="2">Heading</th><th>Answer</th></tr>
<tr><td>А.</td><td>Natural Wealth</td><td>1</td></tr>
<tr><td>Б.</td><td>A Country of Many Nations</td><td>2</td></tr>
<tr><td>В.</td><td>A Huge and Diverse Land</td><td>3</td></tr>
<tr><td>Г.</td><td>Political Structure</td><td>4</td></tr>
<tr><td>Д.</td><td>Climate and Seasons</td><td>5.</td></tr>
</table>
Запишите выбранные цифры под соответствующими буквами:
<table>
<tr><th>А</th><th>Б</th><th>В</th></tr>
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</table>
КЛЮЧ К ЗАДАНИЮ: 1 – В, 2 – Д, 3 – Г, 4 – Б, 5 – А

2. Прочитайте текст и выберите правильный ответ.
The Russian Federation
Russia is the largest country in the world. It covers more than 17 million square kilometres and spans 11 time zones, from Kaliningrad in the west to Kamchatka in the east. Because of its size, Russia borders 14 countries, including China, Kazakhstan, Finland, and Norway.
The capital of Russia is Moscow, which is also its largest city by population. Other major cities include Saint Petersburg, Novosibirsk, Yekaterinburg, and Kazan. Russia has a federal semi-presidential republic system of government. The President is the head of state, and the Prime Minister is the head of government.
Russia is home to about 144 million people from more than 190 ethnic groups. The official language is Russian, but many republics within Russia also have their own official languages (e.g., Tatar in Tatarstan, Chechen in Chechnya).
The country is extremely rich in natural resources. It has the world’s largest natural gas reserves and is one of the top three oil producers globally. These resources play a key role in Russia’s economy and foreign policy.
Russia’s landscape is very diverse: it includes Arctic tundra in the north, vast forests (taiga) in Siberia, steppe grasslands in the south, and high mountains like
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Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			the Caucasus, where Mount Elbrus (the highest peak in Europe) is located. How many time zones does Russia have? 1) 9 2) 10 3) 11 4) 12 КЛЮЧ К ЗАДАНИЮ: 3 3. *Прочитайте текст и выберите правильный ответ.* Russia: A Land of Contrasts Russia is not only the biggest country in the world by area, but also a country of great natural and cultural contrasts. In the far north, near the Arctic Ocean, temperatures can drop below –50°C in winter. At the same time, in southern regions like Sochi or Dagestan, summers are warm and sunny, and people even grow grapes and citrus fruits. The population is not evenly spread across the country. Most Russians live in the western part, especially in big cities like Moscow and Saint Petersburg. Siberia and the Far East are huge, but very sparsely populated due to harsh climate and distance from the economic centre. Russia has a strong industrial base and is one of the world's leading exporters of energy. Oil, gas, coal, and metals are key sectors of its economy. In recent years, the government has also been trying to develop high-tech industries and improve infrastructure in remote regions. Education is highly valued in Russia. The country has many well-known universities, such as Lomonosov Moscow State University and Saint Petersburg State University. Most students study for free if they pass entrance exams successfully. Nature in Russia is incredibly diverse: from the frozen shores of the Arctic to the beaches of the Black Sea, from the deep lakes like Baikal (the deepest lake in the world) to the active volcanoes of Kamchatka. What can you find in southern Russia? 1) Only snowy forests 2) Warm summers and citrus fruits 3) Active volcanoes and tundra 4) Dry deserts and cacti КЛЮЧ К ЗАДАНИЮ: 2

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
Тема 6. Великобритания	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке.	1. *Прочитайте текст и выберите правильный ответ.* **Sherwood Forest** is in Nottingham, on 100,000 acres. The 1200s were popularly thought to be the time of Robin Hood. Who was Robin Hood? No one knows for sure whether the legend was based on a real historical character. His name became a nickname for an outlaw. The story of Robin Hood, the most popular English folk of all the times. Everybody knows his friends (Little John, Brother Tuck, Will Scarlet) The legendary hero and his fellows stole from the rich and gave to the poor. Unfortunately, there is no evidence that Robin Hood really existed. Ballads and chronicles, all talk about the famous hero. Today, the legend of Robin Hood has turned Nottinghamshire into a large tourist attraction. In the centre of Nottingham can be found Nottingham Castle. Sherwood Forest has an excellent visitors' centre with an attractive display and shop, in which, according to tradition, Robin Hood and Lady Marion were married. It is one of the visitors favourite sites. Who was Robin Hood? 1) A well-documented historical figure. 2) A real nobleman who lived in Nottingham Castle. 3) A legendary hero who may not have been a real person. 4) A friend of the king, famous for his bravery. КЛЮЧ К ЗАДАНИЮ: 3 2. *Прочитайте текст, выберите все правильные варианты и обоснуйте ответ.* **Outstanding People of Great Britain** Great Britain made a great contribution to the science, literature, music and arts of the world. It gave mankind a lot of outstanding scientists, writers and poets, musicians and painters. *Thomas More*, who lived in the 15th century, was an outstanding humanist, scientist and statesman. His work 'Utopia' brought him worldwide acknowledgement. Many prominent people were influenced by his ideas of a free democratic state described in 'Utopia'. *William Shakespeare* is one of the most famous writers in the world. His plays 'Romeo and Juliet', 'Hamlet, Prince of Denmark', 'King Lear', 'Macbeth' were translated into almost every language and staged in every theatre. He described the characters and feelings, which can be called international and living forever. *Daniel Defoe*, *Robert Burns*, *Walter Scott*, *Charles Dickens*, *Lewis Carroll* are

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			only a few names well-known all over the world. *William Hogarth*, *Sir Joshua Reynolds*, *Thomas Gainsborough*, *John Constable* contributed to the world's painting treasures. Great Britain has also given the world many outstanding scientists. *Alexander Fleming*, the discoverer of penicillin was born is Scotland. He spent his working hours almost entirely in hospitals and laboratories. His discovery of penicillin did more to help suffering people than anything else for centuries. When he died in 1955 his old friend said: '...by his work he relieved more suffering than any other living man'. *Ernest Rutherford*, a famous English physicist worked in the field of radioactivity. His brilliant researches established the existence and nature of radioactive transformations. He was one of the founders of the atomic theory of physics and creators of the first atomic model. *M. Faraday* made his major discovery in the field of electricity – the electromagnetic induction. He also made several important observations on the conductivity of different materials. Enjoying world-wide popularity, Faraday remained a modest man, who rejected high titles. All of them considered hard labour and love for mankind to be the main reason of their success. Which of the following statements about British cultural figures are true? 1) William Shakespeare's works are popular internationally. 2) Charles Dickens is mentioned as a scientist. 3) Thomas More's ideas influenced other prominent people. 4) William Hogarth was a famous British painter. КЛЮЧ К ЗАДАНИЮ: 1,3,4 3. *Прочитайте текст и установите соответствие.* **Famous Historical Places in Great Britain** There are a lot of places of interest in Great Britain. They are both modern and ancient monuments, like Stonehenge and Hadrian Wall, Durham Castle and York Cathedral. The famous Lake District is in Northern England. In Embleside one can visit the Steam Boat Museum. The oldest ship in this museum – her name is 'Dolly' – is 150 years old. In York the tourists are usually attracted by the National Railway Museum. It contains the history of Stephenson's invention of steam locomotive. But the main attraction is London places of interest. Among them there are: the Tower of London, Tower Bridge, St. Paul's Cathedral, the House of Parliament, Big

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			Ben, Westminster Abbey and so on. *The Tower of London.* It is the most famous of all the historical buildings in London. It was built in the 11th century. In the past it was a fortress, a palace and a prison. A lot of people lost their heads there. Now the Tower is a museum. It is famous as home of the Crown Jewels. They include the Crown of Queen Elizabeth the Queen Mother. According to tradition the Tower is guarded by the Geoman Warders or Beefeater. They still wear their old bright and colourful Tudor uniforms. The black ravens live in the gardens of the Tower. There is legend that the Tower will fall if it loses ravens. Therefore the birds with clipped wings are carefully guarded.  *Tower Bridge.* Not far from the Tower of London is Tower Bridge built across the Thames in 1894. The twin drawbridges, each weighing about 1000 tones take just 90 seconds to rise. The Tower Bridge was designed by Sir Horace Jones and built by Sir John Wolfe Barry. Many tourists come to see the best known bridge in London. *St.Paul's Cathedral.* It is the City's greatest monument and Sir Christopher Wren's masterpiece. The most notable feature of it is the enormous dome. It took Wren 35 years to build the cathedral (1675-1710). It was the fifth church put on the same site. Wren lived more than 90 years and when he died he was buried in this cathedral. There are memorials to many famous men of England of the Cathedral. *The Houses of Parliament and Big Ben.* The Palace of Westminster usually known as the Houses of Parliament. For 500 years it was the king's palace. It was designed by Sir Charles Barry. But the modern palace was begun in 1840. This is a place where the English Parliaments sits now. There are two towers in the Palace of Westminster: the Victoria Tower and the Clock Tower. The clock came into service in 1859 and was nicknamed 'Big Ben' after Sir Benjamin Hall, who was in charge of the building. Big Ben is the biggest clock bell in Britain. It weighs 13 tons. The Clock Tower is 318 feet high. You have to go up 374 steps to reach the top.  *Westminster Abbey.* It is very old and very beautiful and it is full of history. No church in Britain has been so closely connected with the Crown and the nation's history as Westminster Abbey. Coronations of every king and queen during 900

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years have been held here. The Abbey was founded in 1050 as a monastery by a king – Edward the Confessor. Later it was rebuilt some times. But the present building dates from 1480. Westminster Abbey is in the centre of London. Many great Englishmen are buried in it: Newton, Darwin, Watt, Dickens, and Chaucer. There is a corner usually called ‘Poet’s Corner’, where there are memorials to famous British poets: W. Shakespeare, Robert Burns, Byron, Longfellow and others.

<table>
<tr><th colspan="2">Landmark</th><th colspan="2">Description</th></tr>
<tr><td>А.</td><td>The Tower of London</td><td>1.</td><td>This structure's most famous part is named after Sir Benjamin Hall and weighs 13 tons.</td></tr>
<tr><td>Б.</td><td>Tower Bridge</td><td>2.</td><td>This is the final resting place for many famous scientists and writers, with a special section for poets.</td></tr>
<tr><td>В.</td><td>St. Paul's Cathedral</td><td>3.</td><td>It was originally a fortress, palace, and prison, and is now home to the Crown Jewels and guarded by Beefeaters.</td></tr>
<tr><td>Г.</td><td>The Houses of Parliament</td><td>4.</td><td>Its twin drawbridges can rise to let ships pass in just a minute and a half.</td></tr>
<tr><td>Д.</td><td>Westminster Abbey</td><td>5.</td><td>It is famous for its enormous dome and its architect, who is buried inside, spent 35 years building it.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
1 – Г
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Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			5 – B
Тема 7. Соединенные Штаты Америки.	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке.	1. *Прочитайте текст и установите последовательность.* **Size** The United States is the world's third largest country in size and almost the third largest in population. It is more than twice the size of the European Union. Spain is about 5% of the size of the U.S. There are 50 states and lots to see. **The United States is gigantic!!** **Food** In the U.S. you will find all sorts of people from all around the world. In New York City you will hear every language and can eat any type of food you want. Ethiopian food, food from Mexico, and Italian. It's all there. Yumm! **Environment** You can visit the mountains, the desert, the ocean, and the forest. But watch out for grizzly bears! They are one of the largest carnivores, or animals that eat meat, in the U.S. 1) The different natural environments and wildlife. 2) The variety of people and food in the U.S.

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3) The size of the U.S. compared to other places.
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КЛЮЧ К ЗАДАНИЮ: 3, 2,1

2. Прочитайте текст и установите соответствие.
HISTORY OF THE USA
The history of the USA dates back only to the 15th century. In the 15th century there was no USA at all. The present territory of the USA was divided among some countries. In the 15th — 16th centuries some territory of the USA belonged to Great Britain (northern and western lands); southern parts (California, Florida, New Mexico, Texas) belonged to Spain, then — to Mexico; the central part, the territory was called Louisiana — to France; Alaska was possessed by Russia; some territories remained to be under Indians control.
In 18th century there were only thirteen Britain's American colonies and they broke with Great Britain in 1776 and later were recognized as the new nation of the United States of America, following the Treaty of Paris in 1783. During the 19th and 20th centuries, 37 new states were added to the original 13 as the nation expanded their frontiers across the North American continent and acquired a number of overseas possessions.
There were three most dramatic experiences in the nation's history; the Civil War (1861-1865), the Great Depression of the 1930s and Vietnam War of the 1960s — 70s.
After its victories in World Wars I and II and the end of the Cold War in 1991, the USA remains the world's most powerful state. The economy is marked by steady growth, low unemployment and inflation, and great advances in technology.
Nowadays, the USA is world's fourth-largest country by size after Russia and Canada) and by population (after China and India). It is about half the size of Russia or lightly larger than China or Brazil.
К каждой позиции, данной в левом столбце, подберите соответствующую позиции из правого столбца.
<table>
<tr><th colspan="2">Period/Event</th><th colspan="2">Description</th></tr>
<tr><td>A.</td><td>15th - 16th centuries</td><td>1.</td><td>This event, along with the Great Depression</td></tr>
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<tr><td></td><td></td><td></td><td>and the Vietnam War, was one of the nation's most dramatic experiences.</td></tr>
<tr><td>Б.</td><td>1776</td><td>2.</td><td>The USA became the world's most powerful state after these global conflicts.</td></tr>
<tr><td>В.</td><td>The Civil War</td><td>3.</td><td>During this time, the land that is now the USA was divided among several European powers and indigenous peoples.</td></tr>
<tr><td>Г.</td><td>World Wars I & II</td><td>4.</td><td>The year when the thirteen British colonies declared independence from Great Britain.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
1 – В
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3 – А
4 – Б

3. Прочитайте текст и выберите правильный ответ.
The United States of America is a very big country and 250 million people live there. The country is in the middle of the North American continent between Canada and Mexico.
Canada is in the North and Mexico is in the South. The Atlantic Ocean is in the East and the Pacific Ocean is in the West.
There are 50 states in the USA and they all have a government and a capital city. The capital city of the USA is a Washington DC. The USA flag is called the ‘’Stars and Stripes’’. There are 50 stars on the flag, one for each state.
The USA is famous for many different things. New York City is a very famous and important city. The Empire State Building is in New York. It is a very tall building and it is very beautiful. Disneyland is famous, too. It is a good place to have a holiday.
It is in California. American food is famous all over the world.
Hamburgers and coca-cola are very popular. Aseball and American football are very popular sports in the USA and people in Europe watch American football on the television.
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Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			Which country is located to the north of the United States? 1) Mexico 2) China 3) Canada 4) Japan КЛЮЧ К ЗАДАНИЮ: 3
Тема 8. Экономика Соединенных Штатов Америки.	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	1. *Прочитайте текст, выберите все правильные варианты и обоснуйте ответ.* The economy of the United States is the largest in the world by nominal GDP. It is a mixed economy, combining elements of capitalism and government regulation. The U.S. has a strong service sector, which includes finance, healthcare, education, and technology. It is also a major producer of agricultural goods and high-tech industrial products. The federal government collects taxes and spends money on defense, infrastructure, social programs, and public services. The U.S. dollar is the world's main reserve currency, and the country plays a leading role in international trade and finance. 1) The U.S. economy is based only on free-market capitalism with no government involvement. 2) Services like banking, healthcare, and education are important parts of the U.S. economy. 3) The United States does not produce agricultural products. 4) The U.S. dollar is widely used in international trade and is held as a reserve currency by many countries. КЛЮЧ К ЗАДАНИЮ: 2, 4 2. *Прочитайте текст и установите соответствие.* The 2024 debate between Donald Trump and Kamala Harris showcased their starkly different approaches to governing. Trump advocated for limited federal government and state autonomy, while Harris emphasized the importance of a strong federal role in protecting citizens' rights and providing economic support. Economy: Donald Trump: Trump's economic plan centered on lower taxes and tariffs on

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foreign goods, particularly from countries like China. He claimed his policies would continue to create jobs and boost the economy, as they did during his presidency. He stated, “I created one of the greatest economies in the history of our country, and I will do it again.” Trump rejected Harris’s criticism that his plans would increase the deficit, focusing instead on growth and reducing federal interference in business.
Kamala Harris: Harris focused on supporting the middle class through federal assistance programs like tax credits and affordable housing. She proposed a $6,000 child tax credit to help families with essential needs like car seats and cribs. Harris also highlighted her support for small businesses and argued that Trump’s tax cuts for the wealthy hurt the average American. She noted, “I believe in lifting up the middle class and creating an opportunity economy.”
<table>
<tr><th colspan="2">Speaker</th><th colspan="2">Statement</th></tr>
<tr><td>А.</td><td>Donald Trump</td><td>1.</td><td>Supports a $6,000 child tax credit to help families afford basic necessities.</td></tr>
<tr><td>Б.</td><td>Kamala Harris</td><td>2.</td><td>Believes the federal government should have a limited role and states should have more autonomy.</td></tr>
<tr><td></td><td></td><td>3.</td><td>Argues that strong federal action is needed to protect citizens' rights and support the economy.</td></tr>
<tr><td></td><td></td><td>4.</td><td>Claims his previous economic policies created one of the strongest economies in U.S. history.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
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3. Прочитайте текст и выберите правильный ответ.
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Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			The United States has the largest economy in the world. It is a mixed economy, which means it combines free markets with some government regulation. Most jobs and businesses are in the service sector, including finance, healthcare, education, and technology. The U.S. also produces cars, aircraft, and agricultural products like corn and soybeans. The government collects taxes and spends money on defense, infrastructure, education, and social programs. The U.S. dollar is the most widely used currency in international trade and is held as a reserve currency by many countries. What type of economy does the United States have? 1) Command economy 2) Traditional economy 3) Mixed economy 4) Pure market economy КЛЮЧ К ЗАДАНИЮ: 3
Тема 9. Экономика Великобритании.	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	1. *Прочитайте текст и выберите правильный ответ.* The UK economy is one of the largest in the world and is based primarily on services, especially finance, business services, education, and healthcare. London is a global financial centre. Industry and agriculture play a smaller but still important role. The UK government supports sustainable development and requires environmental impact assessments for major investment projects. Projects with significant and irreversible environmental effects are classified as Category "A" and include sectors such as agro-industry and forestry. Which of the following sectors is most likely to be classified as Category "A" in an environmental analysis of an investment project in the UK? 1) Education 2) Healthcare 3) Agro-industry 4) Retail КЛЮЧ К ЗАДАНИЮ: 3 2. *Прочитайте текст и установите последовательность.* The economy of the United Kingdom is one of the largest in the world. It has gone through many significant changes throughout its history. In the 18th and 19th centuries, the UK was the world's first industrialised nation. Its economy was dominated by heavy industries like coal mining, steel production, and textile

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			manufacturing. This period is often called the Industrial Revolution. However, in the 20th century, particularly after the Second World War, these traditional industries began to decline. From the 1980s onwards, there was a major shift. The government started to privatise many state-owned companies, and the focus moved towards services. Today, the service sector is the most important part of the UK's economy. It includes industries like finance, insurance, and real estate, which are concentrated in the City of London. Other key service industries are retail, tourism, and business services. Although less dominant, manufacturing is still significant. The UK is known for producing high-quality goods, such as luxury cars (e.g., Rolls-Royce, Bentley), aerospace technology, and pharmaceutical products. A growing modern sector is the creative and digital industries. The UK is a global leader in areas like film production, music, advertising, and video game development. A major recent event that affected the economy was the UK's decision to leave the European Union, known as Brexit. This has led to changes in trade rules and relationships with other European countries. Despite challenges, the UK economy remains a global centre for finance, culture, and innovation. 1) The rise of the creative and digital industries. 2) The dominance of coal, steel, and textiles during the Industrial Revolution. 3) The decline of heavy industry and the privatisation of state companies. 4) The service sector, including finance in London, becomes the most important. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2,3,4,1 3. *Прочитайте текст и установите соответствие.* **The UK Economy: Key Sectors** The United Kingdom has one of the world's largest and most diverse economies. While historically known for its industrial revolution, today's UK economy is dominated by services. The financial services sector, particularly in London, is one of the most significant in the world. Other important service industries include business services, education, and retail. Manufacturing remains a vital part of the economy, though its share has

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>declined. The UK is a leading producer of aerospace equipment, pharmaceuticals, and luxury automobiles. The creative industries, including film, music, and advertising, are also a major growth area and a significant export. Recent developments like Brexit have created new trade dynamics. Furthermore, there is a strong push towards a digital economy and renewable energy, signaling the ongoing evolution of the UK's economic landscape.

<table>
<tr><td colspan="2">Economic Sectors</td><td colspan="2">Descriptions</td></tr>
<tr><td>А.</td><td>Financial Services</td><td>1.</td><td>This sector includes businesses like supermarkets and shops that sell goods directly to consumers. It is a major employer within the service industry.</td></tr>
<tr><td>Б.</td><td>Manufacturing</td><td>2.</td><td>This sector is part of the service industry and is focused on banking, insurance, and investments. London is a global hub for it.</td></tr>
<tr><td>В.</td><td>Creative Industries</td><td>3.</td><td>This is a growing sector focused on sustainable power sources like wind and solar, representing the shift towards a greener economy.</td></tr>
<tr><td>Г.</td><td>Renewable Energy</td><td>4.</td><td>This sector involves the large-scale production of goods, ranging from cars and planes to medicines, and remains a key source of exports.</td></tr>
<tr><td>Д.</td><td>Retail</td><td>5.</td><td>This sector is based on generating and exploiting intellectual property and includes fields like film, music, and design.</td></tr>
</table>
Запишите выбранные цифры под соответствующими буквами:
<table>
<tr><th>А</th><th>Б</th><th>В</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td></tr>
</table>

Ключ:
1 – Д
2 – А
3 – Г
4 – Б
5 - В</td></tr>
<tr><td>Тема 10. Телефонные</td><td>УК-4. Способен</td><td>ИУК-4.1. Знает правила осуществления деловых</td><td>1. Прочитайте текст и установите соответствие.
A. "I’m calling to follow up on the quarterly financial report you sent last week."</td></tr>
</table>

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td>переговоры.</td><td>осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>B. "Would it be possible to reschedule our meeting to Thursday at 3 p.m.?"
C. "Sorry, I didn’t catch that. Could you repeat the figures, please?"
D. "Thanks for your time. I’ll send you the updated budget proposal by email this afternoon."
<table>
<tr><th colspan="2">Speaker’s phrase</th><th colspan="2">Communicative purpose</th></tr>
<tr><td>А.</td><td>A</td><td>1.</td><td>Asking for clarification</td></tr>
<tr><td>Б.</td><td>B</td><td>2.</td><td>Making a request</td></tr>
<tr><td>В.</td><td>C</td><td>3.</td><td>Stating the purpose of the call</td></tr>
<tr><td>Г.</td><td>D</td><td>4.</td><td>Ending the call politely</td></tr>
</table>
Запишите выбранные цифры под соответствующими буквами:
<table>
<tr><th>А</th><th>Б</th><th>В</th><th></th></tr>
<tr><td></td><td></td><td></td><td></td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
1 – В
2 – Б
3 – А
4 – Г

2. Прочитайте текст и выберите правильный ответ
Anna (Finance Manager): Good morning, Anna Roberts speaking from Global Trade Ltd.
Mark (Client): Oh, hello Anna. It’s Mark Peterson here.
Anna: Thanks for taking my call, Mark. I wanted to discuss the payment delay for invoice #4582. The due date was last Friday.
Mark: Ah, yes. I’m sorry about that. We had a system error, but the payment was processed this morning.
Anna: That’s great to hear. Could you please send me the payment confirmation by email?
Mark: Of course. I’ll do that right away.
Why did Anna call Mark?
1) To invite him to a business meeting</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			2) To thank him for a recent payment 3) To ask about a late payment 4) To send him a new invoice КЛЮЧ К ЗАДАНИЮ: 3 3. *Прочитайте текст и установите последовательность* When economists, financial analysts, or business professionals make work-related phone calls, they usually follow a clear and polite structure to ensure effective communication. 1) Discuss the main issue or request (e.g., budget changes, invoice status, meeting arrangements) 2) Introduce yourself: say your name, position, and company 3) End the call by summarizing decisions and thanking the person 4) Greet the person and ask if it's a convenient time to talk 5) State the purpose of your call clearly and politely Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 4 → 2 → 5 → 1 → 3
Тема 11. Структура делового письма.	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками	1. *Прочитайте текст и установите соответствие.* Global Investments Ltd 123 Finance District London, UK WC1 2AB Date: 15 May 2024 Mr. Robert Smith Financial Director Modern Technologies Inc. 456 Business Avenue Manchester, UK M1 7CD

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td>осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>
Subject: Quarterly Financial Review Meeting
Dear Mr. Smith,
I am writing to confirm the arrangements for our upcoming quarterly financial review meeting, scheduled for 25 May 2024 at 10:00 AM in our main conference room.
The main purpose of this meeting is to discuss the Q1 2024 financial results and review the budget projections for the next quarter. Please bring the updated sales figures and expenditure reports we discussed during our last telephone conversation.
We appreciate your continued partnership and look forward to a productive meeting. Should you need to reschedule or require any additional information, please contact me at emily.wilson@globalinvestments.com or +44 20 1234 5678.
Sincerely,
Emily Wilson
Senior Financial Analyst
Global Investments Ltd
+44 20 1234 5678
emily.wilson@globalinvestments.com

<table>
<tr><th colspan="2">Parts of a business letter</th><th colspan="2">Descriptions</th></tr>
<tr><td>А.</td><td>Salutation</td><td>1.</td><td>This section contains the main message and details of the letter. It should be clear and well-structured.</td></tr>
<tr><td>Б.</td><td>Body</td><td>2.</td><td>This part shows who sent the letter.
It usually includes the writer's name and position.</td></tr>
<tr><td>В.</td><td>Closing</td><td>3.</td><td>This is a polite greeting at the beginning of the letter (e.g., "Dear Mr. Smith").</td></tr>
<tr><td>Г.</td><td>Signature</td><td>4.</td><td>This brief phrase gives the reader immediate understanding of the letter's topic.</td></tr>
<tr><td>Д.</td><td>Subject Line</td><td>5.</td><td>This is a polite ending before the signature (e.g., "Sincerely," "Best regards").</td></tr>
</table>
</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			КЛЮЧ К ЗАДАНИЮ: 1 – Б 2 – Г 3 – А 4 – Д 5 – В 2. *Прочитайте текст и выберите правильный ответ* Dear Mr. Johnson, I am writing to follow up on our telephone conversation yesterday regarding the quarterly financial report. Please find the attached document containing all the updated figures and analysis. Could you please review the data and provide your feedback by Friday? Should you require any clarification, do not hesitate to contact me. Best regards, Sarah Brown Financial Analyst What is the main purpose of this email? 1) To schedule a meeting 2) To request payment 3) To send a document and ask for feedback 4) To introduce a new colleague КЛЮЧ К ЗАДАНИЮ: 3 3. *Прочитайте текст и установите последовательность* A. "Please find attached the financial report for Q2 2024." B. "Dear Ms. Wilson," C. "We look forward to your feedback. Should you have any questions, please don't hesitate to contact us." D. "James Robertson Senior Financial Analyst Global Finance Inc." E. "Sincerely," F. "I am writing to provide the quarterly financial results as requested in our meeting on May 15th."

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>КЛЮЧ К ЗАДАНИЮ: B → F → A → C → E → D</td></tr>
<tr><td>Тема 12. Контракт</td><td>УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>1. Прочитайте текст и установите соответствие.
1. A contract is a legally binding agreement between two or more parties. It can be written or oral, although written contracts are usually preferred in business because they provide clear evidence of the agreed terms.
2. For a contract to be valid, it must include several key elements: an offer, an acceptance, consideration (something of value exchanged between the parties), and the intention to create legal relations. Both parties must also have the legal capacity to enter into a contract.
3. Contracts are widely used in economics and business—for example, when a company hires an employee, buys goods from a supplier, or rents office space. A well-drafted contract helps avoid misunderstandings and protects the rights of all parties involved.
4. If one party fails to fulfill their obligations under the contract, this is called a breach of contract. The injured party may take legal action to claim damages or ask the court to enforce the contract.
<table>
<tr><th colspan="2">Heading</th><th>Text</th></tr>
<tr><td>A.</td><td>Common Uses of Contracts in Business</td><td>1.</td></tr>
<tr><td>Б.</td><td>What Happens When a Contract Is Broken</td><td>2.</td></tr>
<tr><td>B.</td><td>Definition of a Contract</td><td>3.</td></tr>
<tr><td>Г.</td><td>Requirements for a Valid Contract</td><td>4.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
1 – В
2 – Г
3 – А
4 – Б

2. Прочитайте текст и выберите правильный ответ
A contract is a legally binding agreement between two or more parties. It must contain certain key elements to be valid: an offer, acceptance, consideration, and</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			intention to create legal relations. Contracts can be written or verbal, but written contracts are easier to enforce. Common types include sales contracts, service agreements, and employment contracts. If one party fails to fulfill their obligations, it is called a breach of contract, and the other party may seek remedies through court. What is necessary for a contract to be legally binding? 1) It must be written and signed by both parties 2) It must include an offer, acceptance, and consideration 3) It must be approved by a government agency 4) It must be in English and notarized КЛЮЧ К ЗАДАНИЮ: 2 *3. Прочитайте текст и установите последовательность* When two parties (for example, a company and a supplier) negotiate and sign a business contract, they usually follow a standard sequence of steps to ensure clarity, fairness, and legal validity. 1) Both parties review the final version of the contract and sign it, indicating their agreement to all terms. 2) The parties negotiate the key terms, such as price, delivery dates, payment conditions, and responsibilities. 3) One party prepares a draft contract based on the agreed-upon terms. 4) The parties discuss their needs and express initial interest in working together (e.g., during a meeting or email exchange). 5) After signing, both sides keep a signed copy and begin fulfilling their obligations under the contract. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 4 → 2 → 3 → 1 → 5
Тема 13. Прием на работу.	УК-4. Способен осуществлять	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и	1. *Прочитайте текст и установите соответствие.* **Writing an Effective CV for Economics Jobs** A strong CV for an economist or business graduate should be clear, concise, and

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td>Составление резюме.</td><td>деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>relevant. It typically includes the following sections:
Personal Details: Name, phone number, professional email, and location (but no photo or date of birth in many countries).
Education: University degrees, graduation dates, and relevant coursework (e.g., econometrics, microeconomics).
Work Experience: Internships, part-time jobs, or research assistant roles—described using action verbs like analysed, prepared, presented.
Skills: Both hard skills (Excel, statistical software, data visualisation) and soft skills (teamwork, problem-solving, communication).
Additional Sections: Language proficiency, certifications (e.g., CFA, ACCA), or volunteer work related to economics or finance.

<table><tr><th colspan="2">CV Section</th><th>Description</th></tr><tr><td>А.</td><td>Work Experience</td><td>1. Includes knowledge of software like Excel or SPSS, as well as abilities like critical thinking and time management.</td></tr><tr><td>Б.</td><td>Education</td><td>2. Lists degrees, universities, and graduation years; may include relevant academic projects.</td></tr><tr><td>В.</td><td>Skills</td><td>3. Contains your name, contact email, and city but usually not your photo or age.</td></tr><tr><td>Г.</td><td>Personal Details</td><td>4. Describes past roles using strong verbs and focuses on achievements, not just duties.</td></tr></table>
КЛЮЧ К ЗАДАНИЮ:
А – 4
Б – 2
В – 1
Г – 3

2. Прочитайте текст и выберите правильный ответ
When applying for a job in economics or business, a well-structured CV (Curriculum Vitae) is essential. A standard CV includes personal information,</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			education, work experience, skills, and sometimes references. For economists, it is important to highlight analytical skills, experience with data software (such as Excel, SPSS, or Stata), and any internships or research projects. Employers often look for candidates who can communicate clearly, work in teams, and solve real-world economic problems. In many English-speaking countries, it is not necessary to include a photo, age, or marital status in a CV. This information is considered private and may even lead to bias. Which of the following should NOT usually be included in a CV when applying for a job in the UK or the US? 1) Work experience 2) Education history 3) Marital status 4) Computer skills КЛЮЧ К ЗАДАНИЮ: 3 *3. Прочитайте текст и установите последовательность* When applying for an economics-related job, job seekers usually follow a logical sequence of steps to increase their chances of success. 1) Prepare a tailored CV and cover letter that match the job description and highlight relevant skills like data analysis or financial modelling. 2) Research the company and the position to understand its requirements and values. 3) Attend the interview, answer questions clearly, and ask thoughtful questions about the role. 4) Wait for the employer's response and, if invited, prepare for the job interview by practicing common questions. 5) Submit the application through the company's website or by email before the deadline. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 1 → 5 → 4 → 3
Тема 14. Основные	УК-4. Способен	ИУК-4.1. Знает правила осуществления деловых	1. *Прочитайте текст и установите соответствие.* **Main Types of Business Organizations**

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td>виды организации бизнеса.</td><td>осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>Businesses can be organized in different legal forms, each with its own features:
A sole trader is the simplest form. It is easy to set up, and the owner makes all decisions. However, the owner has unlimited liability — personal savings or property can be used to pay business debts.
A partnership involves 2 to 20 people who agree to share profits, losses, and management. A written agreement (called a partnership deed) is recommended. Partners also have unlimited liability unless it is a limited liability partnership (LLP).
A private limited company (Ltd) is a legal entity separate from its owners. Shareholders' liability is limited to their investment. The company name must end with "Ltd." It cannot sell shares to the public.
A public limited company (PLC) is a large company whose shares are traded on the stock market. It must have at least £50,000 in share capital and include "PLC" in its name. Shareholders enjoy limited liability.
<table>
<tr><td colspan="2">Economic Sectors</td><td colspan="2">Description</td></tr>
<tr><td>А.</td><td>Sole trader</td><td>1.</td><td>Owners have limited liability, and shares cannot be sold to the public. The company name ends with "Ltd."</td></tr>
<tr><td>Б.</td><td>Partnership</td><td>2.</td><td>A single owner runs the business and is fully responsible for all debts. Easy to start, but risky.</td></tr>
<tr><td>В.</td><td>Private limited company (Ltd)</td><td>3.</td><td>Two or more people share ownership, profits, and risks. Usually based on a formal agreement.</td></tr>
<tr><td>Г.</td><td>Public limited company (PLC)</td><td>4.</td><td>Its shares are publicly traded, and it must meet strict legal and financial requirements.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 1
Г – 4

2. Прочитайте текст и выберите правильный ответ
In the UK and many other countries, there are several common forms of business</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			ownership. A sole trader is a business owned and run by one person who keeps all the profits but is also personally responsible for all debts. A partnership involves two or more people sharing ownership, profits, and responsibilities. A private limited company (Ltd) is a separate legal entity from its owners (shareholders), which means the owners have limited liability — they only risk the money they invested. Public limited companies (PLCs) are larger businesses whose shares can be bought and sold on the stock exchange. Each form has advantages and disadvantages in terms of control, taxation, and legal responsibility. Which type of business organization gives its owners limited liability? 1) Sole trader 2) Partnership 3) Private limited company (Ltd) 4) Self-employed freelancer КЛЮЧ К ЗАДАНИЮ: 3 *3. Прочитайте текст и установите последовательность* Different business structures are often chosen at different stages of a company's development. 1) As the business grows and needs more investment, the owners decide to register it as a private limited company (Ltd) to protect their personal assets and attract shareholders. 2) The entrepreneur starts alone, operating as a sole trader, keeping full control and reporting income on a personal tax return. 3) Later, the owner invites a close friend to join as a partner to share responsibilities and bring in new skills. 4) After years of success, the company goes public and becomes a PLC, offering shares on the stock exchange. 5) The business remains small and continues as a partnership, focusing on local clients and shared decision-making. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 1 → 4 → 5

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td>Тема 15. Предпринимательство.</td><td>УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>1. Прочитайте текст и установите соответствие.
Entrepreneurship: Key Concepts

Entrepreneurship plays a vital role in modern economies. It drives innovation, creates jobs, and responds to changing consumer needs. An entrepreneur is not just a business owner. He is a risk-taker who turns ideas into reality. Important qualities of successful entrepreneurs include initiative, resilience, and vision. Start-ups often begin small but can grow into large companies (like Google or Airbnb). Many entrepreneurs focus on social entrepreneurship, aiming to solve social or environmental problems while still operating as a business. Support for new entrepreneurs may come from banks (loans), investors (venture capital), or business accelerators.

<table>
<tr><th colspan="2">Concept</th><th>Description</th></tr>
<tr><td>А.</td><td>Entrepreneur</td><td>1. A program that helps new businesses grow by offering mentorship, office space, and networking opportunities.
.</td></tr>
<tr><td>Б.</td><td>Business plan</td><td>2. A person who starts a business, takes risks, and seeks profit through innovation.</td></tr>
<tr><td>В.</td><td>Social entrepreneurship</td><td>3. A detailed document that outlines a business idea, target market, financial forecasts, and strategy.
.</td></tr>
<tr><td>Г.</td><td>Business incubator</td><td>4. A type of entrepreneurship focused on solving social problems, such as education access or clean energy, while remaining financially sustainable.</td></tr>
</table>

КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			В – 4 Г – 1 *2. Прочитайте текст и выберите правильный ответ* An entrepreneur is a person who starts and runs a business, taking on financial risks in the hope of making a profit. Successful entrepreneurs often have strong motivation, creativity, and the ability to solve problems. They identify market needs and develop new products or services to meet them. In many countries, governments support entrepreneurship through grants, tax benefits, or business incubators — special programs that help new businesses grow. While entrepreneurship can lead to innovation and job creation, it also involves uncertainty, long working hours, and the risk of failure. According to the text, what is one way governments support new entrepreneurs? 1) By guaranteeing business success 2) By providing business incubators and grants 3) By managing the entrepreneurs' companies 4) By limiting competition in the market КЛЮЧ К ЗАДАНИЮ: 2 *3. Прочитайте текст и установите последовательность* The process of starting a new business usually follows several key stages. 1) The entrepreneur develops a business plan, describing the product, target market, costs, and expected profits. 2) After testing the idea, the entrepreneur registers the business legally (e.g., as a sole trader or Ltd). 3) The entrepreneur identifies a business opportunity — for example, a gap in the market for eco-friendly office supplies. 5) The business is launched, and the entrepreneur begins selling the product or service to customers. 6) The idea is tested on a small scale. For instance, by selling at a local market or getting feedback from potential users. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 3 → 5 → 1 → 2 → 4

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
Тема 16. Что такое экономика	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	*1. Прочитайте текст и выберите правильный ответ.* Economics is the study of how individuals, businesses, and governments make choices about using limited resources to satisfy unlimited wants. Because resources like time, money, land, and labour are scarce, people must decide how to use them wisely. Economics is divided into two main branches: microeconomics (which studies individual consumers and firms) and macroeconomics (which looks at the whole economy, including inflation, unemployment, and economic growth). Economists use models and data to understand behaviour and predict outcomes. Understanding economics helps people make better decisions in both personal and professional life. According to the text, why do people have to make economic choices? 1) Because governments require them to do so 2) Because resources are limited but human wants are unlimited 3) Because businesses control all the resources 4) Because economic models are very complex КЛЮЧ К ЗАДАНИЮ: 2 *2. Прочитайте текст и установите последовательность.* Economics helps us understand how societies manage their resources over time. 1) Macroeconomics examines large-scale issues such as national income, inflation, and government fiscal policy. 2) At the most basic level, economics starts with the problem of scarcity. There are not enough resources to satisfy all human wants. 3) Microeconomics focuses on individual decisions, like how a consumer chooses between products or how a firm sets prices. 4) Economists collect data and build models to explain behaviour and forecast economic trends. 5) Based on this understanding, governments and central banks design policies to promote growth, reduce unemployment, and control inflation. Запишите соответствующую последовательность цифр слева направо: | | | | |

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 1 → 4 → 5

3. Прочитайте текст и установите соответствие.
Key Concepts in Economics
Economics explores how societies allocate scarce resources. It involves several fundamental ideas:
Scarcity means that resources (like time, oil, or skilled workers) are limited, while human desires are endless. This forces people to make choices.
Opportunity cost is the value of the next best alternative that you give up when making a decision. For example, if you spend an hour studying instead of working, your opportunity cost is the money you could have earned.
Supply and demand are the main forces that determine prices in a market. When demand rises and supply stays the same, prices usually go up.
Inflation refers to a general increase in prices over time, which reduces the purchasing power of money. It is a key concern in macroeconomics.

<table>
<tr><th colspan="2">Concept</th><th>Description</th></tr>
<tr><td>А.</td><td>Scarcity</td><td>1. The loss of purchasing power as prices of goods and services rise across the economy.
.</td></tr>
<tr><td>Б.</td><td>Opportunity cost</td><td>2. The basic economic problem that arises because people have unlimited wants but limited resources.</td></tr>
<tr><td>В.</td><td>Supply and demand</td><td>3. A measure of what you sacrifice when choosing one option over another.</td></tr>
<tr><td>Г.</td><td>Inflation</td><td>4. Market forces that influence the price and availability of goods and services.</td></tr>
</table>

КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 4
</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			Г – 1
Тема 17. Экономические системы	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	1. Прочитайте текст и выберите правильный ответ. An economic system is the way a country organizes the production, distribution, and consumption of goods and services. There are three main types: A market economy relies on supply and demand, with decisions made by individuals and businesses. Prices are set by competition, and private ownership is common (e.g., the USA). A command (planned) economy is controlled by the government, which decides what to produce, how much, and for whom (e.g., the former Soviet Union). A mixed economy combines elements of both: most decisions are market-based, but the government provides public services (like healthcare or education) and regulates business (e.g., the UK, Germany, Canada). Most modern countries use a mixed economic system because it balances efficiency with social welfare. Which type of economic system is used by most countries today? 1) Pure market economy 2) Command economy 3) Mixed economy 4) Barter economy КЛЮЧ К ЗАДАНИЮ: 3 2. Прочитайте текст и установите последовательность. Throughout history, economic systems have evolved in response to social, political, and technological changes. 1) In the 20th century, some countries (like the USSR) adopted command economies, where the state owned factories and planned all production. 2) In ancient times, people used barter — exchanging goods directly (e.g., grain for tools) — before money was invented. 3) After the Industrial Revolution, market economies grew stronger, with private businesses and minimal government involvement. 4) Today, nearly all countries use mixed economies, combining free markets with government regulation and public services. 5) During the Middle Ages, feudalism dominated: landowners controlled production, and peasants worked the land in exchange for protection. Запишите соответствующую последовательность цифр слева направо:

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
<table><tr><td></td><td></td><td></td><td></td></tr></table>
КЛЮЧ К ЗАДАНИЮ: 2 → 5 → 3 → 1 → 4

3. Прочитайте текст и установите соответствие.
Types of Economic Systems

Different countries organize their economies in different ways:

In a market economy, businesses and consumers make most decisions. Prices are set by competition, and private property is protected by law. The government plays a small role.
In a command economy, the state owns major industries and decides what goods to produce, how many, and who gets them. Individual choice is limited.
In a mixed economy, the market guides most activities, but the government provides essential services (e.g., schools, hospitals) and regulates areas like pollution or minimum wage.
A traditional economy is based on customs, history, and beliefs. It is often found in rural or indigenous communities, where farming, fishing, or herding follow age-old practices.
<table>
<tr><th colspan="2">Economic system</th><th>Description</th></tr>
<tr><td>А.</td><td>Market economy</td><td>1. The government controls production and distribution; individuals have little economic freedom.</td></tr>
<tr><td>Б.</td><td>Command economy</td><td>2. Economic decisions are based on traditions, customs, and family roles rather than market forces.</td></tr>
<tr><td>В.</td><td>Mixed economy</td><td>3. Most goods and services are produced and sold by private companies, with prices set by supply and demand.</td></tr>
<tr><td>Г.</td><td>Traditional economy</td><td>4. Combines private enterprise with government intervention to ensure social welfare and fair</td></tr>
</table>
</td></tr>
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Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			competition. КЛЮЧ К ЗАДАНИЮ: А – 3 Б – 1 В – 4 Г – 2
Тема 18. Источники дохода	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	*1. Прочитайте текст и выберите правильный ответ.* People earn money from different sources depending on their job, investments, or government support. The main types of income include: Wages and salaries — regular payments from an employer for work performed. Self-employment income — earnings from running your own business or freelance work. Investment income — money earned from savings, stocks, bonds, or property (e.g., dividends, interest, or rent). Government transfers — financial support like pensions, unemployment benefits, or child allowances. Economists distinguish between active income (earned through work) and passive income (earned with little ongoing effort, such as rent or dividends). Which of the following is an example of passive income? 1) Monthly salary from a bank job 2) Payment for freelance graphic design 3) Rent received from a tenant 4) Unemployment benefit КЛЮЧ К ЗАДАНИЮ: 3 2. Прочитайте текст и установите последовательность. People often have different sources of income at different stages of their lives. 1) After retirement, a person receives a state pension and earns small interest from savings. 2) As a student, someone works part-time in a café and receives a small

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
government grant.
3) In mid-career, a person has a full-time job, rents out a small apartment, and receives dividends from shares.
4) Right after university, they work as a freelancer and have irregular but flexible income.
5) During childhood, they have no personal income but may receive pocket money from parents.
Запишите соответствующую последовательность цифр слева направо:
<table><tr><td></td><td></td><td></td><td></td></tr></table>
КЛЮЧ К ЗАДАНИЮ: 5 → 2 → 4 → 3 → 1

3. Прочитайте текст и установите соответствие.
Types of Income
In economics, income can come from various sources, and it is important to understand the differences:
1) Wages and salaries are payments received by employees for their work. They are usually regular and taxed through the employer.
2) Self-employment income comes from people who run their own business or offer services independently. They are responsible for their own taxes and insurance.
4) Investment income includes interest from bank deposits, dividends from company shares, and rent from property.
5) Social benefits are payments made by the government to support citizens, for example, unemployment benefits, pensions, or family allowances.
<table>
<tr><th colspan="2">Type of income</th><th>Description</th></tr>
<tr><td>А.</td><td>Wages and salaries</td><td>1. Money received from the government during unemployment or after retirement.</td></tr>
<tr><td>Б.</td><td>Self-employment income</td><td>2. Regular payment from an employer for full- or part-time work.</td></tr>
<tr><td>В.</td><td>Investment income</td><td>3. Earnings from owning assets like property, shares, or savings accounts.</td></tr>
<tr><td>Г.</td><td>Social benefits</td><td>4. Income earned by independent workers such as consultants, tutors, or small business owners.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			А – 2 Б – 4 В – 3 Г – 1
Тема 19. Инфляция	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	*1. Прочитайте текст и выберите правильный ответ.* Inflation is a sustained increase in the general price level of goods and services in an economy over time. When inflation occurs, each unit of currency buys fewer goods and services — in other words, purchasing power falls. Central banks (like the Bank of England or the European Central Bank) try to keep inflation low and stable, usually around 2% per year. High inflation can hurt consumers and businesses by making planning difficult and reducing real income. There are different types of inflation: demand-pull (when demand exceeds supply) and cost-push (when production costs rise, e.g., due to higher oil prices). According to the text, what is the main effect of inflation on people's money? 1) It increases the value of savings 2) It reduces purchasing power 3) It guarantees higher wages 4) It eliminates the need for budgeting КЛЮЧ К ЗАДАНИЮ: 2 *2. Прочитайте текст и установите последовательность.* Inflation affects the economy in several stages: 1) Consumers notice that everyday items — like bread, fuel, or transport — cost more than before. 2) The government or central bank monitors price changes using the Consumer Price Index (CPI). 3) If inflation rises too quickly, the central bank may raise interest rates to reduce spending and borrowing. 4) Over time, wages may increase to keep up with rising prices, but not always at the same pace. 5) Persistent high inflation leads to uncertainty, lower savings, and reduced investment. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ: 2 → 1 → 4 → 5 → 3

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>3. Прочитайте текст и установите соответствие.
Understanding Inflation
Inflation is a key concept in macroeconomics. Economists use several terms to describe its causes and effects:
Consumer Price Index (CPI) is a measure that tracks the average change in prices of a basket of goods and services (e.g., food, housing, transport) over time. It is the main tool to calculate inflation.
Demand-pull inflation happens when the demand for goods and services grows faster than the economy can produce them, causing prices to rise.
Cost-push inflation occurs when the cost of production (e.g., wages, raw materials, energy) increases, and businesses pass these costs to consumers through higher prices.
Hyperinflation is an extremely high and typically accelerating rate of inflation (e.g., over 50% per month), which can destroy a country’s currency and economic stability.
<table>
<tr><th colspan="2">Term</th><th>Description</th></tr>
<tr><td>А.</td><td>Consumer Price Index (CPI)</td><td>1. A situation where rising production costs lead to higher prices for consumers.</td></tr>
<tr><td>Б.</td><td>Demand-pull inflation</td><td>2. A statistical measure used to track changes in the cost of living over time.</td></tr>
<tr><td>В.</td><td>Cost-push inflation</td><td>3. A very high and rapidly increasing rate of inflation that undermines the currency.</td></tr>
<tr><td>Г.</td><td>Hyperinflation</td><td>4. Inflation caused by excessive demand in the economy, often described as
“too much money chasing too few goods.”</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 4
В – 1
Г – 3</td></tr>
<tr><td>Тема 20.</td><td>УК-4.</td><td>ИУК-4.1. Знает правила</td><td>1. Прочитайте текст и выберите правильный ответ.</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
Циклы деловой активности	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	The business cycle refers to the natural rise and fall of economic activity over time. It consists of four main phases: Expansion: the economy grows, jobs are created, and consumer spending increases. Peak: the highest point of economic activity before growth slows down. Recession: a period of declining output, rising unemployment, and falling incomes (usually defined as two consecutive quarters of negative GDP growth). Trough: the lowest point of the cycle, after which recovery begins. Governments and central banks use fiscal and monetary policies to smooth out these fluctuations and support stable growth. According to the text, how is a recession officially defined in most countries? 1) A sudden stock market crash 2) Two consecutive quarters of falling GDP 3) A 10% increase in unemployment 4) A decline in exports for one year КЛЮЧ К ЗАДАНИЮ: 2 *2. Прочитайте текст и установите последовательность.* The business cycle follows a predictable pattern of economic ups and downs. 1) Unemployment rises, businesses cut production, and consumer confidence falls. 2) The economy reaches its highest level of output, employment, and spending. 3) After hitting the lowest point, the economy slowly begins to recover. 4) Businesses invest, jobs are created, and GDP grows steadily. 5) Economic activity stops growing and starts to decline. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 4 → 2 → 5 → 1 → 3 *3. Прочитайте текст и установите соответствие*. **Phases of the Business Cycle** Economists divide the business cycle into distinct phases, each with clear characteristics: Expansion: The economy is growing. More people are employed, factories work at full capacity, and incomes rise. Consumer and business confidence is high. Peak: Economic activity reaches its maximum. Inflation may start to rise, and

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>signs of overheating appear. Growth cannot continue at this pace forever.
Recession: Output shrinks, layoffs increase, and spending drops. Businesses delay investments, and GDP falls for at least two quarters.
Trough: The economy hits its lowest point. After this, recovery becomes possible as prices stabilize and demand slowly returns.

<table><tr><th colspan="2">Phase of the Cycle</th><th>Description</th></tr><tr><td>А.</td><td>Expansion</td><td>1. The lowest point of economic activity; recovery may begin soon.</td></tr><tr><td>Б.</td><td>Peak</td><td>2. A period of strong economic growth, rising employment, and increasing consumer spending.</td></tr><tr><td>В.</td><td>Recession</td><td>3. The highest point of economic output before decline begins.</td></tr><tr><td>Г.</td><td>Trough</td><td>4. A phase of falling GDP, rising unemployment, and reduced business activity.</td></tr></table>КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 4
Г – 1</td></tr>
<tr><td>Тема 21. Международная торговля</td><td>УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и</td><td>1. Прочитайте текст и выберите правильный ответ.
International trade is the exchange of goods and services between countries. It allows nations to specialise in producing what they do best (a concept called comparative advantage) and then trade with others to obtain products they cannot produce as efficiently. For example, a country with rich oil reserves may export oil and import electronics from countries with advanced technology.
Governments sometimes use tariffs (taxes on imports) or quotas (limits on how much can be imported) to protect domestic industries. However, most economists agree that free trade generally benefits consumers by offering more choices and lower prices.
According to the text, what is the main reason countries engage in international trade?
1) To increase military power
2) To specialise and benefit from comparative advantage</td></tr>
</table>

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td>письменной формах на государственном и иностранном (ых) языке</td><td>3) To avoid using their own natural resources
4) To reduce the number of domestic jobs
КЛЮЧ К ЗАДАНИЮ: 2

2. Прочитайте текст и установите последовательность.
International trade involves several key steps for a typical export-import transaction.
1) The foreign buyer receives the goods and pays the exporter through a bank.
2) A company in Country A finds a buyer in Country B who wants to purchase its goods.
3) The exporter arranges shipping, insurance, and customs documentation.
4) The two parties sign an international sales contract specifying price, delivery terms, and payment method.
5) The goods pass through customs in both the exporting and importing countries.
Запишите соответствующую последовательность цифр слева направо:
| | | | |
КЛЮЧ К ЗАДАНИЮ: 2 → 4 → 3 → 5 → 1

3. Прочитайте текст и установите соответствие.
Key Concepts in International Trade
International trade involves several important terms and policies:
Export means selling goods or services to another country (e.g., German cars sold in the USA).
Import means buying goods or services from abroad (e.g., Japan importing oil from Saudi Arabia).
Tariff is a tax imposed by a government on imported goods, making them more expensive and protecting local producers.
Free trade agreement (FTA) is a treaty between two or more countries to reduce or eliminate tariffs and other trade barriers (e.g., the UK-EU Trade and Cooperation Agreement).

<table><tr><th colspan="2">Concept</th><th>Description</th></tr><tr><td>A.</td><td>Export</td><td>1. A tax on imported goods that raises their price industries.</td></tr></table></td></tr>
</table>

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
<table>
<tr><td></td><td></td><td></td></tr>
<tr><td>Б.</td><td>Import</td><td>2. The sale of domestically produced goods or services to another country.</td></tr>
<tr><td>В.</td><td>Tariff</td><td>3. The purchase of foreign-made goods or services for use with country.</td></tr>
<tr><td>Г.</td><td>Free trade agreement</td><td>4. A deal between countries to lower trade barriers and enco border commerce.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 1
Г – 4
</td></tr>
<tr><td>Тема 22. Банковское дело</td><td>УК-4.
Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>1. Прочитайте текст и выберите правильный ответ.
Banks play a key role in the economy. They accept deposits from individuals and businesses, provide safe storage for money, and offer loans to borrowers. Banks also help people make payments (e.g., via cards or online transfers) and give financial advice. Commercial banks serve the public and companies, while central banks (like the Bank of England or the Federal Reserve) control the money supply, set interest rates, and supervise the banking system. One important function of banks is credit creation — when they lend money, they effectively increase the amount of money in circulation.
According to the text, what is one main function of a central bank?
1) Giving personal loans to students
2) Selling insurance and investment products
3) Setting interest rates and supervising the banking system
4) Opening current accounts for small businesses
КЛЮЧ К ЗАДАНИЮ: 3

2. Прочитайте текст и установите последовательность.
A customer’s typical interaction with a commercial bank usually follows these steps:</td></tr>
</table>

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
1) The customer receives a bank statement each month showing all transactions.
2) They open a current (checking) account by providing ID and proof of address.
3) They use a debit card or online banking to pay bills and buy goods.
4) The bank deposits their salary into the account automatically each month.
5) Later, they apply for a loan to buy a car and provide proof of income.
Запишите соответствующую последовательность цифр слева направо:
<table><tr><td></td><td></td><td></td><td></td></tr></table>
КЛЮЧ К ЗАДАНИЮ: 2 → 4 → 3 → 5 → 1

3. Прочитайте текст и установите соответствие.
Types of Banking Services
Banks offer a wide range of services to individuals and businesses:
A current (checking) account is used for everyday transactions like paying bills, receiving salary, and using a debit card. It usually does not earn interest.
A savings account is designed for storing money safely while earning interest over time. Withdrawals are possible but may be limited.
A loan is a sum of money borrowed from a bank that must be repaid with interest over a set period (e.g., for buying a car or funding education).
Online banking allows customers to manage their accounts, transfer money, and pay bills using a website or mobile app, without visiting a branch.

<table>
<tr><th colspan="2">Banking Service</th><th>Description</th></tr>
<tr><td>А.</td><td>Current account</td><td>1. A service that lets you manage your finances through the internet or a smartphone app.</td></tr>
<tr><td>Б.</td><td>Savings account</td><td>2. An account for daily use, such as receiving income and making payments; typically earns little or no interest.</td></tr>
<tr><td>В.</td><td>Loan</td><td>3. An account where money is kept for the long term and earns interest, though access may be restricted.</td></tr>
<tr><td>Г.</td><td>Online banking</td><td>4. Borrowed money that must be repaid with interest over time, often used for large purchases.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			В – 4 Г – 1
Тема 23. Определение менеджмента	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	*1. Прочитайте текст и выберите правильный ответ.* Management is the process of planning, organizing, leading, and controlling resources (such as people, money, time, and materials) to achieve organizational goals efficiently and effectively. Managers work in all types of organizations — businesses, banks, hospitals, and government agencies. Good management helps companies increase productivity, improve employee motivation, and respond to market changes. The four main functions of management are often summarized as: plan, organize, lead, and control. According to the text, what are the four main functions of management? 1) Hire, train, pay, and promote 2) Plan, organize, lead, and control 3) Sell, advertise, deliver, and invoice 4) Research, develop, produce, and export КЛЮЧ К ЗАДАНИЮ: 2 *2. Прочитайте текст и установите последовательность.* The management process in a company typically follows a logical order: 1) The manager monitors performance, compares results with the plan, and makes corrections if needed. 2) The manager creates a detailed action plan with goals, budget, and timeline. 3) The manager assigns tasks to team members and provides the necessary resources. 4) The manager motivates employees, gives feedback, and supports teamwork. 5) The company identifies a new objective — for example, to increase sales by 15% next year. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ: 5 → 2 → 3 → 4 → 1 3. Прочитайте текст и установите соответствие. **Functions of Management**

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>Management involves four key functions that help organizations operate successfully:
Planning means setting goals and deciding how to achieve them. It includes forecasting, budgeting, and choosing strategies.
Organizing involves arranging resources — such as staff, equipment, and departments — to carry out the plan effectively.
Leading (or directing) is about motivating employees, communicating clearly, and creating a positive work environment.
Controlling refers to monitoring results, comparing them to the plan, and taking corrective action when necessary.
<table>
<tr><th colspan="2">Banking Service</th><th>Description</th></tr>
<tr><td>А.</td><td>Planning</td><td>1. Assigning tasks, grouping employees into teams, and allocating resources to support the plan.</td></tr>
<tr><td>Б.</td><td>Organizing</td><td>2. Setting objectives and developing strategies and action steps to reach them.</td></tr>
<tr><td>В.</td><td>Leading</td><td>3. Checking actual performance against planned goals and making adjustments.</td></tr>
<tr><td>Г.</td><td>Controlling</td><td>4. Inspiring and guiding employees through communication, motivation, and support.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 1
В – 4
Г – 3</td></tr>
<tr><td>Тема 24. Развитие теории менеджмента</td><td>УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на</td><td>1. Прочитайте текст и выберите правильный ответ.
The development of management theory began in the early 20th century. One of the first approaches was scientific management, introduced by Frederick Taylor. He believed that work processes should be studied scientifically to find the “one best way” to do each task, which would increase efficiency and productivity. Later, Henri Fayol identified 14 principles of management, such as division of work, authority, discipline, and unity of command. In the 1920s–1930s, the human relations movement (led by Elton Mayo) showed that workers are not just motivated by money — social factors, teamwork, and feeling valued also affect</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
	Федерации и иностранном(ых) языке(ах).	государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	performance. Today, modern management combines efficiency with employee well-being and innovation. According to the text, what did the human relations movement emphasize? 1) Strict discipline and top-down control 2) Time-and-motion studies to reduce waste 3) The importance of social and psychological factors at work 4) The need to eliminate all employee breaks КЛЮЧ К ЗАДАНИЮ: 3 *2. Прочитайте текст и установите последовательность.* Management theory has evolved through several key stages: 1) Researchers like Elton Mayo discover that employee morale and group dynamics significantly affect productivity — the human relations approach emerges. 2) Frederick Taylor introduces scientific management, focusing on efficiency, standardised tasks, and time studies. 3) Modern management integrates technology, flexibility, employee empowerment, and global competition. 4) Henri Fayol proposes a general theory of management with 14 principles, including authority, unity of direction, and equity. 5) Early factories operate with little formal management; owners make all decisions based on experience. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 5 → 2 → 4 → 1 → 3 *3. Прочитайте текст и установите соответствие.* **Key Approaches in the Development of Management Theory** Over time, different schools of thought have shaped how we understand management: Scientific Management (F. Taylor) focused on improving efficiency by analysing work tasks and establishing standard methods. Workers were seen as parts of a machine. Administrative Theory (H. Fayol) looked at management from the top down and defined general principles that apply to all organisations, such as planning, organising, and unity of command.

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>Human Relations Movement (E. Mayo) showed through experiments that workers perform better when they feel respected, work in supportive teams, and receive attention from managers.
Modern Management combines strategic thinking, innovation, digital tools, and a focus on employee engagement and corporate social responsibility.
<table>
<tr><th colspan="2">Approach</th><th>Description</th></tr>
<tr><td>А.</td><td>Scientific Management</td><td>1. Emphasizes teamwork, communication, and the workers.</td></tr>
<tr><td>Б.</td><td>Administrative Theory</td><td>2. Focuses on finding the most efficient way to perform tasks using time and motion studies.</td></tr>
<tr><td>В.</td><td>Human Relations Movement</td><td>3. Based on universal principles like discipline, authority, and centralisation of decision-making.</td></tr>
<tr><td>Г.</td><td>Modern Management</td><td>4. Integrates flexibility, technology, global awareness, and employee well-being.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 1
Г – 4</td></tr>
<tr><td>Тема 25. Современные подходы к менеджменту</td><td>УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на</td><td>1. Прочитайте текст и выберите правильный ответ.
Modern management goes beyond traditional planning and control. Today’s managers focus on flexibility, innovation, and employee empowerment. Key modern approaches include lean management (reducing waste and improving efficiency), agile management (used in tech companies to adapt quickly to change), sustainable management (balancing profit with environmental and social responsibility), and remote team management (leading employees who work from home or different countries). Modern managers act more as coaches and facilitators than strict controllers, encouraging creativity and continuous learning.
According to the text, what is one key feature of modern management?
1) Strict supervision and fixed working hours
2) Centralised decision-making by top executives only
3) Emphasis on innovation, flexibility, and employee empowerment
4) Avoiding the use of digital technology in the workplace</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
		государственном и иностранном (ых) языке	КЛЮЧ К ЗАДАНИЮ: 3 *2. Прочитайте текст и установите последовательность.* A modern company implementing contemporary management practices typically follows this evolution: 1) The company introduces regular team feedback sessions and allows employees to suggest process improvements. 2) Managers begin using digital tools (e.g., Slack, Trello) to coordinate remote and hybrid teams. 3) The leadership adopts a sustainability strategy, aiming for carbon neutrality and ethical sourcing. 4) The organisation moves from rigid annual plans to flexible, short-term goals adjusted every quarter. 5) Top management realises that old command-and-control methods reduce motivation and innovation. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ: 5 → 4 → 2 → 1 → 3 *3. Прочитайте текст и установите соответствие.* **Modern Management Approaches** Contemporary organisations use several innovative management styles to stay competitive: Agile Management is common in software and startups. It uses short work cycles (“sprints”), regular team meetings, and rapid adaptation to customer feedback. Lean Management aims to eliminate waste (e.g., unnecessary steps, overproduction) and continuously improve processes — originally developed by Toyota. Sustainable Management integrates environmental protection, social equity, and good governance (often called ESG principles) into business decisions. Participative (or Democratic) Management encourages employees to take part in decision-making, which increases motivation and commitment. **Approach** | **Description**

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
<table>
<tr><td>А.</td><td>Agile Management</td><td>1. Focuses on cutting waste and improving workflow efficiency through continuous small improvements.</td></tr>
<tr><td>Б.</td><td>Lean Management</td><td>2. Involves employees in decisions, values teamwork, and builds trust through shared responsibility.</td></tr>
<tr><td>В.</td><td>Sustainable Management</td><td>3. Uses short project cycles, frequent feedback, and flexibility to respond quickly to change.</td></tr>
<tr><td>Г.</td><td>Participative Management</td><td>4. Balances profit with care for people and the planet, following ESG (Environmental, Social, Governance) standards.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 3
Б – 1
В – 4
Г – 2</td></tr>
<tr><td>Тема 26. Стиль менеджмента</td><td>УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>1. Прочитайте текст и выберите правильный ответ.
Management style refers to the way a manager leads, communicates, and makes decisions. There are several common styles:
Autocratic: the manager makes all decisions alone and gives clear orders. This style can be efficient in emergencies but may lower employee motivation.
Democratic: the manager involves team members in decision-making, listens to their ideas, and encourages discussion. This often increases job satisfaction and creativity.
Laissez-faire: the manager gives employees a lot of freedom and provides little direct supervision. It works well with highly skilled and self-motivated teams but can lead to confusion if not managed carefully.
The best management style often depends on the situation, the type of work, and the experience of the team.
According to the text, which management style involves employees in decision-making?
1) Autocratic
2) Laissez-faire</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			3) Democratic 4) Bureaucratic КЛЮЧ К ЗАДАНИЮ: 3 *2. Прочитайте текст и установите последовательность.* A manager may adapt their style depending on the team's development level: 1) The team is experienced and highly motivated, so the manager steps back and lets them work independently. 2) The team is new and lacks confidence, so the manager gives clear instructions and closely supervises tasks. 3) The manager gradually reduces control and starts asking for team input on small decisions. 4) The team shows good results and initiative, so the manager encourages open discussions and shared planning. 5) The manager evaluates performance and adjusts leadership approach based on results. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 4 → 1 → 5 *3. Прочитайте текст и установите соответствие.* **Common Management Styles** Different situations call for different management approaches: Autocratic style: The manager makes decisions without consulting the team. Instructions are clear and direct. This style is useful in crisis situations or with inexperienced staff. Democratic style: The manager encourages participation, listens to employees' opinions, and builds consensus before acting. This boosts morale and innovation. Laissez-faire style: The manager provides minimal guidance and allows employees to make their own decisions. It works best with experts or creative professionals. Transformational style: The manager inspires the team with a vision, supports personal growth, and motivates through shared values (often used in modern innovative companies).

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
<table>
<tr><th colspan="2">Management Style</th><th>Description</th></tr>
<tr><td>А.</td><td>Autocratic</td><td>1. The leader gives freedom to skilled employees and avoids micromanagement.</td></tr>
<tr><td>Б.</td><td>Democratic</td><td>2. The leader makes all decisions alone and expects employees to follow orders.</td></tr>
<tr><td>В.</td><td>Laissez-faire</td><td>3. The leader involves the team in discussions and values their input before deciding.</td></tr>
<tr><td>Г.</td><td>Transformational</td><td>4. The leader motivates through vision, trust, and personal development support.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 1
Г – 4
</td></tr>
<tr><td>Тема 27. Цели, правила и этика организации</td><td>УК-4.
Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке
ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке</td><td>1. Прочитайте текст и выберите правильный ответ.
Every organisation has goals — what it wants to achieve (e.g., profit, market share, social impact). To reach these goals, companies create rules (or policies) that guide employee behaviour, such as dress codes, working hours, or data protection procedures. Equally important is business ethics — the moral principles that govern how a company and its employees act. Ethical organisations treat customers fairly, protect the environment, avoid corruption, and respect human rights. Many companies publish a code of ethics to help staff make responsible decisions. Ethical behaviour builds trust and improves a company’s reputation.
According to the text, what is the main purpose of a code of ethics?
1) To list all employee salaries
2) To help employees make responsible and moral decisions
3) To replace government laws
4) To advertise the company’s products
КЛЮЧ К ЗАДАНИЮ: 2

2. Прочитайте текст и установите последовательность.
An organisation typically develops its ethical framework in the following order:</td></tr>
</table>

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>
1) The company trains employees on ethical behaviour and updates policies regularly.
2) Managers notice problems like low trust or customer complaints and decide to act.
3) The organisation writes a formal code of ethics that includes core values like honesty, fairness, and respect.
4) Leadership publicly commits to ethical principles and sets an example for others.
5) The company reviews its mission and long-term goals to include social responsibility.
Запишите соответствующую последовательность цифр слева направо:
| | | | |
КЛЮЧ К ЗАДАНИЮ: 2 → 5 → 4 → 3 → 1

3. Прочитайте текст и установите соответствие.
Key Elements of Organisational Conduct
Organisations use different tools to guide behaviour and ensure responsible operations:
Organisational goals define what the company wants to achieve — for example, “increase customer satisfaction by 20%” or “reduce carbon emissions by 2030”.
Company rules (policies) are specific instructions for employees, such as “submit expense reports by the 5th of each month” or “do not share client data externally”.
Business ethics refers to moral principles like honesty, fairness, and social responsibility that go beyond legal requirements.
Code of ethics is a written document that explains the organisation’s values and expected standards of behaviour in situations like conflicts of interest or whistleblowing.
<table>
<tr><th colspan="2">Element</th><th>Description</th></tr>
<tr><td>А.</td><td>Organisational goals</td><td>1. A formal document that outlines core values and guides ethical decision-making.</td></tr>
<tr><td>Б.</td><td>Company rules (policies)</td><td>2. Broad aims the organisation wants to achieve over time, such as growth or sustainability.</td></tr>
<tr><td>В.</td><td>Business ethics</td><td>3. Specific instructions that regulate daily employee behaviour and procedures.</td></tr>
</table>
</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
			Г. Code of ethics — 4. Moral principles that help a company act responsibly, even when not required by law. КЛЮЧ К ЗАДАНИЮ: А – 2 Б – 3 В – 4 Г – 1
Тема 28. Менеджмент рынка	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	*1. Прочитайте текст и выберите правильный ответ.* Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy customer and organisational goals. A key tool in marketing is the marketing mix, often called the 4Ps: Product, Price, Place, and Promotion. Product is what the company offers (e.g., a smartphone or banking service). Price is how much customers pay. Place refers to where and how the product is sold (e.g., online, in stores). Promotion includes advertising, sales promotions, and public relations. Modern marketing focuses on understanding customer needs and building long-term relationships. According to the text, what does the “Place” element of the marketing mix refer to? 1) The country where the company headquarters is located. 2) The location of the company’s factories. 3) Where and how the product is distributed and sold. 4) The number of employees in the sales department. *КЛЮЧ К ЗАДАНИЮ: 3* *2. Прочитайте текст и установите последовательность.* The marketing management process in a company usually follows these steps: 1) The company launches an advertising campaign and sells the product through selected channels. 2) Marketers analyse customer needs and study competitors in the market. 3) The team evaluates sales results and customer feedback to improve the next campaign. 4) Based on research, they design a product and develop a marketing mix (4Ps).

<table>
<tr><th>Тема</th><th>Код и формулировка компетенции</th><th>Индикаторы достижения компетенции</th><th>Тест по теме</th></tr>
<tr><td></td><td></td><td></td><td>5) The company defines its target market — for example, young professionals aged 25–35.
Запишите соответствующую последовательность цифр слева направо:
| | | | |
КЛЮЧ К ЗАДАНИЮ: 2 → 5 → 4 → 1 → 3

3. Прочитайте текст и установите соответствие.
The 4Ps of Marketing Management
The marketing mix consists of four key elements that companies control to meet customer needs:
Product is the good or service offered to the market. It includes features, quality, design, and brand name (e.g., an eco-friendly electric car).
Price is the amount customers pay. It depends on production costs, competition, and perceived value.
Place (distribution) involves getting the product to the customer — through shops, websites, or delivery services.
Promotion covers all activities that communicate the product’s value, such as TV ads, social media campaigns, discounts, or PR events.
<table><tr><th colspan="2">Marketing Element</th><th>Description</th></tr><tr><td>А.</td><td>Product</td><td>1. All communication methods used to inform, persuade, or remind customers about a product.</td></tr><tr><td>Б.</td><td>Price</td><td>2. The physical item or service that satisfies a customer’s need or want.</td></tr><tr><td>В.</td><td>Place</td><td>3. The cost of the product to the buyer, which reflects position.</td></tr><tr><td>Г.</td><td>Promotion</td><td>4. The channels and logistics used to deliver the product to the consumer.</td></tr></table>КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 4
Г – 1</td></tr>
<tr><td>Тема 29. Управление человеческими</td><td>УК-4. Способен осуществлять</td><td>ИУК-4.1. Знает правила осуществления деловых коммуникаций в устной и</td><td>1. Задание открытого типа с развернутым ответом
Прочитайте текст и заполните пропуск.
To retain key specialists, the company has developed a new motivation system,</td></tr>
</table>

Тема	Код и формулировка компетенции	Индикаторы достижения компетенции	Тест по теме
ресурсами	деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	письменной формах на государственном и иностранном (ых) языке ИУК-4.2. Умеет осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке ИУК-4.3. Владеет навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке	which includes not only bonuses but also payment for _____. Ответ: training *2. Задание открытого типа с развернутым ответом* Прочитайте текст и заполните пропуск. In a job interview, the candidate stated that his main weakness is _____, as it makes him too demanding regarding the quality of work. Ответ: perfectionism

Критерии оценивания тестового задания:

Оценка	Критерии оценивания
отлично	от 90 до 100 % правильно выполненных заданий
хорошо	от 70 до 89 % правильно выполненных заданий
удовлетворительно	от 50 до 69 % правильно выполненных заданий
неудовлетворительно	менее 50 % правильно выполненных заданий

4.2 ТИПОВЫЕ ПРАКТИЧЕСКИЕ ЗАДАНИЯ

Практические задания должны отражать умение обучающегося применять осваиваемую компетенцию в практических ситуациях и при решении производственных задач (индикаторы УМЕТЬ, ВЛАДЕТЬ).

Код компетенции	Формулировка компетенции	Индикаторы достижения компетенции

УК-4	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	**ИУК-4.1. Знает** правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке **ИУК-4.2. Умеет** осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке **ИУК-4.3. Владеет** навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке

Задание 1. Прочитайте, переведите текст, составьте аннотацию текста. Ответьте на вопросы по тексту.

What does economics study?

What do you think of when you hear the word *economics*? Money, certainly, and perhaps more complicated things like business, inflation and unemployment. The science of economics studies all of these, but many more things as well. Perhaps you think that economics is all about the decisions that governments and business managers take. In fact, economists study the decisions that we all take every day.

Very simply, economics studies the way people deal with a fact of life: resources are limited, but our demand for them certainly is not. Resources may be material things such as food, housing and heating. There are some resources, though, that we cannot touch. Time, space and convenience, for example, are also resources. Think of a day. There are only 24 hours in one, and we have to choose the best way to *spend* them. Our everyday lives are full of decisions like these. Every decision we make is a *trade-off.* If you spend more time working, you make more money. However, you will have less time to relax. Economists study the trade-offs people make. They study the reasons for their decisions. They look at the effects those decisions have on our lives and our society.

Economists talk about *microeconomics* and *macroeconomics*. Microeconomics deals with people, like you and me, and private businesses. It looks at the economic decisions people make every day. It examines how families manage their householdт and budgets. Microeconomics also deals with companies - small or large - and how they run their business. Macroeconomics, on the other hand, looks at the economy of a country - and of the whole world. Any economist will tell you, though, that microeconomics and macroeconomics are closely related. All of our daily microeconomic decisions have an effect on the wider world around us.

Another way to look at the science of economics is to ask, 'what's it good for?' Economists don't all agree on the answer to this question. Some practise *positive* economics. They study economic data and try to explain the behaviour of the economy. They also try to guess economic changes before they happen. Others practise *normative* economics. They suggest how to improve the economy. Positive economists say, ‘this is how it is’. Normative economists say, ‘we should...’.

So what do economists do? Mainly, they do three things: collect data, create economic models and formulate theories. Data collection can include facts and figures about almost anything, from birth rates to coffee production. Economic models show relationships between these different data. For example, the relationship between the money people earn and unemployment. From this information, economists try to make theories which explain why the economy works the way it does.

QUESTIONS

1. Is it correct to think that economics study only the decisions that governments and business managers take?
2. Why is it important for the economists to study everyday life?
3. What trades-off do people do every day?

4. What are microeconomics and macroeconomics?
5. What is the difference between normative and positive economists?
6. What do economists who practice positive economics study?
7. What is the main objective of normative economists?
8. How are microeconomics and macroeconomics closely related?
9. What kind of data do economists collect?
10. What theories do economists make?

Задание 2. Прочитайте текст о частной предпринимательской экономике. Объясните своими словами, почему конкуренция важна в рыночной экономике. Приведите не менее двух причин и подкрепите свой ответ идеями из текста.

PRIVATE ENTERPRISE ECONOMY

Private enterprise economy, the means of production, economic decision-making, highly-decentralized economy, to allocate through a number of markets for goods and services, to bring together buyers and producers, to establish prices and suitable profit rewards, suppliers, to highlight, proponents of enterprise system, the inefficiencies and rigidities, state bureaucracy, to act as an important spur, to encourage enterprises, to lower prices, to better goods and services.

The organization of a private enterprise of market economy is based on the principle that the means of production belong to individuals or businesses. The main characteristic of this system is that economic decision making is highly decentralized. The resources are allocated through a large number of individual markets for goods and services. The buyers and producers are brought together . The market itself establishes prices for goods and suitable profit rewards for suppliers. It also determines the amount of product to be produced and sold. All the inefficiencies and rigidities usually associated with state bureaucracy are highlighted by the proponents of command economics. It is pointed out that in a market economy competition acts as an important spur to efficiency. It encourages to lower prices and the better goods and services.

Задание 3. Прочитайте текст о финансовых рынках. Почему фондовые рынки важны как для компаний, так и для инвесторов? Опишите две основные функции фондового рынка, упомянутые в тексте, и объясните, как они приносят пользу экономике.

FINANCIAL MARKETS

The financial markets comprise two main channels for bringing together borrowers & lends, sabers and investors: the money market and the stock market.

The money market deals in short-term financial securities (bills of exchange and Treasury bills) and inter-bank loans. The stock market deals mainly in company stocks and shares and government stocks. It performs two main functions: It provides a “new-issue” market for companies and the government to raise capital by the sale of new stocks and shares. It also provides a secondary market for the day-to-day buying and selling of existing stocks and shares.

Shares provide a permanent source of finance for the company to exist. The shareholders of a company are its legal owners. They are entitled to a share in its profits.

The grown of multinational companies and financial institutions led to an opening-up of stock markets around the world. It also led to a greater independence between them. Nowadays shares can be traded simultaneously across stock markets in New-York, London and Tokyo. New satellite and computerized communication systems are used for transmission.

Задание 4. Прочитайте текст об экономике. Почему общество не может удовлетворить все свои потребности? Объясните понятие дефицитности ресурсов (scarcity) и её роль в экономике, используя примеры из текста.

ECONOMICS

Economics is a social science of the production, distribution, consumption and exchange of goods with the reference to cost. It is based on principles of using the available resources of a country to achieve the maximum efficiency of its economic endeavor to satisfy human wants for products. Economics is also concerned with the problem of the maximum, fulfillment of society's unlimited demands for goods are services. The realization of all demands is limited by wants on the one hand and the fact that the resources: natural, labor and capital, available to produce goods and services are limited in supply on the other hand. In accordance to the resources of economics. There are two main levels of the demands to satisfy its needs: microeconomics, macroeconomics. Microeconomic is based on mechanisms required to allocate resources between individual and uses. Macroeconomics is used to ensure that all the available resources are fully employed.

Задание 5. Прочитайте текст об экономической теории. Зачем экономистам нужны и факты, и теории? Объясните, как факты и теории взаимодействуют в экономическом анализе, согласно тексту.

ECONOMIC THEORY

The task of economic theory or analysis is to systematically arrange, interpret, and generalize upon facts. Principles and theories – the end result of economic analysis - bring order and meaning to a number of facts by tying these facts together, putting them in correct relationship to one another, and generalizing upon them. "Theories without facts may be barren, but facts without theories are meaningless."

Principles and theories are meaningful statements drawn from facts, but facts, in turn, serve as a constant check on the validity of principles already established. Facts - how individuals and institutions actually behave in producing, exchanging, and consuming goods and services change with time. This makes it essential that economists continuously check existing principles and theories against the changing economic environment. The history of economic ideas is strewn with once-valid generalizations about economic behaviour which were rendered obsolete.

Задание 6. Прочитайте текст об экономике и эффективности. Что означает «экономическая эффективность»? Сравните её с инженерной эффективностью и объясните, почему эффективность важна при использовании ограниченных ресурсов.

ECONOMICS AND EFFICIENCY

Economics is the social science concerned with the problem of using or administering scarce resources (the means of producing) so as to attain the greatest or maximum fulfilment of society's unlimited wants {the goal of producing). Economics is concerned with "doing the best with what we have." If our wants are virtually unlimited and our. resources are- scarce, we cannot satisfy a11 society's material wants. The next best thing is to achieve the greatest possible satisfaction of these wants. Economics is a science of efficiency - efficiency in the use of scarce resources.

Precisely what is meant by efficiency as economists use the term? It means something similar to the term "efficiency" as used in engineering. The mechanical engineer tells us that a steam locomotive is only "10 percent efficient" because a large part - some 90 percent - of the energy in its fuel is not transformed into useful power but is wasted through friction and heat loss. The maximum output of usable power is not derived from the inputs of fuel.

Economic efficiency is also concerned with inputs and outputs. Specifically, it is concerned with the relationship between the units of scarce resources which are put into the process of production and the resulting output of some wanted product. More output from a given quantity of inputs designates an increase in efficiency. Less output from a given bundle of inputs indicates a decline in efficiency.

Задание 7. Прочитайте текст о рынке ресурсов. Почему кривая предложения ресурсов имеет восходящий наклон, а кривая спроса — нисходящий? Объясните поведение владельцев ресурсов и предприятий, используя примеры из текста.

THE RESOURCE MARKET

What about the shape of the supply and demand curves in the resource market? As in the product market, resource supply curves are typically upsloping, and resource demand curves are downsloping. Why?

Resource supply curves generally slope upward; that is, they reflect a direct relationship between resource price and quantity supplied, because it is in the interest of resource owners themselves to supply more of a particular resource at a high-price than at i low price. High income payments in a particular occupation or industry encourage households to supply more of their human and property resources. Low income payments discourage resource owners from supplying resources in this particular occupation or industry and, as a matter of fact, encourage them to supply their resources elsewhere.

On the demand side, businesses tend to buy less of a given resource as its price rises, and they tend to substitute other relatively low-priced resources for it. Entrepreneurs will find it profitable to substitute low- for high-priced resources. More of a particular resource will be demanded at a low price than at a high price. The result? A downsloping demand curve for the various resources.

Критерии оценивания практических занятий:

Оценка	Критерии оценивания
отлично	Выставляется, если обучающийся умеет увязывать теорию с практикой (решает задачи, формулирует выводы, умеет пояснить полученные результаты), владеет понятийным аппаратом, полно и глубоко овладел материалом по заданной теме, обосновывает свои суждения и даёт правильные ответы на вопросы преподавателя
хорошо	Выставляется, если обучающийся умеет увязывать теорию с практикой (решает задачи и формулирует выводы, умеет пояснить полученные результаты), владеет понятийным аппаратом, полно и глубоко овладел материалом по заданной теме, но содержание ответов имеют некоторые неточности и требуют уточнения и комментария со стороны преподавателя
удовлетворительно	Выставляется, если обучающийся знает и понимает материал по заданной теме, но изложение неполное, непоследовательное, допускаются неточности в определении понятий, студент не может обосновать свои ответы на уточняющие вопросы преподавателя
неудовлетворительно	Выставляется, если обучающийся допускает ошибки в определении понятий, искажающие их смысл, беспорядочно и неуверенно излагает материал. Делает ошибки в ответах на уточняющие вопросы преподавателя

4.3. ТИПОВЫЕ ЗАДАНИЯ ДЛЯ КОНТРОЛЬНЫХ РАБОТ

Контрольные работы содержат несколько практических заданий по индивидуальным вариантам, в полном объеме охватывающих изученный материал по указанной теме (индикаторы УМЕТЬ, ВЛАДЕТЬ). Выполнение контрольных работ позволяет определить результат освоения компетенций по дисциплине в рамках рассматриваемой темы, оцениваемый с помощью соответствующих индикаторов достижения компетенций.

Код компетенции	Формулировка компетенции	Индикаторы достижения компетенции

УК-4	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	**ИУК-4.1. Знает** правила осуществления деловых коммуникаций в устной и письменной формах на государственном и иностранном (ых) языке **ИУК-4.2. Умеет** осуществлять деловую коммуникацию в устной и письменной формах на государственном и иностранном (ых) языке **ИУК-4.3. Владеет** навыками осуществления деловой коммуникации в устной и письменной формах на государственном и иностранном (ых) языке

Контрольнаяработа №1

I. Complete the gaps with the comparative or superlative form

1. Who is taller (tall) you or your teacher?
2. What's ...(expensive) thing you have in your house?
3. Which is ...(good) staying at home or going to the cinema?
4. Which is (easy) for you speaking or understanding English?

II. Translate:

1. Ты выше меня.
2. Тот дом в два раза выше нашего.
3. Старая книга в два раза дешевле новой.
4. Тому столько же лет, что и Джорджу.
5. Моему старшему брату чуть больше 20.
6. У Ани такая же сумка, что и моя.

III. Write the missing letters in these words

re...d da...g...terga...d...n
...rite ra...b...t l...s...en
J...ly ta...k s...el...es

IV. Write the plural and transcribe it

boy class child book shelf man sheep roof handkerchief city deer swine

V. Complete the sentences with «’s» or «of»

1. When is ...(birthday/your sister)?
2. Write your name at....(the top/the page).
3. ....is near the cinema. (house/my parents).
4. ....is very good. (English/Maria)

VI. Write «a» or «an»

...architect ...teacher ...year ...old man ...yellow ball

VII. Choose «this/that», «these/those»

1. Take ... ball.
2. Take...ball.
3. Giveme...balls.
4. Giveme...balls.

Темы (Настоящее неопределенное (простое) время английского глагола; Вопросительные и отрицательные предложения в настоящем неопределенном времени; Порядок слов в повествовательных и вопросительных предложениях; Повелительное наклонение; Модальные глаголы; Числительные)

Контрольнаяработа №2

I. Mind the word order. Choose the only right variant:

1. a). She sells on the sea shore sea shells.
   b). On the sea shore sells she sea shells.
   c). She sells sea shells on the sea shore.
   d). Sea shore she sells sea shells on.
2. a). A black cat sat a mat on.

   b). A black cat on a mat sat.

c). On a mat sat a black sat.
d). A black cat sat on a mat.

3. a). Why you cry, Willie?

b). Why cry you, Willie?
c). Why do you cry, Willie?
d). Why do cry you Willie?

4. a). Mr. Brown, are you going down town?

b). Mr. Brown, you are going down town?
c). Mr. Brown, going are you down town?
d). Mr. Brown, you are down town going?

5. a). Give to Andy one candy!

b). Give one candy Andy to!
c). Give one candy to Andy!
d). One candy give to Andy!

6. a).There is nothing like listening to birds singing spring songs, is there?

b).There is nothing like listening to birds singing spring songs, isn't there?
c). There is nothing like listening to birds singing spring songs, isn't it?
d). There is nothing like listening to birds singing spring songs, are they?

7. a).Will a white chalk chalk on a black blackboard or on a white blackboard?

b). A white chalk will chalk on a black blackboard or on a white blackboard?
c). A white chalk will chalk on a black or on a white blackboard?
d). Will a white chalk chalk on a black blackboard or it will chalk on a white blackboard?

II. Complete the sentences with the words from the box: [*has/have/have got/hasn't got/don't have/does...have*]
1. Do you_____many fruit trees in your garden? 2. She _____a lot of friends . She is lucky. 3. They_____a large family: a mother, a father, two brothers and a cat. 4. Dr. Sandford _____ a house of his own. 5. _____your sister _____ her own room? 6. My parents_____ _____ a lawn in front of their house.

III. Translate into English:
1. Сынмоейсестрыстудент. 2. Дети наших друзей сейчас в Америке. 3. Друг моего брата говорит по-английски. 4. Комната моего товарища уютная. 5. Коттедж Браунов - трёхэтажный дом. 6. Квартира Энн на 15 этаже.

IV. Fillinthegapsusingthenecessarymodalverb:

1. ___I open the window? – No, it's too cold.

a. can b. must c. may

2. You _____ work more at your pronunciation.

a. could b. must c. needn't

3. _____ you come on Saturday? – Yes, certainly, I_____.

a. may b. can c. might

4. The teacher says that we _____do Exercise 5 in writing , it's an oral exercise.

a. needn't b. mustn't c. may not

5. Dr. Sandford ____ pay the money for the house at once, he will do it in several years.

a. can't b. mustn't c. may not

V.TranslateintoEnglish

Наша квартира небольшая. Мы живём на шестом этаже в девятиэтажном доме. В нашем доме есть все современные удобства: газ, вода, электричество, мусоропровод, лифт и центральное отопление. Наша квартира очень удобная: в ней 6 комнат (гостиная, несколько спален, кухня, кабинет и ванная). У меня есть своя комната. Она очень уютная. В центре комнаты лежит ковёр. Слева стоит стенка с телевизором и книгами на книжных полках. Справа стоит диван, а рядом - журнальный столик и торшер. В углу возле окна находится мой стол и два стула. Моя мама говорит, что мебель вполне современная, но за неё нужно платить много денег, как и за бытовую технику.

Контрольная работа № 3

1. Translate from Russian into English.

-Куда ты идёшь, Ник? - Я иду в столовую. Сейчас 4 часа, давно пора перекусить. Я очень голоден. - Я тоже проголодался. Можно к тебе присоединиться? Обычно я обедаю дома, но сегодня у меня много работы и я должен остаться в офисе. - Да, пойдём! - Официант, можно нам сесть за этот столик? Накройте его, пожалуйста, и дайте нам меню. - Вот, пожалуйста. - Спасибо. Давай посмотрим меню (lookthroughthemenu), пока (while) официант раскладывает ложки, вилки и ножи. Ник, есть в меню что-нибудь на твой вкус? - Я думаю, что возьму бульон на первое, а бифштекс и пюре на второе. А как насчёт тебя? - Я не так голоден, как ты. Я ем только 2 раза в день. Я бы хотел жареный картофель с овощным салатом. А ты бы не хотел какого-нибудь салата для начала? - Да, и давай попросим официанта принести горчицу и перец. - Нет, это исключено. Я не люблю ни горчицу, ни перец. - Ну, о вкусах не спорят.(Tastesdiffer...). Ой, я так хочу пить. Что ты скажешь насчёт бутылочки пива? - Я предпочитаю компот. А на десерт возьмём желе или мороженое. - Я согласен... Ой, не скажешь, который сейчас час? - На моих часах (Mywatchsays) без четверти пять. - Боюсь, я должен уходить прямо сейчас, чтобы вовремя прийти к началу собрания. - Да, мой перерыв тоже закончился. Давай заплатим за обед и пойдём.

2. Choosetheonlyrightvariant.

1. The Browns ... their own house.
   a. haven'tgot
   b. doesn'thave
   c. hasn'tgot
2. It's my book. - No, sorry. It's ... Yours is over there, on the desk.

a. my.
b. mine.
c. me
3. Pass me the salt, please! -...
a. Please!
b. Notatall!
c. Hereyouare!
4. I don’tlikehamburgers. - ...
a. Sodoesmybrother.
b. Neitherdoesmybrother.
c. Neitherdoesn’tmybrother.
5. I wonder...
a. how old your mother is.
b. how old is your mother.
c. isyourmotherold.
6. Teacher: Mike, come to the board! Mike: Sorry? Ted: Our teacher tells you...
a. if you can come to him.
b. that you must be at the board.
c. to come up to him.
7. It’s too hot here. - ...I open the window?
a. will
b. shall
c. must
8. Must we go to bed before 9 p.m.? - No, you...
a. mustn’t.
b. needn’t.
c. can’t.
9. The shop assistant asks me...
a. if I’d like any ice-cream.
b. what ice-cream do I like.
c. to give her some ice-cream.
10. Neither my Granny nor my Grandpa.....nuts.
a. like
b. doesn’tlike
c. likes
11. Where are you going? - ...to the disco.

a. I’mgoing
b. I go
c. I going
12. The train... at 7.30 p.m.
a. isleaving
b. willleave
c. leaves
13. I... to spend my holidays at the seaside. I’m sure that will be great.
a. must
b. go
c. amgoing
14. What animals can you meet on the farm? - Pigs, cows,...
a. sheep.
b. sheeps.
c. ships.
15. Ann is my sister. She is fond of French movie. ... favourite film is «My father. Thehero. ».
a. Mysisters’
b. Mysister’
c. Mysister’s

3. 1) Read the extract; try to understand it in detail.

Bobby is thirteen years old. He lives with his Mum Anna, his Dad Chris and his elder sister Helen in London. **They have a big house.** It’s a well-planned three-storeyed cottage. In front of it there is an orchard with a lot of apple- and cherry-trees. **Bobby’s mother is a secretary** and her husband is a manager. Helen doesn’t work; she is a student at Oxford. She studies hard to be a politician. But for the present her hobby is painting. **She prefers to paint still-lifes**: a plate with grapes and apples, for example. Bobby likes her works. So do the parents. They always joke that one day Helen is going to create a masterpiece. **The family is friendly** and they live happily with a kitten and a cat.

2) Read the text again and answer the questions:

1. Where does Bobby live?
2. What are his parents’ names?
3. Who is older: Bobby or Helen?
4. The family has a two-storeyed cottage, doesn’t it?
5. What is there in front of their house?
6. WhatisBobby’sfather?
7. Anna is a housewife, isn’t she?
8. WheredoesHelenstudy?

9. WhatisHelen’shobby?
10. Do all the members of the family like Helen’s works?
11. The family think that Helen is going to make a wonderful picture one day, is that right?
12. What animals do they have in the house?

3) Ask 5 questions on the sentences in bold type.

Темы (Прошедшее неопределенное (простое) время английского глагола. Вопросительные и отрицательные предложения в прошедшем неопределенном времени. Предлоги места и времени. Будущее неопределенное (простое) время английского глагола. Вопросительные и отрицательные предложения в будущем неопределенном времени. Различные способы передачи будущих действий (конструкция “tobegoingto”) Настоящее продолженное время английского глагола)

Контрольная работа№ 4

I.Matchthehalves:

1. Isn't the water cold? I'd rather stay ashore.	a. What does it say?
2. I've just read the weather forecast in the newspaper	b. Rather. I spend a lot of time doing my home assignment.
3. I wonder if you find it difficult to study foreign languages.	c. You are certainly afraid to come into the water, you coward!
4. It seems to be clearing up, doesn't it?	d. Oh, hello, Mike. I'm fine, thanks. And you?
5. Hello, old chap. Haven't heard from you for ages. How are you?	e. Just a second. I must have a pen to put it down. Yes?
6. I've got a new telephone number. It is now 8910...	f. Yes, and the clouds are lifting.
7. Look here, Mary! What about going to the concert together?	g. Let me have a look at it.
8. Something has gone wrong with my computer. Can you put it right?	h. Oh, I'm sorry I can't.

II. Fill in the prepositions:**on in for atof with**

1. It's so nice to go out of town ... such a fine spring day.
2. How clever ... you to let me know!

3. Where would you like to go ... the week-end?
4. I've left the tickets ... your manager.
5. There's nothing the matter ... your iron. It's just the plug.
6. You'd better swim ashore and lie ... the sun. You look chilly.
7. What are you going to do ... the week-end?
8. At half past seven, when everything was settled, they started … the theatre.
9. They say, I'm rather good ... both dancing and singing.

III. Express the future action with the help of Present Simple, Present Continuous, Future Simple, be going to:

1. I hope he ... (pass) the exam. - We'll see.
2. The train ... (leave) at five sharp. Don't be late.
3. What time ... you ... (have) a party tonight? - My friends agreed to come at six.
4. Linda is planning to spend her vacation at the seaside. She …(visit) Sochi.
5. I don't know when he … (phone).
6. When our teacher ... (come), I'llphone you.
7. If the weather … (keep) fine, we'll arrange a picnic.
8. I have no idea if it ... (clear up) tomorrow or not.
9. You … (fall down) if you step on here: it's so slippery.
10. Look at these heavy grey clouds. It... (rain).

IV. Put the phrase into the right column:

A **B** **C** **D**

What… **How...** **It's such**.. **It's so**…

1. …a clever student he is!
2. ... nice of you to let me stay!
3. …an interesting topic that everyone has spoken!
4. …nasty out-of-doors!
5. ... useless this assignment is!
6. ... a restless night it was!
7. ... close today!
8. ... a good opportunity that I'm sure to take part.

V.Choose from the verbs of reporting below to complete the sentences:

promise, apologize, inform, offer, refuse, tell

1. "You needn't come to classes tomorrow." (The teacher/us)
2. "Would you like to come to the cafe with us?" (She/me)
3. "I'm sorry I shouted at you yesterday" (He/her)
4. "Ican't let you into the match without a ticket" (The man/them)
5. "I'll phone you this evening, don't worry." (She/me)

6. "Don't forget to lock the front door tonight". (The parents/us)

VI. Make the right combinations:

to master	the shopping
to do	a shower
to make	the language
you had	rather go
I would	by bus
to take	better stay
to go	a mistake
to play	of time
to be short	school
to be pressed	the violin
to leave	at your pronunciation
to make up	for time
to work	of thunder
to pick up	one's mind
a great number of	newspapers
a clap	time
a flash	well
a great deal of	the receiver
to feel	of lightning

VII. Trace the right phrasal verb and fill in the gaps: **on, off, up, through, about, in**

1. Put... your raincoat or you'll get wet . . . .
2. How long will it take you to catch ... with the group after your illness?
3. He is not a very good swimmer: he splashes...
4. At nights cars and busses usually put… their lights.
5. Will you turn ... the lamp? It's too dark here.
6. Mike, it's seven o'clock. Time to get... .
7. I'lllook ... on you on Saturday.
8. Are you ... with the text? Is everything clear?
9. My father likes to listen … to the latest news .

Темы (Настоящее перфектное время английского глагола. Вопросительные и отрицательные предложения в настоящем перфектном времени Вопросительные и отрицательные предложения в настоящем перфектном времени. Порядок слов в придаточном предложении, виды придаточных предложений. Прошедшее перфектное время английского глагола. Вопросительные и отрицательные предложения в прошедшем перфектном времени. Будущее перфектное время английского глагола. Вопросительные и отрицательные предложения в будущем перфектном времени. Страдательный залог)

Контрольнаяработа № 5

I. Match the halves into sentences:

1. If I were you — a). If they offered you a job there?
2. If you left at five — b). I'd get a new one.
3. I wouldn't take the job — c). you'd get there by six.
4. Would you go to China — d). if I were you
5. She would have gone to California — e). 1 wouldn't have camped by the lake
6. They would have got better — f). if she hadn't smelt burning exam results
7. If you'd warn me about mosquitoes — g). if she'd got that American job
8. The house might have caught fire — h). if they'd studied a bit harder

II. Write the correct form of the verbs in brackets:

1. If you (not know) he was English, you would never guess.
2. If you found $ 10 in the street, (you/give) it to the police?
3. If I (have) a rest now, I (fall) asleep.
4. A: (you/marry) him if he asked you?
5. B: No, I (not/marry) him if he (be) the last man on the Earth!

III. Read the following situations and write sentences with if:

1. I didn't know you needed the eggs for cake. I used them all.
2. You didn't take my advice. You lost your wallet.
3. He didn't send off the form in time. He didn't get the prize.
4. She hurt her ankle. She didn't win the match.

IV. What would you say in the following situations? Use the patterns of units 1-2: the idea of..., seemed to ..., can't keep from...

1. Your friends are going to have a good time at the club. You disapprove of it, because you have exams the next day.
2. Your groupmates are suggested arranging a party at the University. You are supporting them.
3. Your parents wouldn't like you to go to the holiday camp. You wonder why they don't like this idea.
4. Your friends were dancing brilliantly. That was really news for you and you found them great dancers.
They ...
5. It seemed to the father that his son didn't follow him.
His son ...

6. The boy looked so funny, that every time you looked at him you started laughing.
You…
7. They were so different that every time they stayed together for quite a long time it was difficult for them to avoid arguing.
They ...

V. Fill in:*stared – gaze – run –comfortable – unite – to – out – down - respect- make - with - a t- under – empty - vacant*
1. The teacher gave ... paper and colored pencils to the children to make projects.
2. The boy ... into the water, deep in thought.
3. The trouble is that he has just … across a dreadful article about the past of his wife.
4. She saw him ... the picture that day.
5. We must ... all our forces to overcome the enemy.
6. Parents should never shout their children ... if they don't want to lose their children's ….
7. You may stay or leave, it... no difference for me.
8. The poor boy thought he could die ... a fever.
9. When on business we had to work ... extremely bad conditions.
10. The women shuddered ... the sight of the dead body.
11 .Would you go and find a ... room for our meeting?
12.The flat didn't seem to be ...: we could hear somebody singing inside.

VI. Translate from Russian into English:
1. Как правило, девочки бывают похожи на своих мам, а мальчики - на пап.
2. Он знал, что, если не справится с этой задачей, ему не будет покоя всю жизнь.
3. Главное - заниматься делом, которое по душе.
4. Многие болезни имеют похожие симптомы.
5. Если ходить босяком, можно простудиться.
6. Если контактировать с больными, страдающими пневмонией, можно заразиться.
7. Некоторые стараются не принимать лекарства от головной боли.
8. Считается, что все болезни происходят от нервных расстройств.

VII. Match A with B.
1. to feel a. short of breath

2.	to write	b. a doctor
3.	to go	c smb's pulse
4.	to be	d. a filling
5.	to examine	e. out a prescription
6.	to consult	f. to drugstore
7.	to keep	g. a patient's back
8.	to have	h. to a diet
9.	to make	i. an infection
10.	to get	j. an appointment (with the doctor)

Страдательный залог
The Passive Voice

Complete the sentences

1) The President … last night.
   a) is killed
   b) was killed
   c) will be killed
2) The money … at the bank.
   a) are changed
   b) changed
   c) is changed
3) The letter … yesterday.
   a) was posted
   b) will be posted
   c) posted
4) The shoes … at the moment.
   a) are being mended
   b) are mended
   c) were being mended
5) Miss Bennet … about the party.
   a) was already told
   b) has already been told
   c) is already told
6) Students … not to talk during the test.

a) are expected
b) have been expected
c) has been expected

7) A whistle … if there is an emergency.
   a) will be blown
   b) was blown
   c) will blown
8) The man witness … in the room.
   a) was questioning
   b) is questioning
   c) is being questioned
9) The papers … yet by all the members of the commission.
   a) has not signed
   b) are not signed
   c) have not been signed
10) The party … since the new year.
   a) was planned
   b) is being planned
   c) has been planned
11) This necklace … to me by my granny when I was sixteen.
   a) is given
   b) was being given
   c) was given
12) The new kindergarten … by March.
   a) will have been built
   b) will built
   c) will have built
13) I could not use my car last week, it … .
   a) had been repaired
   b) was being repaired
   c) is being repaired
14) The construction … by the end of the year.
   a) will be completed
   b) will have been completed
   c) has been completed

15) Our class … by another teacher next year.
    a) was taught
    b) is being taught
    c) will be taught

Open the brackets and put the verb in the proper tense form of the Passive Voice

1) Wait a little! Your questions (to discuss) now.
2) Two reports on Hemingway's stories (to make) in our group last month. Both of them were very interesting.
3) This new dictionary (to sell) everywhere now.
4) I cannot use my hotel room because (not to clean) yet.
5) A new metro line (to construct) now. One of the stations (to build) in our street.
6) The place looked wonderful Everything (to prepare, already) for the ball.
7) A lot of new articles (to write) about this book soon, I am sure.
8) He (to laugh at) when he was a schoolboy.
9) This mountain (to climb, never) before.
10) Mushrooms (to gather) in autumn.

Вторичное значение модальных глаголов
Second Meanings of Modal Verbs

Complete the sentences

1) A walk in this weather! You … .
    a) must joke
    b) must be joking
    c) must have joked
    d) must have been joking
2) It was some special occasion. I don't remember what. It … my birthday
    a) may be
    b) must be
    c) must have been
    d) may have been
3) But she … it. I am sure she didn't mean it!
    a) can't say
    b) may have said
    c) can't have said

d) can’t say

4) Of course, he … busy with his work. But I’m pretty sure that he just overslept our yesterday meeting.
   a) must have been
   b) may have been
   c) might have been
   d) can’t be
5) My students … at a lecture now. They never miss classes.
   a) must be
   b) may be
   c) can’t be
   d) might be
6) There was probably some misunderstanding yesterday. They … the contract to the wrong address.
   a) may send
   b) may be sending
   c) can’t send
   d) may have sent
7) It is impossible that they should have refused to help you. They … their promise.
   a) must broke
   b) can’t have broken
   c) must have broken
   d) can’t break
8) I found this baby bird at the foot of the tree. It … from a nest.
   a) must have fallen
   b) can’t have fallen
   c) might fall
   d) must fall
9) She doesn’t hear the telephone. She … .
   a) must sleep
   b) must have slept
   c) must sleeping
   d) must be sleeping
10) I sat on a seat in the park and now my coat is covered with green stripes. The paint … wet.
   a) might be
   b) must have been
   c) must be

d) might have been

Translate into English

1. Должно быть, он хорошо знает итальянский.
2. Может быть, он позвонит сегодня.
3. Они, скорее всего, жили в Москве.
4. Очевидно, здесь уже кто-то был.
5. Вы, возможно, забыли свои перчатки дома.
6. Она, может быть, уже купила подарок.
7. Неужели вы встретили его вчера?
8. Не может быть, чтобы ей нравились эти картины.

Неличные формы глагола
The Verbals (the non-finite forms of the verb)

The Infinitive and the Gerund

Complete the sentences

1) I can't afford … a new car.
   a) buy
   b) buying
   c) to buy
   d) in buying
2) I've decided … to Florida next summer.
   a) go
   b) to go
   c) going
   d) for going
3) How did you manage to avoid … caught?
   a) being
   b) be
   c) to be
   d) from being
4) He never minds … me the car whenever I want it.
   a) to borrow

b) borrow
c) borrowing
d) for borrowing

5) Several people insisted … the old man to cross the road.
   a) to help
   b) helping
   c) help
   d) on helping
6) I'm writing the letter … you for my birthday present
   a) to thank
   b) thank
   c) thanking
   d) in thanking
7) You'd better … the house quickly.
   a) to leave
   b) leave
   c) leaving
   d) left
8) He pretended …
   a) to sleep
   b) to be sleeping
   c) sleep
   d) being sleeping
9) I was sorry … angry with her last Sunday.
   a) to be
   b) be
   c) for be
   d) to have been
10) He said he would rather … at home
   a) to stay
   b) staying
   c) stay
   d) to have stayed
11) I can't help … at the funny puppies
   a) laughing

b) to laugh
c) on laughing
d) laugh

12) She went … last January.
a) to ski
b) skiing
c) for skiing
d) ski

Сложное дополнение
The Complex Object

1) Fill in the blanks with the particle "to" where necessary

a) Your parents always want you … write them letters
b) You can't make me … say this.
c) I had expected him … be disappointed.
d) Don't let it … trouble you.
e) She watched me … open the safe

2) Replace the following sentences or groups of sentences by simple sentences with the Infinitive Construction (the Complex Object)

a) I never smoke indoors. My wife doesn't like it.
b) We don't eat ice-cream before dinner because Mother doesn't let it.
c) You got off the train at Saltmarsh city. The porter saw you.
d) Nobody expected that she would get this position.

3) Translate into English

a) Она видела, что этот мальчик заходил в магазин.
b) Не заставляйте меня лгать.
c) Она не хотела, чтобы ее сын изучал архитектуру.
d) Я знаю, что он очень опытный врач.

Сложное подлежащее
Complex Subject

1) Paraphrase the following sentences using the Complex Subject

a) It proved that he was a very experienced worker.
b) It is considered that this mine is the best one in the district.

c) It appears that there are different opinions on this subject.
d) It happened that there was a doctor there at that time.
e) It is believed that there is hope of reaching an agreement.
f) It is said that there are many difficulties in solving this problem

2) Translate into English

a) Он, кажется, болен.
a) Ожидается, что договор будет подписан в июне.
b) Эта книга, по-видимому, очень интересная.
c) Они, казалось, были очень опытными преподавателями.
d) Театр, вероятно, не поедет в Лондон.

Причастие и абсолютивные конструкции (независимый причастный оборот)
The Participle and the Absolute Constructions
(the Absolute Participial Construction)

1) Translate into English

a) проигранная игра
b) забытый метод
c) лающая собака
d) жареная рыба
e) жарящаяся рыба
f) вспрыгнувший на стол кот
g) смеющийся голос
h) найденное решение
i) выигравший спортсмен
j) выбранная тема

2) Replace the following sentences or groups of sentences by simple sentences with the Participle.

a) They are vegetarians. They don't eat meat.
b) Jane was tidying up her bedroom. She found some old letters.
c) We moved to Florida. We had sold our cottage.
d) His head was aching at night. He had studied all day.
e) He knew all the goals by heart. He had seen that match several times.

3) Replace the clauses with the Absolute Participial Construction

a) As there was a severe storm at sea, the steamer could not leave the port.
b) As it was Sunday, the library was closed.
c) As the weather was fine, they went for a walk.
d) As the professor was ill, the lecture was put off.

Сослагательное наклонение. Виды условных предложений
The Subjunctive Mood. Types of Conditionals

Complete the sentences

1) If you need money, I … you some.
   a) will lend
   b) lend
   c) lends
2) If you … , we'll catch the bus!
   a) will hurry
   b) hurry
   c) would hurry
3) You were not with us yesterday. I wish you … here yesterday.
   a) have been
   b) will be
   c) had been
4) If it … sunny tomorrow, we will go for a walk.
   a) will be
   b) is
   c) would be
5) If he wanted a quiet holiday, he … to the mountains.
   a) would go
   b) went
   c) would went
6) If he … yesterday evening, he would have had time to watch this film
   a) didn't work
   b) doesn't work
   c) hadn't worked
7) If I had a car, I … a lift yesterday.

a) would give
b) would have given
c) will give

8) What … her if it is her birthday?
   a) would you have bought
   b) did you buy
   c) will you buy
9) If Linda … , she will be late.
   a) will not hurry
   b) doesn't hurry
   c) didn't hurry
10) If I hadn't missed the bus, I … late for work.
   a) would be
   b) would not be
   c) would not have been
11) If I … you, I would do everything well.
   a) were
   b) was
   c) will be
12) If only he … us today!
   a) calls
   b) would call
   c) called
13) If I had read this article yesterday, I … to answer this question today.
   a) will be able
   b) would be able
   c) would have been able

Module 2

Translate into English

1. Если бы Джон не потерял номер телефона, он бы позвонил ей вчера.
2. Марк был бы здоровым мужчиной, если бы не курил.
3. Если бы не работа, мы бы встретились с ней вчера.
4. Если я пойду в магазин, я куплю новый телефон.
5. Жаль, что ты должен идти.

6. Жаль, что я это сказал тогда

Понятие синтаксических позиций. Способы выражения подлежащего, сказуемого, дополнения, определения, обстоятельства, вводного и обособленного членов предложения

The conception of Syntactic Positions. Subject, predicate, object, attribute, adverbial modifier, parenthesis: ways of expression

Find the following parts of the sentence

1) Subject:
   a) To take care of my family is my general priority.
   b) It is getting dark.
   c) There will be ten doctors at the conference.
   d) They decided to work at the weekends.
2) Predicate:
   a) Shall I change your books?
   b) He ought to be more polite.
   c) The National Museum of Australia was visited by Oliver in October 1989.
3) Attributive:
   a) Yesterday I had a strong toothache.
   b) Look at that walking man!
   c) Her office is on the fortieth floor.
   d) My neighbours' dogs are barking all the nights.
   e) It was a pleasure to discuss this matter with you.
   f) My sister hates the idea of borrowing money.
4) Adverbial modifier:
   a) Many factories are being closed because of the economic crisis.
   b) With diligence you will succeed.
   c) We reached the town the next morning.
   d) We could see the river from the top of the hill.
5) Parenthesis:
   a) Tom is absent today, moreover, he is ill.
   b) Anyway he must know about the problem.
   c) Tom is late. Fortunately, we didn't manage to begin the conference.
6) Object:
   a) Do the following.

b) They try to win.
c) All the happiness of my life depends on your loving me.

Сложносочиненное и сложноподчиненное предложения. Слова, служащие для связи главного предложения с придаточным

Compound and Complex Sentences. Conjunctions and Linkers

Complete the sentences

1) Stratford, … is on the river Avon, is the birthplace of W. Shakespeare.
   a) who
   b) which
   c) where
2) This is the house … I was born.
   a) where
   b) who
   c) which
3) Robert Burns … was born in Scotland is a famous poet.
   a) who
   b) which
   c) where
4) I had to be on time… I left home early.
   a) because
   b) then
   c) so
5) I didn't eat much … I was nor hungry.
   a) so
   b) because
   c) then
6) It was Cathy's birthday … her mother made her a cake.
   a) so
   b) because
   c) then
7) He plays football … he doesn't skate.
   a) and
   b) but
   c) or

8) I shall come and see you … I have time.
   a) so
   b) where
   c) if
9) …. you pay the money, I will call my solicitor.
   a) unless
   b) when
   c) if
10) … I get an invitation, I will come to the party.
   a) unless
   b) when
   c) if

Критерии оценивания контрольной работы:

Оценка	Критерии оценивания
отлично	Выставляется, если обучающийся умеет увязывать теорию с практикой (решает задачи, формулирует выводы, умеет пояснить полученные результаты), владеет понятийным аппаратом, полно и глубоко овладел материалом по заданной теме, обосновывает свои суждения и даёт правильные ответы на вопросы преподавателя
хорошо	Выставляется, если обучающийся умеет увязывать теорию с практикой (решает задачи и формулирует выводы, умеет пояснить полученные результаты), владеет понятийным аппаратом, полно и глубоко овладел материалом по заданной теме, но содержание ответов имеют некоторые неточности и требуют уточнения и комментария со стороны преподавателя.
удовлетворительно	Выставляется, если обучающийся знает и понимает материал по заданной теме, но изложение неполное, непоследовательное, допускаются неточности в определении понятий, студент не может обосновать свои ответы на уточняющие вопросы преподавателя
неудовлетворительно	Выставляется, если обучающийся допускает ошибки в определении понятий, искажающие их смысл, беспорядочно и неуверенно излагает материал. Делает ошибки в ответах на уточняющие вопросы преподавателя

4.4. ТИПОВЫЕ ЗАДАНИЯ ДЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ

Самостоятельная работа (индикаторы ЗНАТЬ, УМЕТЬ, ВЛАДЕТЬ – на выбор) включает в себя проработку теоретического материала, изучение рекомендуемой литературы, выполнение практико-ориентированных заданий (заполнение таблиц, проведение сравнительного анализа, составление схем и др.), решение практических задач, создание презентаций, написание рефератов, подборка нормативного и иного материала и выполнение других заданий.

Вариант 1

You have received a letter from your English-speaking pen friend Mary.

... I'm so impressed! Last weekend our class visited the Museum of the Moving Image. We learnt about the history and magic of cinema and TV. We could even try to draw our own cartoon film! I enjoyed it very much! We also met characters from the past and asked them different questions.
What was the last museum you visited? Did you enjoy it?
With love, Mary.
Write her a letter and answer the questions.
Ask three questions about the Museum of the Moving Image.
Write 100—120 words. Remember the rules of letter writing.

Вариант 2

You have received a letter from your English-speaking pen friend Andrew.

...Last weekend my father and I went fishing. It was great. How did you spend your last weekend? Does your leisure depend on the season of the year? Do you prefer to spend your weekends with your parents or with your friends? Why?...

Write him a letter and answer his 3 questions.
Write **100 — 120 words.** Remember the rules of letter writing.

Вариант 1

Write a short composition about summer jobs for teenagers.
Remember to say:
— why teenagers do summer jobs

— whether any of your friends/brothers/sisters do summer jobs; what jobs are they

— whether you would like to do summer job or not, why.

Вариант 2

Write a short composition about your plans for the future. Remember to say:
— if you are going to continue your education, why

— what subject would you like to specialize in

— if your friends support you in your choice, why/why not.

Вариант 1А)

Прочитайте текст с пропусками, обозначенными номерами А22—А28. Эти номера соответствуют заданиям А22—А28, в которых представлены возможные варианты ответов. Обведитеномервыбранноговамивариантаответа.

Exiles

Ican'tsayIreallyfeelathomeanywhere. I was born in a city,
but I hate cities. I love mountains, but I have A22 _____
lived in a mountain country: my home is a flat agricultural area in the south of England which I find boring. I don't have much
in A23_____ with the local people there, and my way of
life is very A24_____ from theirs, so I don't feel that I
am really part of the community. Although I am English, in some ways I don't feel English. I have spent time in various countries, and I can happily live abroad for a period. Not for ever, though. In the end I always begin to feel too foreign, and *miss* too many
things. It is then that I realize that my A25 _____really
are in England, even if I can't say exactly where. I don't have
very A26_____ family ties, and I am not in contact with
many of my relatives. My Canadian wife has a much stronger sense of family, which she has passed to our son. His home and his immediate family mean a great deal to him, and his extended family is very important to him as well. He is very fond of all his A27 , and likes to see them as often as he can.
So perhaps the next generation will have more ties than I have. In some ways I hope so, but being rootless has advantage too. On
balance, I am not sure that I would prefer to A28 _____
to one place, one community and one set of ideas.

.22	1) always	2) ever	3) never	4) usually
.23	1) familiar	2) general	3) relation	4) common
.24	1) different	2) various	3) contrary	4) unusually
.25	1) home	2) routes	3) place	4) roots
.26	1) strong	2) hardy	3) powerful	4) tough
.27	1) relationship	2) relations	3) ancestors	4) friends
.28	1) like	2)love	3) belong	4) choose

Вариант 2 А)

Прочитайте текст с пропусками, обозначенными номерами А22—А28. Эти номера соответствуют заданиям А22—А28, в которых представлены возможные варианты ответов. Обведитеномервыбранноговамивариантаответа.

Customs and Traditions

In the United States most people celebrate their birthdays on the day of the month they were born. Birthdays are celebrated with family and friends. Invitations are sent for a party and mothers usually cook birthday cake decorated with candles. The number of candles A22 the age of the birthday person. After the candles are lighted, the person A23_____
three wishes and then blows the candles out in one breath so the wishes will come true. Everybody sings “Happy Birthday” and
wishes the person health and long life. It is A24 _____
to bring or send birthday cards and gifts to the birthday person. Many people send flowers; other gifts may be clothing, books, or perfumes. There are birthstones and flowers for each month of the year which can also be A25 presents. Par
ties for children are usually held at home. At children’s parties,
children A26_____ birthday hats and get souvenirs from
the birthday child. Sometimes birthdays are celebrated at school in the classroom with classmates. Mothers bring cake, candy, and refreshments for the whole class. Some parties are catered at restaurants. Parents reserve a special room for the birthday group and supply the refreshments and decorations. Some birthdays are special. Girls have a special celebration for the sixteenth birthday, called “sweet sixteen”. The eighteenth birthday is important because it is the legal A27 _____ age. The legal age for
driving and drinking alcohol A28 with each state

A22	1	is	2) represents	3) considers	4)	resembles
A23	1	thinks	2) does	3) makes	4)	realizes

A24	1	custom	2) usually	3) generally	4)	traditional
A25	1	appropriate	2) necessary	3) needed	4)	distinctive
A26	1	dress	2) wear	3) bear	4)	carry
A27	1	election	2) voting	3) own	4)	middle
A28	1	differs	2) different	3) varies	4)	similar

Вариант 1 B)

Установите соответствие между темами A—H и текстами 1— 7. Занесите свои ответы в таблицу. Используйте каждую букву только один раз. В задании одна тема лишняя.

A. The Pyramids of Egypt

B. The hanging gardens of Babylon
C. The statue of Zeus at Olympia
D. The mausoleum of Halicarnassus
E. The Apollo Belvedere in Vatican
F. The temple of Artemis at Ephesus
G. The Pharos of Alexandria
H. The colossus of Rhodes

Seven Wonders of the World are works of art and architecture regarded by ancient Greek and Roman observers as the most extraordinary structures of antiquity. Only one wonder of the seven, the pyramids of Egypt, still stands today.

1. It was carved in the mid-5th century BC by the Greek sculptor Phidias. The colossal statue was the central feature of the Temple at Olympia, where the Olympic Games were held. It was considered to be Phidias's masterpiece. The seated figure of the king of the Greek gods was 12 m in height and made of ivory and gold. An earthquake probably leveled the temple in the 6th century AD, and the statue was later taken to Constantinople, where a fire destroyed it.

2. The lighthouse, built in about 280 BC during the reign of Ptolemy

II, stood more than 134 m tall — about as high as a 40-storey building. A fire was kept burning at its top to welcome sailors coming to the Egyptian land. Storms and an earthquake had damaged the lighthouse by 955 AD; an earthquake completely destroyed it during the 14th century.

3. They consisted of several tiers of platform terraces built upon arches and extending to a great height. Accounts of their height range from about 24 m to a less reliable estimate of more than 90 m. Trees and colourful plants and flowers grew on the terraces, irrigated with water brought up from the Euphrates River.

4. A huge bronze statue of the Greek sun god Helios was erected in about 280 BC to guard the entrance to the harbor at Rhodes, a Greek island off the coast of Asia Minor. The statue stood about 32 m tall and according to legend, it straddled the harbor. An earthquake destroyed it in 224 BC.

5. Queen Artemisia built the tomb in memory of Mausolus, her brother and husband, in what is now southwestern Turkey. It was decorated by the leading sculptor of the age. An earthquake probably toppled the structure, and its materials were later used as building material. Only fragments remain of this tomb from which the word *mausoleum* derives.

6. They were built on the west bank of the Nile River at Giza during the 4th Dynasty (about 2575 to about 2467 BC). The oldest of the seven wonders, they are the only one remaining nearly intact today. Their white stone facing was later removed for use as building material in other places. According to the Greek historian Herodotus, ten years were required to prepare the site and 100,000 labourers worked thereafter for 20 years to complete the largest of them, which contains the king's tomb.

7. An imposing temple in honour of the goddess of the hunt was built in what is now Turkey in the 6th century BC and rebuilt after it burned in 356 BC. Archaeologists estimate that the temple measured 104 m in length and 50 m in width. Its 127 stone columns stood more than 18 m tall. The temple was destroyed by the Goths in 262 AD.

1	2	3	4	5	6	7

Вариант 2 B)

Установите соответствие между темами A—H и текстами 1— 7. Занесите свои ответы в таблицу. Используйте каждую букву только один раз. В задании одна тема лишняя.

A. Opera
B. Play
C. Circus
E. Conservatoire
F. Puppet show
G. Musical

D. Ballet H. Rock music

1. The introduction of wild animals to the performance dates from about 1831, when the French trainer Henri Martin performed with his lions, elephant, and other animals at the Cirque Olympique in Paris. He was soon followed by the American trainer Isaac A. Van Amburgh, reputedly the first man to stick his head into a lion's mouth, who in 1838 took his act to England and so fascinated the young Queen Victoria that she commissioned the artist Edwin Landseer to paint a portrait of the brave American with his "big cats."

It is one of the world's most prestigious dance competitions, open to both male and female dancers of all countries, and much like the Olympic Games in purpose. It was first held in Bulgaria in July 1964. The competitions were organized by the Bulgarian Ministry of Culture to sponsor a dance event of international interest, creating opportunities for dancers choreographers, directors, and teachers to demonstrate and exchange skills. Following the original competitions the next were held in 1965, 1966, 1968, and every two years thereafter.

1. Britain's worldwide influence in music in the second half of the 20th century, especially in the area of popular music, is enormous. Such groups and singers as the Beatles, the Rolling Stones, The Who, Elton John, and Sting are famous all over the world. The British people are of opinion that pop and rock music remain the most popular kinds of music in Britain, although jazz also has a large following.

2. Throughout the world the name *Shakespeare* is associated with the greaTest achievements of England in the performing arts. Unfortunately, we have vague facts about Shakespeare's life. He apparently arrived in London about 1588 and by 1592 had attained success as an actor and a playwright.

3. The genre had taken a new turn with the production in 1927 of Show Boat; it was the first musical to provide a cohesive plot and initiate the use of music that was integral to the narrative, a practice that took hold until the 1940s. Based on a novel by Edna Ferber, the performance presented a serious drama based on American themes incorporating music that was derived from American folk melodies and spirituals.

4. "Chinese shadows", the European version of the Chinese shadow - puppet show, was introduced in Europe in the mid-18th century by returning travelers. Soon adopted by French and English showmen, the form gained prominence in the shows of the French puppeteer Dominique S6raphin, who presented the first popular performance in Paris in 1776. In 1781 he moved his show to Versailles, where he entertained the French court, and three years later he established a highly successful puppet theatre in Paris.

5. Although stage plays have been set to music since the era of the ancient Greeks, when the dramas of Sophocles and Aeschylus were accompanied by lyres and flutes, the usually accepted date for the beginning of opera as we know it is 1600. As part of the celebration of the marriage of King Henry IV of France to the Italian aristocrat Maria de Medici, the Florentine composer Jacopo Peri produced his famous Euridice, generally considered to be the first opera.

1	2	3	4	5	6	7

Вариант 1

Прочитайте утверждения 1—6 и следующий за ними текст. Установите соответствие между утверждениями и содержанием текста. Запишите в таблицу цифру, если утверждение верное, цифру 0, если утверждение неверное.

1. Some countries which were not part of the British Empire are affected by the Westminster model.
2. The Westminster model may be referred to as the democratic form of governing.
3. The 18th and the beginning of the 19th centuries were marked by the Industrial revolution in Great Britain.
4. Great Britain was a pioneer in urbanization of the nation.
5. The middle class prevailed in Great Britain.
6. Queen Victoria turned the nation into the richest in the world.

The British Empire influenced a lot of countries. Even parts of the world never included in the British Empire have adopted the British system of parliamentary government, often referred to as the Westminster model. Originally a vehicle for royal authority, this system gradually evolved into a representative government and finally became a means through which democracy could be exercised. Today legislative power comes from the lower house of Parliament, known as the House of Commons. The freely elected members of the House of Commons select the nation's chief executive, the prime minister. He or she in turn appoints members of the House of Commons to the Cabinet, a body of advisers. Because the executive is not separated from the legislature, thegovernment is efficient as well as responsive to the electorate.

Britain was a pioneer in economic matters. The first industrial revolution occurred in Britain in the 18th and early 19th centuries and led to the development of the world's first society dominated by a middle class. Britain was the first nation to have more than half of its population living in urban areas. Rapid economic development and worldwide trade made Britain the richest nation in the world during the reign of Queen Victoria in the 19th century. For a long time before and after the Industrial Revolution, London was the center of world capitalism, and today is still one of the world's most important business and financial centers.

1	2	3	4	5	6

Вариант 2

Прочитайте утверждения 1—6 и следующий за ними текст. Установите соответствие между утверждениями и содержанием текста. Запишите в таблицу цифру, если утверждение верное, цифру 0, если утверждение неверное.

1. Students generally are required to attend lectures at Oxford.

2. At some colleges students must change clothes to dinner.

3. In a short stroll one can pass the house where Christopher Wren discovered his comet.

4. Tolkien wrote notes for the Hobbit trilogy in one of Oxford's pubs.

5. Mathematician Charles Lutwidge Dodgson wrote a children's book called *Alice's Adventures in Wonderland* in Oxford.

6. Margaret Thatcher and John Kennedy studied at Oxford.

For 800 years the University of Oxford has been polishing minds and confusing outsiders in roughly equal measure. It is a place where students generally aren't required to attend lectures, don't receive grades, seldom study anything outside their chosen subject, and take just three sets of exams during the course of their college careers — "one to get in and two to get out," as one alumnus told me.

"There are more rules and traditions than you can imagine," Owen Sheers, a cheerful but slightly shell-shocked-looking first-year student, told me toward the end of his first week in New College. "At my college you dress one way if you go to the first sitting of dinner, another way if you go to the second. It's very confusing."

A confusion of tradition is perhaps an inevitable consequence of a place so deeply steeped in history. In a short stroll you can pass the house where Edmund Hailey discovered his comet; the site of Britain's oldest public museum, the Ashmolean; the hall where architect Christopher Wren drew his first plans; the pub where J.R.R. Tolkien wrote notes for the Hobbit trilogy (itstands opposite the pub where Thomas Hardy made similar preparations for *Jude the Obscure) '*, the track where Roger Bannister ran the first sub-four-minute mile; the meadow where a promising young mathematician named Charles Lutwidge Dodgson refined *The Formulae of Plane Trigonometry, An Elementary Treatise on Determinants* and — oh yes — a children's trifle called *Alice's Adventures in Wonderland.*

Walk down the broad and curving High Street and you follow in the footsteps of Samuel Johnson, Adam Smith, Edward Gibbon, Jonathan Swift, Roger Bacon, Oscar Wilde, Graham Greene, T. S. Eliot, C. S. Lewis, Percy Bysshe Shelley, Indira Gandhi, Margaret Thatcher, and Bill Clinton, to name just a few who have worked and studied here.

1	2	3	4	5	6

4.5. ИНДИВИДУАЛЬНЫЕ ЗАДАНИЯ ДЛЯ КУРСОВЫХ РАБОТ

Курсовая работа позволяет выявить степень владения базовыми знаниями, умениями и навыками, необходимыми для обучения, и определить уровень владения новым материалом.

Примерные индивидуальные задания (темы) для курсовых работ:

КУРСОВАЯ РАБОТА НЕ ПРЕДУСМОТРЕНА УЧЕБНЫМ ПЛАНОМ

Критерии оценивания курсовой работы:

Оценка	Критерии оценивания
отлично	Содержание курсовой работы полностью соответствует заданию, содержащемуся в методических указаниях, и плану. Представлены результаты структурированного и логически последовательного обзора литературных и иных источников по теме исследования. Структура курсовой работы логически и методически выдержана. Верно определены исходные данные для расчетов. Все аналитические расчеты выполнены верно, корректно применены методы экономического анализа, не нарушена методика анализа предмета исследования. Все выводы и предложения убедительно аргументированы. При защите курсовой работы обучающийся правильно и уверенно отвечает на вопросы преподавателя, демонстрирует глубокое знание теоретического материала, способен аргументировать собственные утверждения и выводы
хорошо	Содержание курсовой работы полностью соответствует заданию, содержащемуся в методических указаниях, и плану. Представлены результаты структурированного и логически последовательного обзора литературных и иных источников по теме исследования. Структура курсовой работы логически и методически выдержана. Верно определены исходные данные для расчетов. В расчетах допускаются незначительные (не искажающие общего итога оценки) погрешности/ошибки. Большинство выводов и предложений аргументировано, корректно применены методы экономического анализа, не нарушена методика анализа предмета исследования. Оформление курсовой работы и полученные результаты в целом отвечают требованиям, изложенным в методических указаниях. Имеются одна-две несущественные ошибки в использовании терминов, в построенных диаграммах и схемах, в оформлении таблиц. Наличествует незначительное количество грамматических и/или стилистических ошибок. При защите курсовой работы обучающийся правильно и уверенно отвечает на большинство вопросов преподавателя, демонстрирует хорошее знание теоретического материала, но не всегда способен аргументировать собственные утверждения и выводы. При наводящих вопросах преподавателя исправляет ошибки в ответе

удовлетворительно	Содержание курсовой работы полностью соответствует заданию, содержащемуся в методических указаниях, и плану. Результаты обзора литературных и иных источников представлены недостаточно полно, недостаточно логично и последовательно. Верно определены исходные данные для расчетов, но имеются грубые ошибки в расчетах. Аргументация выводов и предложений слабая или отсутствует. Экономические выводы носят констатирующий (описательный) характер. Имеются одно-два существенных отклонений от требований в оформлении курсовой работы. Полученные результаты в целом отвечают требованиям, изложенным в методических указаниях. Имеются одна-две существенных ошибки в использовании терминов, в построенных диаграммах и схемах. Много грамматических и/или стилистических ошибок. При защите курсовой работы обучающийся допускает грубые ошибки при ответах на вопросы преподавателя, демонстрирует слабое знание теоретического материала, в большинстве случаев не способен уверенно аргументировать собственные утверждения и выводы
неудовлетворительно	Содержание курсовой работы не соответствует заданию, содержащемуся в методических указаниях, и плану. Неверно определены исходные данные для расчетов, неверно и не корректно применены методы экономического анализа. Экономические выводы содержат неверную экономическую оценку. Имеются более двух существенных отклонений от требований в оформлении курсовой работы. Большое количество существенных ошибок по сути работы, много грамматических и стилистических ошибок и др. Полученные результаты не отвечают требованиям, изложенным в методических указаниях. При защите курсовой работы обучающийся демонстрирует слабое понимание программного материала, студент не может защитить свои решения, допускает грубые фактические ошибки при ответах на поставленные вопросы или вовсе не отвечает на них. Курсовая работа не представлена преподавателю. Обучающийся не явился на защиту курсовой работы

5. МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ РЕЗУЛЬТАТОВ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

Промежуточная аттестация проводится в форме зачета/зачета с оценкой/

5.1. Вопросы к зачету/зачету с оценкой/

1. Знакомство
2. Семья
3. Обучение русскому и иностранным языкам
4. Путешествия
5. Российская Федерация
6. Великобритания
7. Соединенные Штаты Америки
8. Экономика Соединенных Штатов Америки
9. Экономика Великобритании
10. Телефонные переговоры
11. Структура делового письма
12. Контракт
13. Прием на работу. Составление резюме
14. Основные виды организации бизнеса
15. Предпринимательство

16. Что такое экономика
17. Экономические системы
18. Источники дохода
19. Инфляция
20. Циклы деловой активности
21. Международная торговля
22. Банковское дело
23. Определение менеджмента
24. Развитие теории менеджмента
25. Современный подход к менеджменту
26. Стиль менеджмента
27. Цели, правила и этика организации
28. Менеджмент рынка
29. Управление человеческими ресурсами

Краткая характеристика ответов (ключи):

1. Знакомство

Acquaintance is the first and key step in establishing any form of communication, whether personal or professional. This process involves introducing oneself, exchanging basic information, and creating a first impression, which is often the most lasting. The ability to present oneself competently and show interest in the interlocutor helps to lay the foundation for future relationships. In a business environment, a successful acquaintance can open doors to new projects and partnerships. Cultural specifics play an important role, determining the formalities and rituals accepted at a first meeting.

2. Семья

The family is the fundamental unit of society and the primary environment for the socialization and upbringing of an individual. Within the family, a person receives their first ideas about values, morals, and social norms. Family ties, based on kinship or marriage, provide emotional support and a sense of belonging throughout life. The structure and functions of the family can vary significantly across different cultures and historical epochs. Nevertheless, it is the family that plays a key role in shaping an individual's psychological health and future well-being.

3. Обучение русскому и иностранным языкам

Language learning is a complex cognitive process that develops memory, analytical abilities, and cultural thinking. Studying a foreign language opens access to new cultures, literature, and ways of thinking, broadening a person's horizons. In today's globalized world, proficiency in multiple languages is a significant competitive advantage in the job market. At the same time, studying one's native Russian language allows for a deeper understanding of its structure and richness, which facilitates the acquisition of other languages. Effective learning requires a combination of theory, practice, and full immersion in the language environment.

4. Путешествия

Travel is one of the most effective ways to learn about the world, its cultural and geographical diversity. It allows one to step outside their familiar surroundings, gain new impressions, and enrich personal experience. Visiting new places promotes the development of tolerance and understanding

of different customs and traditions. Furthermore, travel often serves as a source of inspiration and contributes to personal growth by forcing a person to adapt to new conditions. Whether it is a business trip or a vacation, every journey leaves a unique mark in memory and broadens one's view of the world.

5. Российская Федерация

The Russian Federation is the world's largest country by area, located simultaneously in Europe and Asia. The country possesses a vast natural, cultural, and historical heritage, as well as significant influence on the world stage. Russia is a federation consisting of numerous constituent entities with diverse ethnic groups and languages. Its economy is one of the largest in the world and is based on rich natural resources. The history of the state is marked by centuries-old traditions of statehood, dramatic turning points, and outstanding achievements in science and art.

6. Великобритания

Great Britain, or the United Kingdom, is an island nation in northwestern Europe with a rich historical heritage and significant cultural influence on the world. It is the birthplace of parliamentary democracy and the Industrial Revolution, which forever changed the course of world history. Today, the country is known for its leading universities, such as Oxford and Cambridge, as well as its contributions to literature, music, and science. Despite leaving the European Union (Brexit), Great Britain remains an important economic and political power with global interests.

7. Соединённые Штаты Америки

The United States of America is a federal republic in North America that is one of the most influential countries in the world economically, politically, and militarily. The country was built on ideas of freedom and democracy, which attracted immigrants from all over the world throughout its history. American culture, from Hollywood cinema to pop music, has a huge influence on global trends. The US economy is characterized by a high level of development, technological innovation, and the dominance of the dollar in international settlements.

8. Экономика Соединённых Штатов Америки

The economy of the United States is the largest in the world by nominal Gross Domestic Product (GDP) and one of the most diversified. It is characterized by the predominance of the private sector, high labor productivity, and a developed service industry. Key sectors include finance, information technology, healthcare, and industry. The US economy plays a central role in the global financial system, with the US dollar serving as the primary reserve currency.

9. Экономика Великобритании

The economy of Great Britain is one of the largest in Europe and the world, historically strong in sectors such as finance, industry, and creative industries. London is rightfully considered one of the world's leading financial centers, competing with New York. After leaving the EU, the country is pursuing a new economic policy aimed at finding trade partners around the world. Despite challenges associated with Brexit, the economy demonstrates resilience thanks to a flexible labor market and a high level of innovation.

10. Телефонные переговоры

Telephone negotiations are an integral part of modern business communication, requiring special skills to achieve results. Unlike face-to-face communication, visual cues (facial expressions, gestures) are absent here, so tone of voice, clarity of speech, and listening skills take on special importance. Preparing for a call, including planning the conversation and setting a goal, significantly increases its effectiveness. Successful telephone negotiations are built on politeness, conciseness, and the ability to quickly convey one's thoughts.

11. Структура делового письма

The structure of a business letter is strictly regulated by business correspondence standards (etiquette) to ensure clarity and professionalism. A classic

letter includes a "header" with the sender's address and date, recipient details, an official salutation (Salutation), the main body of text (Body), and a closing formula with a signature (Closing). Adhering to this structure helps the recipient quickly understand the essence of the message and who it is from. A clear structure also reflects respect for the addressee and helps maintain a positive image of the company.

12. Контракт

A contract is a legally binding agreement between two or more parties that establishes their mutual rights and obligations. For a contract to come into force, it must contain several key elements: an offer (offer), acceptance of that offer (acceptance), and consideration (consideration). A carefully drafted contract serves as reliable protection for all participants in a transaction in case of disputes or misunderstandings. It clearly defines the subject of the agreement, deadlines for execution, payment terms, *and* party liability.

13. Приём на работу. Составление резюме

The hiring process begins with creating a resume (CV), a document that briefly outlines a candidate's professional experience, skills, *and* education. A well-crafted resume is key to getting an interview invitation as it creates the employer's first impression of the applicant. It should be structured, concise, *and* tailored to a specific vacancy to highlight relevant experience. The goal of a resume is not just to list jobs but to demonstrate the candidate's value to a potential employer.

14. Основные виды организации бизнеса

The main types of business organization define an enterprise's legal structure, its taxation system, *and* the degree of liability for its owners. The most common forms are Sole Proprietorship (ИП), where one person bears full responsibility; Partnership (товарищество), where two or more persons conduct business jointly; *and* Corporation (акционерное общество), which is a separate legal entity from its owners. The choice of a specific form depends on the scale of operations, the number of founders, *and* risk management strategy.

15. Предпринимательство

Entrepreneurship is the process of creating, managing *and* developing a business with the aim of making a profit while simultaneously assuming all financial risks. An entrepreneur acts as an innovator who sees an unsatisfied need in the market *and* offers a new product or service to solve it. This type of activity requires qualities such as initiative, creativity, decisiveness *and* willingness to take risks. Successful entrepreneurship is a driving force for economic growth, job creation *and* technological progress.

16. Что такое экономика

Economics is a social science that studies how society uses limited (scarce) resources to produce goods *and* services *and* distributes them among people. It analyzes the behavior of participants in economic processes: consumers (households), producers (firms), *and* government bodies (*the state*). Economics seeks to answer fundamental questions: what to produce? how to produce? *and* for whom to produce? Understanding economic principles helps make informed decisions both at a personal level (budget management) *and* at a state level.

17. Экономические системы

An economic system is an aggregate of all mechanisms *and* institutions through which society solves basic economic problems of resource allocation. There are several main types of systems: traditional (based on customs), command (or planned), where the state controls all production; market (capitalist), where decisions are made through interaction between supply *and* demand; *and* mixed*, which combines elements of market mechanisms *and* state regulation.

18. Источники дохода

Sources of income represent various ways of receiving funds for both individuals *and* organizations or states. For an individual, the main source is

most often wages from employment (remuneration). Other important sources can be income from entrepreneurial activities (profits), asset ownership (dividends*, interest*, rent*) or social payments from the state (benefits). Understanding one's sources of income is the basis for personal financial planning.

19. Инфляция

Inflation is a process of general price increases for goods *and* services in an economy over a certain period. As a result of inflation, money's purchasing power decreases: over time, one can buy fewer goods with the same amount of money. Moderate inflation is considered normal for a growing economy; however*, high or hyperinflation can lead to economic instability *and* devaluation of savings*. Central banks use monetary policy tools to control inflation levels.

20. Циклы деловой активности

Business cycles are periodic fluctuations in economic activity levels (GDP) that an economy experiences over time (*long run*). These cycles consist of four main phases: expansion (upswing), peak (maximum activity), contraction (recession) *and* trough (crisis). Understanding these cycles helps governments develop fiscal policy *and businesses plan investments *and risk management*, as no economy grows linearly.

21. Международная торговля

International trade is the exchange of goods *and* services between countries through exports (outbound) *and* imports (inbound). It allows countries to specialize in producing those goods that they can produce most efficiently (with low costs), which leads to an overall increase in global welfare (*theory of comparative advantage*). International trade promotes economic growth *and job creation*, but also creates competition for domestic producers.

22. Банковское дело

Banking is the business of accepting monetary deposits from individuals *and* legal entities with their subsequent provision as loans at interest to other market participants (*intermediation*). In addition to this core function (*credit intermediation*), banks provide settlement services for clients*, process payments*, *and offer investment products*. The banking system acts as the circulatory system of an economy*, ensuring capital flows from those who have savings to those who need investments.

23. Определение менеджмента

Management is the process of planning*, organizing*, motivating*, *and controlling*, which is necessary to formulate *and achieve* an organization's goals through effective use of its resources: human*, financial*, *and material*. It is not just about commanding people; it is an art of achieving set tasks by coordinating team efforts *and creating conditions for its productive work.

24. Развитие теории менеджмента

The development of management theory has come a long way from early ideas about a scientific approach to labor to modern flexible concepts for managing people as a company's key asset (*human capital*). The classical school focused on organizational structure *and process efficiency*, while the human relations school shifted focus to employee motivation *and satisfaction*. Modern theories integrate these approaches while taking into account rapid technological changes *and the need for constant adaptation*.

25. Современный подход к менеджменту

Современный подход к менеджменту характеризуется гибкостью (*agility*), ориентацией на человека (*people-centric*) *и использованием данных* для принятия решений (*data-driven decisions*). В отличие от жёстких иерархических структур прошлого,

сегодня ценятся плоские организации (*flat structures*), где поощряется инициатива сотрудников *и командная работа*. Ключевыми элементами являются лидерство вместо командования (*leadership vs commanding*), корпоративная культура как конкурентное преимущество *и способность быстро адаптироваться к изменениям рынка*.

26. Стиль менеджмента

Management style is an aggregate set of characteristic ways a leader behaves towards subordinates to influence them *and motivate them to achieve organizational goals (leadership style). It can range from authoritarian (directive)* where decisions are made unilaterally from top down*, to democratic (collegial)* based on team participation in decision-making (*participative*). The choice of style depends on the specific situation: team maturity level (*situational leadership*) , *task complexity, and corporate culture.*

27. Цели, правила и этика организации

Organizational goals define its strategic direction (*mission & vision*); rules (*policies & procedures*) establish formal behavioral frameworks for achieving these goals; while ethics forms its moral compass (*moral compass*). A strong corporate ethic not only creates a positive brand image (*brand image*) among clients ,*and partners*, but also increases employee loyalty (*employee loyalty*) from within*. Organizations with clearly defined ethical principles make decisions not only based on profitability (*profitability*) but also on social responsibility (*social responsibility*) considerations.

28. Менеджмент рынка

Marketing Management is the analysis*, planning*, implementation*, *and control over programs aimed at creating,* building ,*and maintaining beneficial exchanges with target customers to achieve organizational objectives*. It is not just advertising or sales; it is a comprehensive demand management process (*demand management*) that includes market research (*market research*) *, product development (*product development*) *, pricing (*pricing*) *, distribution (*distribution*) ,*and promotion.*

29. Управление человеческими ресурсами

Human Resource Management (HRM) is a strategic approach to effectively managing people in an organization so that they help the business gain a competitive advantage (*competitive advantage*) . Unlike traditional personnel administration *(personnel administration)* , modern HRM covers an employee's full life cycle within a company: from recruitment *(recruitment) , onboarding (onboarding) , training & development (training & development) , performance appraisal (performance appraisal) , motivation & benefits (compensation & benefits) ,and career path building*.

Критерии оценивания зачета с оценкой

Оценка	Критерии оценивания
зачтено	Обучающийся должен: уметь строить ответ в соответствии со структурой излагаемого вопроса; продемонстрировать прочное, достаточно полное усвоение знаний программного материала; продемонстрировать знание основных теоретических понятий; правильно формулировать определения; последовательно, грамотно и логически стройно изложить теоретический материал; продемонстрировать умения самостоятельной работы с литературой; уметь сделать достаточно обоснованные выводы по излагаемому материалу.
не зачтено	Обучающийся демонстрирует: незнание значительной части программного материала; не владение понятийным аппаратом дисциплины; существенные ошибки при изложении учебного материала; неумение строить ответ в соответствии со структурой излагаемого вопроса; неумение делать выводы по излагаемому материалу.

Критерии оценивания зачета с оценкой/экзамена:

Оценка	Критерии оценивания
отлично	Выставляется, если обучающимся правильно и полностью раскрыто содержание материала в пределах программы, чётко и правильно даны определения и раскрыто содержание понятий, точно использованы научные и технические термины, в ответе использованы ранее приобретённые теоретические знания, сделаны необходимые выводы и обобщения
хорошо	Выставляется, если обучающимся раскрыто основное содержание материала в пределах программы, даны определения и раскрыто содержание понятий, в ответе использованы ранее приобретённые теоретические знания, сделаны необходимые выводы и обобщения, но присутствуют незначительные нарушения в последовательности изложения, имеются одна-две неточности в содержании ответа
удовлетворительно	Выставляется, если обучающимся содержание учебного материала изложено фрагментарно, не всегда последовательно, не даны определения, не раскрыто содержание понятий, или они изложены с ошибками, допускаются ошибки и неточности в использовании научной терминологии, отсутствуют выводы и обобщения из предыдущего материала, или возможны ошибки в их изложении
неудовлетворительно	Выставляется, если обучающимся основное содержание учебного материала не раскрыто, не даются ответы на основные вопросы, допускаются грубые ошибки в определении понятий, в использовании терминологии, отсутствуют выводы и обобщения

6. МАТЕРИАЛЫ ДЛЯ ДИАГНОСТИЧЕСКОЙ РАБОТЫ

Задания для диагностической работы должны обеспечивать оценку полностью или частично сформированных компетенций. Каждое задание должно быть привязано к тому или иному индикатору сформированности компетенций.

При формировании заданий для диагностической работы необходимо использовать тестовые задания следующих типов:

Тип задания 1. Задания закрытого типа на установление соответствия.

Тип задания 2. Задания закрытого типа на установление последовательности.

Тип задания 3. Задания комбинированного типа, предполагающие выбор одного правильного ответа из предложенных с последующим объяснением своего выбора.

Тип задания 4. Задания комбинированного типа, предполагающие выбор нескольких ответов из предложенных с последующим объяснением своего выбора.

Все типы заданий должны быть представлены не менее одного раза.

№ п/п	Тема занятия	Код компетенции	Индикатор	*Тип задания*	Задание	Уровень освоения компетенц

							ии
					Вариант 1	**Вариант 2**	
1.	Тема 1. Знакомство	УК-4.	ИУК-4.1.	*3*	What is a common way to respond to "Pleased to meet you"? A) Likewise! B) Good night! C) I'm 20 years old. D) It's far from here. КЛЮЧ К ЗАДАНИЮ: A	What do you say when you meet someone for the first time? A) Goodbye! B) Nice to meet you! C) See you later! D) Thank you! КЛЮЧ К ЗАДАНИЮ B	Базовый (1-3 минуты)
			ИУК-4.2.	*3*	How do you ask for someone's name in a formal situation? A) What's your name? B) May I ask who I'm speaking to? C) Hey, what do they call you? D) Who are you? КЛЮЧ К ЗАДАНИЮ: B	How do you introduce yourself in English? A) My name is Anna. B) I am 20 years. C) I like coffee. D) I go to university. КЛЮЧ К ЗАДАНИЮ A	Базовый (1-3 минуты)
			ИУК-4.3.	*3*	Hello! My name is Tom. I'm 19 years old, and I'm from Manchester, England. I study economics at London University. It's my first year. I like maths and statistics, but I don't like writing essays. I live in a student dorm. My room is small, but it's comfortable. Nice to meet you! 1) Tom is from London. 2) Tom is a first-year student. 3) Tom enjoys writing essays. 4) Tom studies economics. КЛЮЧ К ЗАДАНИЮ и КРАТКОЕ ОБОСНОВАНИЕ: 2) Tom is a first-year student. Обоснование: В тексте сказано: "It's my first year." 4) Tom studies economics. Обоснование: В тексте: "I study economics at	Good morning! My name is Mr. James Peterson. I am a business consultant from Toronto. I'm visiting your company for a week to discuss the new project. I have over ten years of experience in market analysis. I am looking forward to our collaboration. 1) James is a student. 2) James is from Toronto. 3) James has 5 years of experience. 4) James is a business consultant. КЛЮЧ К ЗАДАНИЮ и КРАТКОЕ ОБОСНОВАНИЕ: 2) James is from Toronto. Обоснование: В тексте сказано: "I am a business consultant from Toronto." 4) James is a business consultant.	Повышенный (3-5 минут)

<table>
<tr><td></td><td></td><td></td><td></td><td></td><td>London University."</td><td>Обоснование: В тексте: "I am a business consultant..."</td><td></td></tr>
<tr><td>2.</td><td>Тема 2. Семья</td><td>УК-4.</td><td>ИУК-4.1.</td><td>1.</td><td>My name is Anna. I am a student of economics. I live with my family in a small town near Berlin. My father, Hans, is 48 years old. He works as an accountant in a big company. My mother, Lena, is 45. She is a teacher at a local school.
I have an older brother, Max. He is 22 and studies business at university. My little sister, Emma, is only 8 years old. She goes to primary school. We have a dog named Lucky. He is very friendly!
<table><tr><th colspan="2">Name</th><th colspan="2">Statement</th></tr><tr><td>А.</td><td>Anna</td><td>1.</td><td>She teaches children at school.</td></tr><tr><td>Б.</td><td>Hans</td><td>2.</td><td>He works with numbers and financial reports.</td></tr><tr><td>В.</td><td>Lena</td><td>3.</td><td>She is a university student and studies es economics.</td></tr><tr><td>Г.</td><td>Max</td><td>4.</td><td>He is a university student and studies business.</td></tr></table>
Запишите выбранные цифры под соответствующими буквами:
<table><tr><th>А</th><th>Б</th><th>В</th><th>Г</th></tr><tr><td></td><td></td><td></td><td></td></tr></table>
КЛЮЧ К ЗАДАНИЮ
А – 3
Б – 2
В – 1
Г – 4</td><td>My name is Mr. Robert Gray. I am the head of the family. My wife, Margaret, is a renowned architect. Our elder son Richard is 25 and works as a lawyer in a prestigious company. Our daughter Emily is 22 and is studying medicine at university. Our younger son Thomas is finishing high school. Our family enjoys spending weekends at our country house.
<table><tr><th colspan="2">Name</th><th colspan="2">Statement</th></tr><tr><td>А.</td><td>Robert</td><td>1.</td><td>She is a university student.</td></tr><tr><td>Б.</td><td>Margaret</td><td>2.</td><td>He is the family head.</td></tr><tr><td>В.</td><td>Richard</td><td>3.</td><td>She designs buildings.</td></tr><tr><td>Г.</td><td>Emily</td><td>4.</td><td>He works in the legal field.</td></tr></table>
Запишите выбранные цифры под соответствующими буквами:
<table><tr><th>А</th><th>Б</th><th>В</th><th>Г</th></tr><tr><td></td><td></td><td></td><td></td></tr></table>
КЛЮЧ К ЗАДАНИЮ
А – 2
Б – 3
В – 4
Г – 1</td><td>Базовый (1-3 минуты)</td></tr>
</table>

			ИУК-4.2.	*4*	My name is David. I am 20 years old and I study economics at university in Prague. I am from Vienna, Austria. I live with my parents and my younger sister, Sophie. My father is a bank manager. He works in a big bank in the city centre. My mother is an economist. She teaches at a college. Sophie is 14. She likes maths and wants to study finance in the future. 1) David studies finance at university. 2) David's mother is a teacher. 3) David's father works in a bank. 4) Sophie is older than David. КЛЮЧ К ЗАДАНИЮ 2) David's mother is a teacher. Обоснование: В тексте говорится: "My mother is an economist. She teaches at a college". 3) David's father works in a bank. Обоснование: В тексте: "My father is a bank manager. He works in a big bank in the city centre".	The Chen family runs a successful international trade business. Mr. Chen and his wife manage the company together. Their daughter, Li, handles digital marketing, while their son, Wei, is responsible for logistics. The family believes in hard work and innovation. They have expanded their business to three countries and plan to enter the European market next year. 1) The Chen family owns a local restaurant. 2) Li works in digital marketing. 3) Wei is in charge of logistics. 4) The business operates in multiple countries. КЛЮЧ К ЗАДАНИЮ: 2) Li works in digital marketing. Обоснование: В тексте говорится: "Their daughter, Li, handles digital marketing..." 3) Wei is in charge of logistics. Обоснование: В тексте: "...their son, Wei, is responsible for logistics." 4) The business operates in multiple countries. Обоснование: В тексте: "They have expanded their business to three countries..."	Повышенный (3-5 минут)
			ИУК-4.3.	*4*	Hi! My name is Maria. I am 19 years old. I come from Madrid, Spain. I am a first-year student of economics at university. I live in a student dorm in the city. My parents still live in Madrid. My father is an accountant. He works for a small company. My mother works in a bank. She is a financial advisor. I have one brother, Pablo. He is 24 and works as an IT specialist. He lives in Barcelona. We talk every weekend. I miss my family, but I like my studies! 1) Maria lives with her parents in Madrid. 2) Maria's mother gives advice about money. 3) Pablo is younger than Maria.	Hi! My name is Anna. I'm 21 years old. I come from Berlin, Germany. I'm a second-year student of psychology at university. I live in a small flat with my roommate in the city centre. My parents still live in Berlin. My father is a lawyer. He works at a big law company. My mother is a librarian at the city library. I have one sister, Lena. She is 26 and works as a graphic designer in Munich. We talk almost every day. I love my family, and I'm really happy with my studies! 1) Anna lives with her parents in Berlin. 2) Anna's father gives legal advice. 3) Lena is younger than Anna.	Повышенный (3-5 минут)

<table>
<tr>
<td></td>
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<td></td>
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<td></td>
<td>4) Maria studies economics.
КЛЮЧ К ЗАДАНИЮ
2) Maria’s mother gives advice about money.
Обоснование: Втекстесказано: "My mother works in a bank. She is a financial advisor."
4) Maria studies economics.
Обоснование: "I am a first-year student of economics at university."</td>
<td>4) Anna studies psychology.

КЛЮЧ К ЗАДАНИЮ
2) Anna’s father gives legal advice.
Обоснование: В тексте сказано: "My father is a lawyer. He works at a big law company." (Работа юриста подразумевает предоставление юридических консультаций.)
4) Anna studies psychology.
Обоснование: В тексте сказано: "I’m a second-year student of psychology at university."</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Тема 3. Обучение русскому и иностранным языкам.</td>
<td>УК-4.</td>
<td>ИУК-4.1.</td>
<td>1</td>
<td>Anna is from Spain. She studies Economics at university in Moscow. She speaks Spanish and English. Now she is learning Russian because she wants to work in Russia.
Tom is from the USA. He is an economics student too. He speaks English and a little French. He wants to learn Chinese because China is important for the world economy.
Maria is from Russia. She studies Economics and speaks Russian and English. She wants to learn German because she plans to work in Germany after university.
Lena is also from Russia. She speaks Russian and English. She is not learning another language now, but she wants to learn Spanish next year.

<table>
<tr><th colspan="2">Name</th><th colspan="2">Statement</th></tr>
<tr><td>А.</td><td>Anna</td><td>1.</td><td>This student speaks Russian and wants to learn Spanish.</td></tr>
<tr><td>Б.</td><td>Tom</td><td>2.</td><td>This student is from Spain and is learning Russian.</td></tr>
<tr><td>В.</td><td>Maria</td><td>3.</td><td>This student wants to learn Chinese because of the economy.</td></tr>
<tr><td>Г.</td><td>Lena</td><td>4.</td><td>This student</td></tr>
</table>
</td>
<td>Mr. Kim is from South Korea. He is the CEO of a tech startup. He speaks Korean and English. He is learning Russian to negotiate with partners in Moscow.
Ms. Dupont is a French diplomat. She speaks French and Arabic. She is learning Chinese due to her new assignment in Beijing.
Mr. Schmidt is a German engineer. He speaks German and Russian. He is learning Portuguese for a major project in Brazil.
Ms. Ivanova is a Russian journalist. She speaks Russian and Spanish. She is not learning a new language now but plans to learn French next year.

<table>
<tr><th colspan="2">Name</th><th colspan="2">Statement</th></tr>
<tr><td>А.</td><td>Mr. Kim</td><td>1.</td><td>This person is learning Portuguese for a project.</td></tr>
<tr><td>Б.</td><td>Ms. Dupont</td><td>2.</td><td>This person is learning Russian for business.</td></tr>
<tr><td>В.</td><td>Mr.</td><td>3.</td><td>This person</td></tr>
</table>
</td>
<td>Базовый (1-3 минуты)</td>
</tr>
</table>

					subtitles and listen to Russian music. My favourite singer is Zemfira. I don't understand all the words yet, but I'm getting better every day! How often does Mark have Russian classes? 1) Twice a week 2) Three times a week 3) Every day 4) Once a week КЛЮЧКЗАДАНИЮ: 3	1) Twice a week 2) Three times a week 3) Four times a week 4) Every day КЛЮЧ К ЗАДАНИЮ: 3	
			ИУК-4.3.	*4*	Elena is a Russian student of Economics at a university in Berlin. She speaks Russian and English fluently. Last semester, she started learning German because all her lectures are in German. At first, it was very hard, but now she understands most of the lessons. She practices German every day: she speaks to her German roommate, reads news in German, and watches TV shows without subtitles. She also uses a language app for 20 minutes each morning. Elena thinks knowing German is very important for her career. She wants to work for an international bank in Europe after graduation. She believes that speaking three languages will help her find a good job. 1) Elena studies in Germany. 2) She speaks three languages fluently. 3) Her lectures are in English. 4) She uses different ways to practice German. КЛЮЧ К ЗАДАНИЮ: 1,4	Mr. Ahmed Hassan is an entrepreneur from Egypt. He runs an import-export business and speaks Arabic and English fluently. To expand his business to Turkey, he started learning Turkish six months ago. He uses a mobile app for daily vocabulary practice, takes online lessons twice a week, and watches Turkish TV series with subtitles. He has already noticed progress and can now understand basic conversations. 1) Mr. Hassan is from Turkey. 2) He is learning Turkish for business expansion. 3) He uses multiple methods to practice Turkish. 4) He can speak Turkish fluently. КЛЮЧ К ЗАДАНИЮ: 2, 3	Повышенный (3-5 минут)
4.	Тема 4. Путешествия	УК-4.	ИУК-4.1.	*3*	Last summer, my friend Liam and I went on a trip to Barcelona. We flew there from London on a cheap airline. The flight was only two hours long. We stayed in a small hotel near the beach. Every morning we had breakfast at a café and then walked around the city. We visited famous places like La Sagrada Família and Park Güell. We also tried Spanish food: tapas, paella, and churros with	A group of executives from a Swedish company recently visited Tokyo for a business conference. They flew directly from Stockholm on a 12-hour flight. They stayed at a luxury hotel in the Shinjuku district, known for its skyscrapers and business centers. Their schedule was tight: attending seminars, visiting potential partners, and presenting their new product. Despite the	Базовый (1-3 минуты)

					chocolate. We didn't have a lot of money, so we didn't take taxis. We used the metro or walked everywhere. We came back home after five days. It was a great trip! Where was their hotel located? 1)Near the airport 2) In the mountains 3) Near the beach 4) In the city centre, far from the sea КЛЮЧ К ЗАДАНИЮ: 3	busy agenda, they managed to experience a traditional tea ceremony and taste authentic sushi. The trip was highly productive and culturally enriching. What was the main purpose of their visit to Tokyo? 1) Tourism 2) Business conference 3) University exchange 4) Medical treatment КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.2.	*4*	Last month, Anna and her brother Mark went on a short trip to Istanbul. They flew from Moscow and stayed for four days. They booked a small apartment near the Grand Bazaar, not a hotel, because it was cheaper and more comfortable. Every morning they had Turkish tea and bread with jam. They visited the Blue Mosque, Hagia Sophia, and took a boat trip on the Bosphorus. They also bought souvenirs at the market: ceramic plates and handmade lamps. They didn't go to expensive restaurants. Instead, they ate at small local places where the food was delicious and not too costly. They returned home on Sunday evening, tired but happy. 1) Anna and Mark travelled to Istanbul last month. 2) They stayed in a hotel near the Grand Bazaar. 3) They visited three famous places in Istanbul. 4) They bought souvenirs during their trip. 5) They ate only in expensive restaurants. КЛЮЧ К ЗАДАНИЮ:1,3,4	Last month, a delegation of Italian fashion designers traveled to Paris for Fashion Week. They presented their new collection in a historic gallery. They met with international buyers, gave interviews to fashion magazines, and attended exclusive parties. They stayed in a designer boutique hotel near the Champs-Élysées. The trip resulted in several lucrative contracts and valuable media coverage. 1) The delegation was from Spain. 2) They presented a new fashion collection. 3) They met with international buyers. 4) The trip was unsuccessful. КЛЮЧ К ЗАДАНИЮ: 2, 3	Повышенный (3-5 минут)
			ИУК-4.3.	*3*	My name is Sophie. Last winter, I went on a trip to Prague with my university classmates. We took a bus from Berlin because it was cheaper than flying. The journey took about five hours.We stayed in a youth hostel in the city centre. It	A team of Australian researchers attended an international environmental summit in Copenhagen. They presented a paper on renewable energy sources. The conference lasted five days and included workshops, panel	Базовый (1-3 минуты)

					wasn’t luxury, but it was clean and friendly. Every day we walked around the Old Town, visited the Charles Bridge, and tried Czech food like goulash and dumplings.We didn’t have much money, so we didn’t go to fancy restaurants or museums with high entrance fees. Instead, we enjoyed free walking tours and beautiful views of the city. We came back to Berlin on Sunday night. It was a simple but wonderful trip! How did Sophie and her classmates travel to Prague? 1) By train 2) By plane 3) By bus 4) By car КЛЮЧ К ЗАДАНИЮ: 3	discussions, and networking events. The team also participated in a tree-planting ceremony organized by the hosts. They returned to Sydney with new insights and potential collaborators for future projects. What was the topic of their presented paper? 1) Artificial intelligence 2) Renewable energy sources 3) Financial markets 4) Historical architecture КЛЮЧ К ЗАДАНИЮ: 2	
5.	Тема 5. Российская Федерация	УК-4.	ИУК-4.1.	*1*	**The Russian Federation** 1. Russia is the largest country in the world by land area. It covers more than 17 million square kilometres and stretches across two continents: Europe and Asia. Because of its huge size, Russia has 11 time zones! 2. The country has a wide variety of landscapes. In the north, there are Arctic tundra and frozen coastlines. In the south, you can find mountains (like the Caucasus), steppes, and even semi-deserts. Siberia, which makes up most of Russia’s territory, is known for its dense forests and long, cold winters. 3. Russia is a federation made up of 85 federal subjects, including republics, oblasts, krais, and autonomous okrugs. Each region has its own government, but they all follow the federal laws of the Russian Federation. Moscow is the capital and the largest city. 4. The population of Russia is about 144 million people. There are over 190 ethnic groups living in the country. While ethnic Russians make up	**The Russian Federation** 1. Russia spans Eastern Europe and Northern Asia, making it the largest country in the world by land area. Its territory extends from the Baltic Sea in the west to the Pacific Ocean in the east, and from the Arctic Ocean in the north to the Black Sea and the Caucasus Mountains in the south. This vast size results in diverse natural zones and an enormous variety of scenery. 2. Russia is a federal semi-presidential republic. The President is the head of state and holds significant powers, while the Prime Minister leads the Government, which manages day-to-day administration. The Federal Assembly, Russia’s parliament, consists of two chambers: the State Duma and the Federation Council. The capital city is Moscow. 3. The country is incredibly rich in natural resources. It holds the world's largest natural gas reserves. The country is among the top three oil producers globally, and possesses vast deposits of coal, iron ore, nickel, gold, and diamonds.	Базовый (1-3 минуты)

around 80% of the population, there are many other nationalities, including Tatars, Ukrainians, Bashkirs, Chechens, and many more—each with their own language, culture, and traditions.
5. Russia is rich in natural resources. It has the world's largest natural gas reserves, and it is one of the top producers of oil, coal, and metals. These resources play a very important role in the country's economy and global influence.

Heading		Answer
А.	Natural Wealth	1
Б.	A Country of Many Nations	2
В.	A Huge and Diverse Land	3
Г.	Political Structure	4
Д.	Climate and Seasons	5.

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г	Д

КЛЮЧ К ЗАДАНИЮ
В – 1, Д – 2, Г – 3, Б – 4, А – 5

These resources are crucial for both the national budget and Russia's role in global energy markets.
4. Russia is home to more than 190 ethnic groups. Ethnic Russians form the majority (about 80%), but there are also Tatars, Bashkirs, Chuvash, Chechens, Dagestanis, Yakuts, and many others. Over 100 languages are spoken across the country, and numerous cultures, religions, and traditions coexist within its borders.
5. The climate in Russia varies greatly due to its size. The northern regions experience long, harsh Arctic winters, while southern areas such as Sochi enjoy mild, almost subtropical conditions. Siberia is known for extremely cold winters (down to –50°C), whereas the Volga region and parts of the south have warm summers and fertile soils suitable for agriculture.

Heading		Answer
А.	Diverse Climate Zones	1
Б.	A Multinational Country	2
В.	Natural Resource Superpower	3
Г.	Geographical Giant	4
Д.	Political System	5.

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г	Д

						КЛЮЧ К ЗАДАНИЮ А — 5, Б — 4, В — 3, Г — 1, Д — 2.	
			ИУК-4.2.	*3*	**The Russian Federation** Russia is the largest country in the world. It covers more than 17 million square kilometres and spans 11 time zones, from Kaliningrad in the west to Kamchatka in the east. Because of its size, Russia borders 14 countries, including China, Kazakhstan, Finland, and Norway. The capital of Russia is Moscow, which is also its largest city by population. Other major cities include Saint Petersburg, Novosibirsk, Yekaterinburg, and Kazan. Russia has a federal semi-presidential republic system of government. The President is the head of state, and the Prime Minister is the head of government. Russia is home to about 144 million people from more than 190 ethnic groups. The official language is Russian, but many republics within Russia also have their own official languages (e.g., Tatar in Tatarstan, Chechen in Chechnya). The country is extremely rich in natural resources. It has the world’s largest natural gas reserves and is one of the top three oil producers globally. These resources play a key role in Russia’s economy and foreign policy. Russia’s landscape is very diverse: it includes Arctic tundra in the north, vast forests (taiga) in Siberia, steppe grasslands in the south, and high mountains like the Caucasus, where Mount Elbrus (the highest peak in Europe) is located. How many time zones does Russia have? 1) 9 2) 10 3) 11 4) 12 КЛЮЧ К ЗАДАНИЮ: 3	**Modern Russia** Russia is a major player on the global stage. It is a permanent member of the United Nations Security Council. Its capital, Moscow, is one of the world's most populous cities and a hub for finance, science, and culture. The Russian Ruble (RUB) is the national currency. The country has a highly educated population, with literacy rates close to 100%. Russia is also known for its achievements in space exploration, having launched the first satellite, Sputnik, in 1957. What is the national currency of Russia? 1) Euro 2) Ruble 3) Dollar 4) Yen КЛЮЧ К ЗАДАНИЮ: 2	Базовый (1-3 минуты)
			ИУК-4.3.	*3*	**Russia: A Land of Contrasts**	**Russia: A Land of Contrasts**	Базовый

					Russia is not only the biggest country in the world by area, but also a country of great natural and cultural contrasts. In the far north, near the Arctic Ocean, temperatures can drop below –50°C in winter. At the same time, in southern regions like Sochi or Dagestan, summers are warm and sunny, and people even grow grapes and citrus fruits. The population is not evenly spread across the country. Most Russians live in the western part, especially in big cities like Moscow and Saint Petersburg. Siberia and the Far East are huge, but very sparsely populated due to harsh climate and distance from the economic centre. Russia has a strong industrial base and is one of the world's leading exporters of energy. Oil, gas, coal, and metals are key sectors of its economy. In recent years, the government has also been trying to develop high-tech industries and improve infrastructure in remote regions. Education is highly valued in Russia. The country has many well-known universities, such as Lomonosov Moscow State University and Saint Petersburg State University. Most students study for free if they pass entrance exams successfully. Nature in Russia is incredibly diverse: from the frozen shores of the Arctic to the beaches of the Black Sea, from the deep lakes like Baikal (the deepest lake in the world) to the active volcanoes of Kamchatka. What can you find in southern Russia? 1) Only snowy forests 2) Warm summers and citrus fruits 3) Active volcanoes and tundra 4) Dry deserts and cacti КЛЮЧ К ЗАДАНИЮ: 2	Russia is not only the biggest country in the world by area, but also a land of striking contrasts — natural, cultural, and economic. In the far north, beyond the Arctic Circle, the sun doesn't rise for weeks in winter, and permafrost covers vast territories. Meanwhile, in the south, regions like Krasnodar Krai and the Republic of Dagestan enjoy warm, sunny weather, fertile soil, and landscapes similar to Mediterranean countries. Most of Russia's population — over 140 million people — lives in the western part of the country, especially in large urban centres such as Moscow, Saint Petersburg, and Novosibirsk. In contrast, Siberia and the Russian Far East, though rich in resources, remain sparsely populated due to extreme weather and vast distances. Russia plays a major role in the global energy market. It is one of the top producers and exporters of oil and natural gas, and its economy heavily depends on these sectors. At the same time, the country has a strong tradition in science, engineering, and space exploration. Education is highly respected: from early school years to university, academic achievement is encouraged. Many students attend prestigious institutions like Lomonosov Moscow State University or the National Research Nuclear University (MEPhI), often studying tuition-free if they perform well on national exams. The natural beauty of Russia is breathtakingly diverse. You can find the crystal-clear waters of Lake Baikal — the deepest and oldest freshwater lake on Earth — next to the snow-capped peaks of the Caucasus Mountains. In Kamchatka, in the Far East, dozens of active volcanoes and geysers create a landscape that feels almost otherworldly. Meanwhile, the Golden Ring cities northeast of Moscow preserve centuries-old	(1-3 минуты)

						churches and monasteries, offering a glimpse into Russia's spiritual past. What can you find in the far north of Russia? 1) Permafrost and polar bears 2) Warm summers and citrus fruits 3) Arctic tundra and reindeer 4) Endless sandy deserts КЛЮЧ К ЗАДАНИЮ: 1	
6	Тема 6. Великобритания	УК-4.	ИУК-4.1.	*3*	**Sherwood Forest** Sherwood Forest is in Nottingham, on 100,000 acres. The 1200s were popularly thought to be the time of Robin Hood. Who was Robin Hood? No one knows for sure whether the legend was based on a real historical character. His name became a nickname for an outlaw. The story of Robin Hood, the most popular English folk of all the times. Everybody knows his friends (Little John, Brother Tuck, Will Scarlet) The legendary hero and his fellows stole from the rich and gave to the poor. Unfortunately, there is no evidence that Robin Hood really existed. Ballads and chronicles, all talk about the famous hero. Today, the legend of Robin Hood has turned Nottinghamshire into a large tourist attraction. In the centre of Nottingham can be found Nottingham Castle. Sherwood Forest has an excellent visitors' centre with an attractive display and shop, in which, according to tradition, Robin Hood and Lady Marion were married. It is one of the visitors favourite sites. Who was Robin Hood? 1) A well-documented historical figure. 2) A real nobleman who lived in Nottingham Castle. 3) A legendary hero who may not have been a real person. 4) A friend of the king, famous for his bravery. КЛЮЧ К ЗАДАНИЮ:3	**The British Museum** The British Museum in London is one of the world's oldest and most important public museums. It was established in 1753, largely based on the collections of Sir Hans Sloane, a physician and naturalist who bequeathed his vast collection of books, manuscripts, and artefacts to the nation. The museum opened its doors to the public on 15 January 1759 in Montagu House, its original building in Bloomsbury. Today, it occupies a grand neoclassical building designed by Sir Robert Smirke and welcomes over six million visitors annually. The museum's collection is truly global, encompassing more than 8 million objects that tell the story of human culture from the earliest tools made by our ancestors in Africa over two million years ago to contemporary art. Among its most iconic exhibits are the Rosetta Stone — the key to deciphering Egyptian hieroglyphs — a vast gallery of Egyptian mummies and coffins, the Parthenon sculptures (also known as the Elgin Marbles) from ancient Greece, and the Lewis Chessmen from medieval Scandinavia. The museum also holds significant collections from Mesopotamia, China, India, the Islamic world, and the Americas. Admission to the permanent collection is free, funded by the UK government and private donations. Special exhibitions may require a	Базовый (1-3 минуты)

						ticket, but the core galleries are open to everyone without charge. Because of its historical importance, vast holdings, and central location in London, the British Museum is consistently ranked among the city's top tourist destinations. When was the British Museum established? 1) 1605 2) 1753 3) 1851 4) 1900 КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.2.	*4*	**Outstanding People of Great Britain** Great Britain made a great contribution to the science, literature, music and arts of the world. It gave mankind a lot of outstanding scientists, writers and poets, musicians and painters. *Thomas More*, who lived in the 15th century, was an outstanding humanist, scientist and statesman. His work 'Utopia' brought him worldwide acknowledgement. Many prominent people were influenced by his ideas of a free democratic state described in 'Utopia'. *William Shakespeare* is one of the most famous writers in the world. His plays 'Romeo and Juliet', 'Hamlet, Prince of Denmark', 'King Lear', 'Macbeth' were translated into almost every language and staged in every theatre. He described the characters and feelings, which can be called international and living forever. *Daniel Defoe*, *Robert Burns*, *Walter Scott*, *Charles Dickens*, *Lewis Carroll* are only a few names well-known all over the world. *William Hogarth*, *Sir Joshua Reynolds*, *Thomas Gainsborough*, *John Constable* contributed to the world's painting treasures. Great Britain has also given the world many outstanding scientists.	**Geographical position of Great Britain** The British Isles lie to the north-west of the continent of Europe and consist of two main islands, the larger of which is Great Britain, the smaller is Ireland. There are over 5 hundred small islands known collectively as the United Kingdom of Great Britain and Northern Ireland, with a total area of 244, 100 square kilometres and population of 58, 837 thousand people. Great Britain is made up of England, Wales and Scotland. Among the smaller coastal islands forming administrative countries of the mainland one should mention the Isle of Wight off the southern coast of England, the Isles of Scilly off the extreme south-west and Anglesey to the west. The north-west and west of Great Britain surrounded by the Atlantic Ocean. In the west the country is also washed by the Irish Sea. The eastern coast is open to the waters of North Sea. The south-eastern tip of Great Britain is separated from France by the English Channel which is 32 kilometres wide at its narrowest point. Northern Ireland which lies to the west of Great Britain is separated from it by the North Channel and is washed by the Atlantic Ocean and the Irish Sea.	Повышенный (3-5 минут)

					Alexander Fleming, the discoverer of penicillin was born is Scotland. He spent his working hours almost entirely in hospitals and laboratories. His discovery of penicillin did more to help suffering people than anything else for centuries. When he died in 1955 his old friend said: '...by his work he relieved more suffering than any other living man'. *Ernest Rutherford*, a famous English physicist worked in the field of radioactivity. His brilliant researches established the existence and nature of radioactive transformations. He was one of the founders of the atomic theory of physics and creators of the first atomic model. *M. Faraday* made his major discovery in the field of electricity – the electromagnetic induction. He also made several important observations on the conductivity of different materials. Enjoying world-wide popularity, Faraday remained a modest man, who rejected high titles. All of them considered hard labour and love for mankind to be the main reason of their success. Which of the following statements about British cultural figures are true? 1) William Shakespeare's works are popular internationally. 2) Charles Dickens is mentioned as a scientist. 3) Thomas More's ideas influenced other prominent people. 4) William Hogarth was a famous British painter. КЛЮЧ К ЗАДАНИЮ:1,3,4	Great Britain is very irregularly shaped, being deeply indented by numerous gulfs of the sea; no part of the country is more than 120 kilometres from the sea. The seas surrounding Great Britain are not very deep, they are good for fishing. The remains of extinct species of animals and plants help to establish the dates when the British Isles became separated from the continent. The island of Great Britain is quite distinctly divided into two parts: mountainous (north and west) and lowland, sometimes hilly (south and east). The most important mountain territories are those located in the north of Scotland. Geologically these mountains are among the oldest in the world formed by ancient hard rocks with traces of volcanic activity. The largest valley – the central lowlands – divides these mountain ranges into the Southern Uplands and the Northern Uplands. The narrow valley of Glen separates the North-west mountains from the Grampians where the highest point of the British Isles Ben Nevis (1343 metres) is with its majestic beauty. From the Southern Uplands of Scotland the mountains stretch to Wales Peninsula. To the south of the deeply inlanded Solway Firth Gulf, along the Western Coast runs the mountain range of Cumberland. To the east of this massif lies the central upland known as the Pennines – the backbone of Britain, stretching up to the river basin of the Trent, verging on the English Midlands. Lowland Britain extends from the mouth of the river Tyne in the north-east of England to the mouth of the river Exe. The rivers of Britain are short, their direction and character are determined by the position of the mountains. Most of the rivers flow in the eastward direction.	

						Due to the humid climate the water-level is always high. The rivers seldom freeze in winter, most of them remain ice-free but they are not navigable for ocean liners. The most important rivers are the Severn, the Thames, the Ouse, the Tyne, the Tees, the Tweed and the Eden. Despite its reputation for grey skies and rain, the climate of Britain is generally mild, temperature and humid due to the influence of the warm Gulf Stream. Because the British Isles are surrounded by water the climate is also insular and it is much moister than on the continent of Europe. Although the weather changes frequently, the temperature seldom goes to extremes – it is rarely than +32 degrees C or less than –10. Of course it rains through the year but the wettest months are from September to January while the driest are from March to June. There is much more rainfall in the mountainous areas of the west and north than in central parts of Britain. The west which is washed by the Atlantic Ocean and the Irish Sea is wetter than the coast washed by the North Sea. November, December and January have the least sunshine – only an hour a day in northern Scotland and two hours a day on the south coast of England. This abundance of rainfall results in thick fogs which can last for days and weeks at a time during winter and autumn. But rains help grasses to grow, providing British cattle with good pastures and British countryside with its beautiful green charm. The coldest parts of the British Isles are in Scotland and the warmest in the south-west of Ireland and England. Snow is rare there and it never lies on the ground for long. All the British ports are ice-free and the rivers do not freeze during winter which allows successful navigation.	

						Which of the following statements about the geographical position and natural features of Great Britain are true? 1) Great Britain consists of three main parts: England, Wales, and Scotland. 2) The Pennines are often called the “backbone of Britain” and stretch from northern England down toward the Midlands. 3) The Gulf Stream makes the climate of the British Isles much colder and drier than that of continental Europe. 4) No place in Great Britain is more than 120 kilometres from the sea. КЛЮЧ К ЗАДАНИЮ: 1,2,4	
			ИУК-4.3.	*1*	**Famous Historical Places in Great Britain** There are a lot of places of interest in Great Britain. They are both modern and ancient monuments, like Stonehenge and Hadrian Wall, Durham Castle and York Cathedral. The famous Lake District is in Northern England. In Embleside one can visit the Steam Boat Museum. The oldest ship in this museum – her name is ‘Dolly’ – is 150 years old. In York the tourists are usually attracted by the National Railway Museum. It contains the history of Stephenson’s invention of steam locomotive. But the main attraction is London places of interest. Among them there are: the Tower of London, Tower Bridge, St. Paul’s Cathedral, the House of Parliament, Big Ben, Westminster Abbey and so on. *The Tower of London.* It is the most famous of all the historical buildings in London. It was built in the 11th century. In the past it was a fortress, a palace and a prison. A lot of people lost their heads there. Now the Tower is a museum. It is famous as home of the Crown Jewels. They include the Crown of Queen Elizabeth the Queen Mother. According to tradition the Tower is guarded by the Geoman Warders or Beefeater. They still wear their old bright and colourful Tudor uniforms. The black	**Famous Historical Places in Great Britain** Great Britain is rich in historical landmarks that attract millions of visitors every year. Among the most iconic are ancient sites like Stonehenge, a mysterious circle of standing stones believed to be over 5,000 years old, and Hadrian’s Wall, built by the Romans in the 2nd century AD to mark the northern frontier of their empire. In the north, the Lake District offers not only stunning natural beauty but also cultural heritage — the home of poet William Wordsworth in Grasmere is now a museum. However, London remains the heart of Britain’s historical and architectural wonders. Key landmarks include Windsor Castle, the oldest and largest inhabited castle in the world; Buckingham Palace, the official London residence of the monarch; and the historic Tower of London, which has witnessed royal triumphs and tragedies for nearly a millennium. Windsor Castle has been a royal home for over 900 years. It serves both as a private residence for the King and a venue for state ceremonies. St George’s Chapel within the castle is the burial	Базовый (1-3 минуты)

ravens live in the gardens of the Tower. There is legend that the Tower will fall if it loses ravens. Therefore the birds with clipped wings are carefully guarded.



Tower Bridge. Not far from the Tower of London is Tower Bridge built across the Thames in 1894. The twin drawbridges, each weighing about 1000 tones take just 90 seconds to rise. The Tower Bridge was designed by Sir Horace Jones and built by Sir John Wolfe Barry. Many tourists come to see the best known bridge in London.

St.Paul's Cathedral. It is the City's greatest monument and Sir Christopher Wren's masterpiece. The most notable feature of it is the enormous dome. It took Wren 35 years to build the cathedral (1675-1710). It was the fifth church put on the same site. Wren lived more than 90 years and when he died he was buried in this cathedral. There are memorials to many famous men of England of the Cathedral.

The Houses of Parliament and Big Ben. The Palace of Westminster usually known as the Houses of Parliament. For 500 years it was the king's palace. It was designed by Sir Charles Barry. But the modern palace was begun in 1840. This is a place where the English Parliaments sits now. There are two towers in the Palace of Westminster: the Victoria Tower and the Clock Tower. The clock came into service in 1859 and was nicknamed 'Big Ben' after Sir Benjamin Hall, who was in charge of the building. Big Ben is the biggest clock bell in Britain. It weighs 13 tons. The Clock Tower is 318



place of many monarchs, including Queen Elizabeth II.

Buckingham Palace was originally built as a townhouse in 1703 and became the official royal palace in 1837. The famous Changing of the Guard ceremony takes place in front of the palace and is a favourite among tourists. The palace has 775 rooms and is used for official receptions and diplomatic events.

The Tower of London, founded by William the Conqueror in 1066, has served as a royal palace, a prison, an armory, and even a zoo. Today, it houses the Crown Jewels, watched over by the Yeoman Warders (commonly known as Beefeaters). Legend says that if the ravens ever leave the Tower, the monarchy will fall — so their wings are carefully trimmed to keep them there.

Stonehenge, located in Wiltshire, remains one of the world's greatest prehistoric mysteries. Built in several stages between 3000 BC and 1600 BC, it is aligned with the movements of the sun and may have been used for religious or astronomical purposes.

Hadrian's Wall, stretching 73 miles across northern England, was built by Roman soldiers under Emperor Hadrian. It marked the boundary of the Roman Empire and included forts, milecastles, and watchtowers — many of which can still be visited today.

Landmark		**Description**	
A.	Windsor Castle	1.	This prehistoric monument consists of massive standing stones

feet high. You have to go up 374 steps to reach the top.

Westminster Abbey. It is very old and very beautiful and it is full of history. No church in Britain has been so closely connected with the Crown and the nation's history as Westminster Abbey. Coronations of every king and queen during 900 years have been held here. The Abbey was founded in 1050 as a monastery by a king – Edward the Confessor. Later it was rebuilt some times. But the present building dates from 1480. Westminster Abbey is in the centre of London. Many great Englishmen are buried in it: Newton, Darwin, Watt, Dickens, and Chaucer. There is a corner usually called 'Poet's Corner', where there are memorials to famous British poets: W. Shakespeare, Robert Burns, Byron, Longfellow and others.



Landmark		**Description**	
А.	The Tower of London	1.	This structure's most famous part is named after Sir Benjamin Hall and weighs 13 tons.
Б.	Tower Bridge	2.	This is the final resting place for many famous scientists and writers, with a special section for poets.
В.	St. Paul's Cathedral	3.	It was originally a fortress, palace, and

			arranged in a circle and is aligned with the solstices.
Б.	Buckingham Palace	2.	This royal residence is famous for the Changing of the Guard and contains 775 rooms, including the Throne Room and Ballroom.
В.	The Tower of London	3.	Originally built as a fortress by William the Conqueror, it once held prisoners like Anne Boleyn and now displays the Crown Jewels.
Г.	Stonehenge	4.	This royal castle has been

			prison, and is now home to the Crown Jewels and guarded by Beefeaters.
Г.	The Houses of Parliament	4.	Its twin drawbridges can rise to let ships pass in just a minute anda half.
Д.	Westminster Abbey	5.	It is famous for its enormous dome and its architect, who is buried inside, spent 35 years building it.

Запишите выбранные цифры под соответствующими буквами:

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Б – 4
В – 5
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			continuously occupied for over nine centuries and contains St George's Chapel, where monarchs are buried.
Д.	Hadrian's Wall	5.	Built by the Romans in the 2nd century AD, this 73-mile-long structure marked the northern edge of the Roman Empire in Britain.

Запишите выбранные цифры под соответствующими буквами:

А	**Б**	**В**	**Г**	**Д**

КЛЮЧ К ЗАДАНИЮ
А – 4
Б – 2

						В – 3 Г – 1 Д – 5	
7.	Тема 7. Соединенные Штаты Америки.	УК-4.	ИУК-4.1.	*2*	**Size** The United States is the world's third largest country in size and almost the third largest in population. It is more than twice the size of the European Union. Spain is about 5% of the size of the U.S. There are 50 states and lots to see. **The United States is <u>gigantic</u>!!** **Food** In the U.S. you will find all sorts of people from all around the world. In New York City you will hear every language and can eat any type of food you want. Ethiopian food, food from Mexico, and Italian. It's all there. <u>Yumm</u>! **Environment** You can visit the mountains, the desert, the ocean, and the forest. But watch out for grizzly bears! They are one of the largest <u>carnivores</u>, or animals that eat meat, in the U.S. 1) The different natural environments and wildlife. 2) The variety of people and food in the U.S. 3) The size of the U.S. compared to other places. Запишите соответствующую последовательность цифр слева направо: | | | | | | | **КЛЮЧ К ЗАДАНИЮ:**3,2,1	**US Government Structure** The United States government is based on the Constitution, which created a federal system. Power is shared between the national government and 50 state governments. At the federal level, there are three branches to ensure balance and prevent abuse of power. The **Legislative Branch**, made up of Congress (the Senate and the House of Representatives), makes laws. Congress also controls the budget and can declare war. The **Executive Branch**, led by the President, enforces laws. The President serves as head of state, commander-in-chief of the armed forces, and conducts foreign policy. The **Judicial Branch**, headed by the Supreme Court, interprets laws and determines if they follow the Constitution. Supreme Court justices are appointed for life to remain independent. These branches operate under a system of checks and balances: for example, the President can veto laws, but Congress can override the veto with a two-thirds vote. This structure protects democracy and keeps no single branch too powerful. 1) The Judicial Branch 2) The Executive Branch 3) The Legislative Branch Запишите соответствующую последовательность цифр слева направо: | | | | | | | **КЛЮЧ К ЗАДАНИЮ:**3,2,1	Базовый (1-3 минуты)

			ИУК-4.2.	*1*	**HISTORY OF THE USA** The history of the USA dates back only to the 15th century. In the 15th century there was no USA at all. The present territory of the USA was divided among some countries. In the 15th — 16th centuries some territory of the USA belonged to Great Britain (northern and western lands); southern parts (California, Florida, New Mexico, Texas) belonged to Spain, then — to Mexico; the central part, the territory was called Louisiana — to France; Alaska was possessed by Russia; some territories remained to be under Indians control. In 18th century there were only thirteen Britain's American colonies and they broke with Great Britain in 1776 and later were recognized as the new nation of the United States ofAmerica, following the Treaty of Paris in 1783. During the 19th and 20th centuries, 37 new states were added to the original 13 as the nation expanded their frontiers across the North American continent and acquired a number of overseas possessions. There were three most dramatic experiences in the nation's history; the Civil War (1861-1865), the Great Depression of the 1930s and Vietnam War of the 1960s — 70s. After its victories in World Wars I and II and the end of the Cold War in 1991, the USA remains the world's most powerful state. The economy is marked by steady growth, low unemployment and inflation, and great advances in technology. Nowadays, the USA is world's fourth-largest country by size after Russia and Canada) and by population (after China and India). It is about half the size of Russia or lightly larger than China or Brazil. **Period/ Event** / **Description** A. 15th - 1. This event, along with the	**US Landmarks** The United States is home to some of the world's most famous and symbolic landmarks, reflecting its natural beauty, historical legacy, and democratic ideals. Among the most iconic is the Statue of Liberty, standing proudly in New York Harbor. A gift from France in 1886, this colossal copper statue represents freedom, hope, and opportunity for millions of immigrants who arrived in America seeking a better life. Holding a torch aloft and a tablet inscribed with the date of American independence, Lady Liberty remains a powerful global symbol of democracy. Equally impressive is the Grand Canyon in Arizona, one of Earth's most breathtaking natural wonders. Carved over millions of years by the Colorado River, this vast canyon stretches 277 miles long, up to 18 miles wide, and over a mile deep. Its layered red rock reveals nearly two billion years of geological history. Millions of visitors each year hike its trails, raft its river, or simply gaze at its ever-changing colors at sunrise and sunset. In the nation's capital, Washington, D.C., stands the White House — the official residence and workplace of the U.S. President since 1800. This neoclassical mansion has witnessed pivotal moments in American history and serves as both a home and a symbol of the executive branch of government. Another remarkable site is Mount Rushmore National Memorial in South Dakota. Carved directly into the granite face of the Black Hills, it features 60-foot-tall sculptures of four influential U.S. presidents: George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln. Chosen for their roles in founding, expanding, preserving, and unifying the nation, their likenesses honor the country's	**Базовый (1-3 минуты)**

						16th centuries		Great Depression and the Vietnam War, was one of the nation's most dramatic experiences.
					Б.	1776	2.	The USA became the world's most powerful state after these global conflicts.
					В.	The Civil War	3.	During this time, the land that is now the USA was divided among several European powers and indigenous peoples.
					Г.	World Wars I & II	4.	The year when the thirteen British colonies declared independence from Great Britain.

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г

КЛЮЧ К ЗАДАНИЮ
А – 3
Б – 4
В – 1
Г – 2

core values and historical journey.
Together, these landmarks — from natural marvels to monuments of freedom — embody the spirit, diversity, and enduring ideals of the United States. They attract millions of tourists annually and continue to inspire awe and national pride.

Landmark		**Description**	
А.	Statue of Liberty	1.	Natural wonder known for its vast size and beauty.
Б.	Grand Canyon	2.	Presidential residence.
В.	The White House	3.	Symbol of freedom, a gift from France.
Г.	Mount Rushmore	4.	Mountain sculpture of four presidents.

Запишите выбранные цифры под соответствующими буквами:

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КЛЮЧ К ЗАДАНИЮ
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В – 2
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			ИУК-4.3.	*3*	The United States of America is a very big country and 250 million people live there. The country is in the middle of the North American continent between Canada and Mexico. Canada is in the North and Mexico is in the South. The Atlantic Ocean is in the East and the Pacific Ocean is in the West. There are 50 states in the USA and they all have a government and a capital city. The capital city of the USA is a Washington DC. The USA flag is called the ‘’Stars and Stripes’’. There are 50 stars on the flag, one for each state. The USA is famous for many different things. New York City is a very famous and important city. The Empire State Building is in New York. It is a very tall building and it is very beautiful. Disneyland is famous, too. It is a good place to have a holiday. It is in California. American food is famous all over the world. Hamburgers and coca-cola are very popular. Aseball and American football are very popular sports in the USA and people in Europe watch American football on the television. Which country is located to the north of the United States? 1) Mexico 2) China 3) Canada 4) Japan КЛЮЧКЗАДАНИЮ: 3	**The American Economy** The American economy is driven by a spirit of entrepreneurship, innovation, and free-market principles. It is the largest in the world by nominal GDP and plays a dominant role in global trade and finance. One of its most dynamic sectors is technology. Silicon Valley, located in California, serves as the global epicenter of innovation, hosting world-famous companies like Apple, Google, Meta (Facebook), and countless startups that shape the future of artificial intelligence, software, and digital services. Another major cultural and economic force is the entertainment industry. Centered in Hollywood, Los Angeles, it produces films, television shows, and digital content that reach audiences worldwide, generating billions of dollars annually and spreading American culture across the globe. Wall Street in New York City symbolizes the nation’s financial might. As the home of the New York Stock Exchange and major investment banks, it influences global markets and capital flows. The U.S. dollar is the world’s primary reserve currency, used in most international transactions and held by central banks worldwide. This status gives the United States significant economic leverage and stability. In addition to tech, entertainment, and finance, the U.S. economy thrives on diverse industries: advanced manufacturing, agriculture, aerospace, and healthcare. Strong property rights, a skilled workforce, and a culture that encourages risk-taking and creativity continue to fuel America’s economic leadership and global competitiveness. What is Silicon Valley known for? 1) Automotive manufacturing	**Базовый (1-3 минуты)**

						2) Technology and startups 3) Agricultural production 4) Heavy industry КЛЮЧ К ЗАДАНИЮ: 2	
8.	Экономика Соединенных Штатов Америки.	УК-4.	ИУК-4.1.	*4*	The economy of the United States is the largest in the world by nominal GDP. It is a mixed economy, combining elements of capitalism and government regulation. The U.S. has a strong service sector, which includes finance, healthcare, education, and technology. It is also a major producer of agricultural goods and high-tech industrial products. The federal government collects taxes and spends money on defense, infrastructure, social programs, and public services. The U.S. dollar is the world's main reserve currency, and the country plays a leading role in international trade and finance. 1) The U.S. economy is based only on free-market capitalism with no government involvement. 2) Services like banking, healthcare, and education are important parts of the U.S. economy. 3) The United States does not produce agricultural products. 4) The U.S. dollar is widely used in international trade and is held as a reserve currency by many countries. КЛЮЧКЗАДАНИЮ: 2, 4	The United States has the world's largest economy by nominal GDP. It is characterized by a highly developed services sector, which includes finance, real estate, and healthcare. The country is also a leading manufacturer of goods like aircraft, automobiles, and pharmaceuticals. Technological innovation is a key driver of economic growth, with significant investment in research and development. The New York Stock Exchange and NASDAQ are the world's largest stock exchanges. The U.S. economy benefits from a large domestic market and extensive international trade. 1) The U.S. economy is primarily based on agriculture. 2) The services sector is a major part of the U.S. economy. 3) The U.S. is not a significant manufacturer. 4) Technological innovation contributes to economic growth. КЛЮЧ К ЗАДАНИЮ: 2, 4	Повышенный (3-5 минут)
			ИУК-4.2.	*2*	The 2024 debate between Donald Trump and Kamala Harris showcased their starkly different approaches to governing. Trump advocated for limited federal government and state autonomy, while Harris emphasized the importance of a strong federal role in protecting citizens' rights and providing economic support.	The American economy is built on innovation, entrepreneurship, and global financial influence. A major driver of growth is the technology sector, centered in Silicon Valley, California. This region is home to global giants like Apple, Google, and Meta, which lead in software, artificial intelligence, and digital services. These companies not only create high-skilled jobs but	Базовый (1-3 минуты)

Economy:

Donald Trump: Trump's economic plan centered on lower taxes and tariffs on foreign goods, particularly from countries like China. He claimed his policies would continue to create jobs and boost the economy, as they did during his presidency. He stated, "I created one of the greatest economies in the history of our country, and I will do it again." Trump rejected Harris's criticism that his plans would increase the deficit, focusing instead on growth and reducing federal interference in business.

Kamala Harris: Harris focused on supporting the middle class through federal assistance programs like tax credits and affordable housing. She proposed a $6,000 child tax credit to help families with essential needs like car seats and cribs. Harris also highlighted her support for small businesses and argued that Trump's tax cuts for the wealthy hurt the average American. She noted, "I believe in lifting up the middle class and creating an opportunity economy."

Speaker		Statement	
А.	Donald Trump	1.	Supports a $6,000 child tax credit to help families afford basic necessities.
Б.	Kamala Harris	2.	Believes the federal government should have a limited role and states should have more autonomy.
		3.	Argues that strong federal action is needed to protect citizens' rights and support the

also attract talent and investment from around the world. Another key economic force is the entertainment industry in Hollywood, which exports movies, TV shows, and music, shaping global culture while generating billions in revenue annually.

The financial sector, symbolized by Wall Street in New York City, plays a central role in the global economy. It hosts the world's largest stock exchange and major banks that manage trillions in assets. Crucially, the U.S. dollar serves as the world's primary reserve currency used in international trade, oil transactions, and held by central banks worldwide. This status gives the United States significant economic stability and influence. Together, these elements — tech innovation, cultural exports, financial power, and the dominance of the dollar—make the U.S. economy a central pillar of the global economic system.

Economic Feature		Statement	
А.	Silicon Valley	1.	It is the heart of the U.S. financial system and home to the New York Stock Exchange.

							economy.		
						4.	Claims his previous economic policies created one of the strongest economies in U.S. history.		

А	Б

КЛЮЧ К ЗАДАНИЮ:
1 – Б
2 – А
3 – Б
4 – А

Б.	Wall Street	2.	It drives global technological innovation and houses leading digital companies.
		3.	It produces entertainment content that has worldwide cultural and economic impact.
		4.	The U.S. dollar, linked to this sector, is the main global reserve currency.

А	Б

КЛЮЧ К ЗАДАНИЮ:
1 – Б
2 – А
3 – А
4 – Б

			ИУК-4.3.	*3*	The United States has the largest economy in the world. It is a mixed economy, which means it combines free markets with some government regulation. Most jobs and businesses are in the service sector, including finance, healthcare, education, and technology. The U.S. also produces cars, aircraft, and agricultural products	International trade is vital for the U.S. economy. The country is one of the world's top importers and exporters. Its main exports include agricultural products like soybeans and corn, industrial supplies, and capital goods such as aircraft and industrial machinery. Key imports consist of consumer goods—including	Базовый (1-3 минуты)

					like corn and soybeans. The government collects taxes and spends money on defense, infrastructure, education, and social programs. The U.S. dollar is the most widely used currency in international trade and is held as a reserve currency by many countries. What type of economy does the United States have? 1) Command economy 2) Traditional economy 3) Mixed economy 4) Pure market economy КЛЮЧ К ЗАДАНИЮ: 3	electronics and clothing—automobiles, and crude oil. The U.S. maintains trade agreements with numerous countries, such as Canada, Mexico (under USMCA), and partners in Asia and Europe, to reduce tariffs and facilitate the smooth flow of goods and services. These agreements support American jobs, enhance competitiveness, and provide consumers with greater choice and lower prices in the global marketplace. Which of the following is a major U.S. export? 1) Crude oil 2) Electronic consumer goods 3) Aircraft 4) Clothing КЛЮЧ К ЗАДАНИЮ: 3	
9.	Тема 9. Экономика Великобритании.	УК-4.	ИУК-4.1.	*3*	The UK economy is one of the largest in the world and is based primarily on services, especially finance, business services, education, and healthcare. London is a global financial centre. Industry and agriculture play a smaller but still important role. The UK government supports sustainable development and requires environmental impact assessments for major investment projects. Projects with significant and irreversible environmental effects are classified as Category "A" and include sectors such as agro-industry and forestry. Which of the following sectors is most likely to be classified as Category "A" in an environmental analysis of an investment project in the UK? 1) Education 2) Healthcare 3) Agro-industry 4) Retail КЛЮЧ К ЗАДАНИЮ: 3	The City of London is one of the world's leading financial centers. It is home to the Bank of England, the London Stock Exchange, and numerous international banks, insurance firms, and investment companies. The UK's service sector—especially finance, insurance, legal, and professional business services—accounts for nearly 80% of the country's GDP. London's global connectivity, stable legal system, and use of English make it a hub for international trade and investment. The British pound sterling (GBP) remains one of the world's major reserve currencies, widely used in global transactions and held by central banks worldwide. What is the currency of the United Kingdom? 1) Euro 2) US Dollar 3) Pound Sterling 4) Yen КЛЮЧ К ЗАДАНИЮ: 3	Базовый (1-3 минуты)
			ИУК-4.2.	*1*	**The Economy of the United Kingdom**	**The UK's Economic History: From Industry**	**Базовый**

					The economy of the United Kingdom is one of the largest in the world. It has gone through many significant changes throughout its history. In the 18th and 19th centuries, the UK was the world's first industrialised nation. Its economy was dominated by heavy industries like coal mining, steel production, and textile manufacturing. This period is often called the Industrial Revolution. However, in the 20th century, particularly after the Second World War, these traditional industries began to decline. From the 1980s onwards, there was a major shift. The government started to privatise many state-owned companies, and the focus moved towards services. Today, the service sector is the most important part of the UK's economy. It includes industries like finance, insurance, and real estate, which are concentrated in the City of London. Other key service industries are retail, tourism, and business services. Although less dominant, manufacturing is still significant. The UK is known for producing high-quality goods, such as luxury cars (e.g., Rolls-Royce, Bentley), aerospace technology, and pharmaceutical products. A growing modern sector is the creative and digital industries. The UK is a global leader in areas like film production, music, advertising, and video game development. A major recent event that affected the economy was the UK's decision to leave the European Union, known as Brexit. This has led to changes in trade rules and relationships with other European countries. Despite challenges, the UK economy remains a global centre for finance, culture, and innovation. 1) The rise of the creative and digital industries. 2) The dominance of coal, steel, and textiles during the Industrial Revolution. 3) The decline of heavy industry and the privatisation of state companies.	**to Services** The economic history of the United Kingdom reflects a series of profound transformations that have shaped its modern identity as a global services hub. In the 18th and 19th centuries, Britain became the world's first industrial nation, launching the Industrial Revolution. Fueled by abundant coal reserves and innovations in textile manufacturing, steam power, and iron production, the UK rapidly urbanized and dominated global trade. Cities like Manchester, Birmingham, and Glasgow emerged as industrial powerhouses, and the British Empire provided vast markets for its goods. However, by the 20th century, this industrial model began to falter. Traditional heavy industries—such as shipbuilding, coal mining, and steel production—faced steep decline due to international competition, outdated infrastructure, and changing global demand. Entire communities, particularly in northern England, Scotland, and Wales, suffered job losses and economic hardship. A major turning point came in the 1980s under Prime Minister Margaret Thatcher. Her government launched a sweeping programme of privatisation, transferring state-owned enterprises—including British Telecom, British Gas, and British Airways—into private hands. This shift aimed to boost efficiency, reduce government spending, and promote free-market principles, though it also sparked social and regional tensions. By the late 20th and early 21st centuries, the UK economy had become overwhelmingly service-based, with finance, insurance, legal services, and business consulting driving growth. London solidified its status as a global financial capital.	**(1-3 минуты)**

					4) The service sector, including finance in London, becomes the most important. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2,3,4,1	More recently, the digital and creative industries—including software development, film, music, gaming, and design—have become key sectors, contributing significantly to exports and employment. Today, over 80% of the UK's GDP comes from services, marking a complete transformation from its industrial roots to a knowledge- and innovation-driven economy. The UK's economic history has seen several major transitions: 1) In the late 20th and early 21st centuries, the economy became increasingly dominated by services, with a growing focus on the digital and creative industries. 2) In the 18th and 19th centuries, the UK was the world's first industrial nation, powered by coal and textiles. 3) In the 20th century, traditional heavy industries like shipbuilding and steel declined. 4) The 1980s saw a wave of privatisation under Prime Minister Margaret Thatcher, shifting state-owned enterprises to private ownership. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2, 3, 4, 1	
			ИУК-4.3.	*2*	**The UK Economy: Key Sectors** The United Kingdom has one of the world's largest and most diverse economies. While historically known for its industrial revolution, today's UK economy is dominated by services. The financial services sector, particularly in London, is one of the most significant in the world. Other important service industries include business services, education, and retail. Manufacturing remains a vital part of the economy, though its share has declined. The UK is a leading producer of aerospace equipment,	**The UK Economy: Modern Drivers of Growth** While the United Kingdom once relied on coal, steel, and shipbuilding, its modern economy thrives on knowledge-intensive and service-based sectors. Today, digital technology is a cornerstone of British industry. The UK is home to Europe's largest tech start-up ecosystem, with hubs in London, Manchester, and Edinburgh. Companies in artificial intelligence, fintech, and cybersecurity attract billions in global investment annually.	**Базовый (1-3 минуты)**

pharmaceuticals, and luxury automobiles. The creative industries, including film, music, and advertising, are also a major growth area and a significant export.

Recent developments like Brexit have created new trade dynamics. Furthermore, there is a strong push towards a digital economy and renewable energy, signaling the ongoing evolution of the UK's economic landscape.

Economic Sectors		Descriptions	
A.	Financial Services	1.	This sector includes businesses like supermarkets and shops that sell goods directly to consumers. It is a major employer within the service industry.
Б.	Manufacturing	2.	This sector is part of the service industry and is focused on banking, insurance, and investments. London is a global hub for it.
B.	Creative Industries	3.	This is a growing sector focused on sustainable power sources like wind and solar, representing the shift towards a

Higher education is another vital export sector. British universities—such as Oxford, Cambridge, Imperial College, and UCL—rank among the world's best and welcome over 600,000 international students each year. Tuition fees and related spending generate significant revenue and foster long-term global ties.

Healthcare and life sciences also play a strategic role. The National Health Service (NHS) is one of the world's largest publicly funded health systems, while the UK leads in medical research and pharmaceutical innovation—evident in its rapid vaccine development during the pandemic.

Tourism remains a major contributor to employment and GDP. Millions visit the UK each year to see landmarks like Stonehenge, Buckingham Palace, Edinburgh Castle, and the Lake District. Cultural attractions, museums, and historic cities draw visitors from every continent.

Finally, transport and logistics support both domestic connectivity and international trade. Major airports like Heathrow and Gatwick, the Port of Felixstowe, and high-speed rail links ensure efficient movement of people and goods. Post-Brexit, the UK is redefining its trade corridors, with logistics infrastructure playing a key role.

Together, these sectors illustrate how the UK economy is evolving—moving beyond traditional services toward innovation, sustainability, and global competitiveness.

Economic Sectors		Descriptions	
A.	Digital Technology	1.	This sector includes airlines,

							greener economy.				seaports, and rail networks that enable trade and travel, forming a critical part of infrastructure.		
					Г.	Renewable Energy	4.	This sector involves the large-scale production of goods, ranging from cars and planes to medicines, and remains a key source of exports.	Б.	Higher Education	2.	This sector involves universities and research institutions that attract global students and generate billions in export revenue.		
					Д.	Retail	5.	This sector is based on generating and exploiting intellectual property and includes fields like film, music, and design.	В.	Healthcare & Life Sciences	3.	This sector covers hospitals, medical research, and pharmaceutical develop		

Запишите выбранные цифры под соответствующими буквами:

А	**Б**	**В**	**Г**	**Д**

КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 4
В – 5
Г – 3
Д – 1

								ment, with global recognition for innovation.			
						Г.	Tourism	4.	This sector draws millions of visitors annually to historic sites, museums, and cultural events, supporting hospitality and retail.		
						Д.	Transport & Logistics	5.	This sector includes software development, AI, and fintech start-ups, making the UK a European		

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<tr><td></td><td></td><td></td><td></td><td></td><td></td><td><table><tr><td></td><td></td><td></td><td>leader in innovation.</td></tr></table>
КЛЮЧ К ЗАДАНИЮ:
А – 5
Б – 2
В – 3
Г – 4
Д – 1</td><td></td></tr>
<tr><td>10.</td><td>Тема 10. Телефонные переговоры.</td><td>УК-4.</td><td>ИУК-4.1.</td><td>2</td><td>A. "I’m calling to follow up on the quarterly financial report you sent last week."
B. "Would it be possible to reschedule our meeting to Thursday at 3 p.m.?"
C. "Sorry, I didn’t catch that. Could you repeat the figures, please?"
D. "Thanks for your time. I’ll send you the updated budget proposal by email this afternoon."<table><tr><td colspan="2">Speaker’s phrase</td><td colspan="2">Communicative purpose</td></tr><tr><td>А.</td><td>A</td><td>1.</td><td>Asking for clarification</td></tr><tr><td>Б.</td><td>B</td><td>2.</td><td>Making a request</td></tr><tr><td>В.</td><td>C</td><td>3.</td><td>Stating the purpose of the call</td></tr><tr><td>Г.</td><td>D</td><td>4.</td><td>Ending the call politely</td></tr></table>Запишите выбранные цифры под соответствующими буквами:<table><tr><td>А</td><td>Б</td><td>В</td><td>Г</td></tr><tr><td></td><td></td><td></td><td></td></tr></table>КЛЮЧ К ЗАДАНИЮ
А – 3</td><td>A. "Good morning, this is Sarah Jones from Global Finance. I'd like to speak with Mr. Brown regarding the investment proposal."
B. "I'm calling to confirm our appointment for tomorrow at 11 AM."
C. "Could you please email me those specifications? I want to ensure I have the correct details."
D. "Thank you for your assistance. Goodbye."<table><tr><td colspan="2">Speaker’s phrase</td><td colspan="2">Communicative purpose</td></tr><tr><td>А.</td><td>A</td><td>1.</td><td>Making a request</td></tr><tr><td>Б.</td><td>B</td><td>2.</td><td>Identifying oneself and stating the purpose</td></tr><tr><td>В.</td><td>C</td><td>3.</td><td>Confirming arrangements</td></tr><tr><td>Г.</td><td>D</td><td>4.</td><td>Ending the call politely</td></tr></table>Запишите выбранные цифры под соответствующими буквами:<table><tr><td>А</td><td>Б</td><td>В</td><td>Г</td></tr></table></td><td>Базовый (1-3 минуты)</td></tr>
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					Б – 2 В – 1 Г – 4	<table><tr><td></td><td></td><td></td><td></td></tr></table> КЛЮЧ К ЗАДАНИЮ А – 2 Б – 3 В – 1 Г – 4	
			ИУК-4.2.	*3*	Anna (Finance Manager): Good morning, Anna Roberts speaking from Global Trade Ltd. Mark (Client): Oh, hello Anna. It's Mark Peterson here. Anna: Thanks for taking my call, Mark. I wanted to discuss the payment delay for invoice #4582. The due date was last Friday. Mark: Ah, yes. I'm sorry about that. We had a system error, but the payment was processed this morning. Anna: That's great to hear. Could you please send me the payment confirmation by email? Mark: Of course. I'll do that right away. Why did Anna call Mark? 1) To invite him to a business meeting 2) To thank him for a recent payment 3) To ask about a late payment 4) To send him a new invoice КЛЮЧ К ЗАДАНИЮ: 3	Mr. Clark (Procurement Manager): Hello, Clark speaking. Ms. Davis (Supplier): Good afternoon, Mr. Clark. This is Elena Davis from Tech Supplies Inc. I'm following up on our quotation for the computer equipment you requested. Mr. Clark: Ah, yes. I've reviewed it. The prices seem competitive. Ms. Davis: Thank you. We can offer a 5% discount if you place the order by the end of the week. Mr. Clark: That's interesting. Could you send me an updated quote with the discount? Ms. Davis: Certainly, I'll email it to you within the hour. What is the main purpose of Ms. Davis's call? To complain about a late delivery To follow up on a quotation and offer a discount To schedule a meeting To introduce a new product line КЛЮЧ К ЗАДАНИЮ: 2	Базовый (1-3 минуты)
			ИУК-4.3.	*2*	When economists, financial analysts, or business professionals make work-related phone calls, they usually follow a clear and polite structure to ensure effective communication. 1) Discuss the main issue or request (e.g., budget changes, invoice status, meeting arrangements) 2) Introduce yourself: say your name, position, and company 3) End the call by summarizing decisions and	A structured business call often follows these steps: 1) Discuss the main business (e.g., negotiate terms, provide information) 2) Identify yourself and your company 3) End the call with a summary and pleasantries 4) Ask if it's a convenient time to talk 5) State the reason for your call clearly	Базовый (1-3 минуты)

					thanking the person 4) Greet the person and ask if it's a convenient time to talk 5) State the purpose of your call clearly and politely Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ:4 → 2 → 5 → 1 → 3	Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 4 → 2 → 5 → 1 → 3	
11.	Тема 11. Структура делового письма.	УК-4.	ИУК-4.1.	*2*	Global Investments Ltd 123 Finance District London, UK WC1 2AB Date: 15 May 2024 Mr. Robert Smith Financial Director Modern Technologies Inc. 456 Business Avenue Manchester, UK M1 7CD Subject: Quarterly Financial Review Meeting Dear Mr. Smith, I am writing to confirm the arrangements for our upcoming quarterly financial review meeting, scheduled for 25 May 2024 at 10:00 AM in our main conference room. The main purpose of this meeting is to discuss the Q1 2024 financial results and review the budget projections for the next quarter. Please bring the updated sales figures and expenditure reports we discussed during our last telephone conversation. We appreciate your continued partnership and look forward to a productive meeting. Should you need to reschedule or require any additional	Innovate Tech Solutions Ltd. 789 Silicon Avenue London, UK EC1 8XY Date: 18 October 2024 Ms. Jennifer Lopez Operations Director DataSecure Corp. 321 Cyber Lane Manchester, UK M2 9AB Subject: Proposal for Cybersecurity System Upgrade Dear Ms. Lopez, I am writing to present our detailed proposal for upgrading your company's cybersecurity infrastructure. Our solution includes advanced threat detection, real-time monitoring, and staff training. We are confident that this upgrade will significantly enhance your data protection. Please find the attached document for your review. We would be pleased to discuss this proposal further at your convenience. Sincerely,	Базовый (1-3 минуты)

information, please contact me at emily.wilson@globalinvestments.com or +44 20 1234 5678.
Sincerely,
Emily Wilson
Senior Financial Analyst
Global Investments Ltd
+44 20 1234 5678
emily.wilson@globalinvestments.com

Parts of a business letter		Descriptions	
А.	Salutation	1.	This section contains the main message and details of the letter. It should be clear and well-structured.
Б.	Body	2.	This part shows who sent the letter. It usually includes the writer's name and position.
В.	Closing	3.	This is a polite greeting at the beginning of the letter (e.g., "Dear Mr. Smith").
Г.	Signature	4.	This brief phrase gives the reader immediate understanding of the letter's topic.
Д.	Subject	5.	This is a polite

David Chen
Senior Security Consultant
Innovate Tech Solutions Ltd.
+44 20 9876 5432
david.chen@innovatetech.co.uk

Parts of a business letter		Descriptions	
А.	Salutation	1.	This section contains the sender's contact information.
Б.	Body	2.	This is the writer's name and title, usually placed below the signature.
В.	Closing	3.	This is the polite greeting at the beginning. (e.g., "Dear Ms. Lopez").
Г.	Signature	4.	This part conveys the main message and details.

						Line		ending before the signature (e.g., "Sincerely," "Best regards").	Д.	Sender's Address	5.	This is a polite way to end the letter (e.g., "Sincerely, ").	
					Запишите выбранные цифры под соответствующими буквами: **А** **Б** **В** **Г** КЛЮЧ К ЗАДАНИЮ А – 3 Б – 1 В – 5 Г – 2 Д – 4				Запишите выбранные цифры под соответствующими буквами: **А** **Б** **В** **Г** КЛЮЧ К ЗАДАНИЮ А – 3 Б – 4 В – 5 Г – 2 Д – 1		
			ИУК-4.2.	*3*	Dear Mr. Johnson, I am writing to follow up on our telephone conversation yesterday regarding the quarterly financial report. Please find the attached document containing all the updated figures and analysis. Could you please review the data and provide your feedback by Friday? Should you require any clarification, do not hesitate to contact me. Best regards, Sarah Brown Financial Analyst What is the main purpose of this email? 1) To schedule a meeting 2) To request payment 3) To send a document and ask for feedback 4) To introduce a new colleague КЛЮЧ К ЗАДАНИЮ: 3				Dear Mr. Thompson, Further to our conversation, I am pleased to enclose the draft service agreement for your review. Could you please provide your feedback by the end of next week? Should you have any questions, please do not hesitate to contact me. Yours faithfully, Anna Kowalski Legal Advisor What is the main purpose of this letter? 1) To complain about a service 2) To send an agreement and request feedback 3) To place an order 4) To announce a meeting КЛЮЧ К ЗАДАНИЮ: 2		Базовый (1-3 минуты)

			ИУК-4.3.	*2*	1) "Please find attached the financial report for Q2 2024." 2) "Dear Ms. Wilson," 3) "We look forward to your feedback. Should you have any questions, please don't hesitate to contact us." 4) "James Robertson Senior Financial Analyst Global Finance Inc." 5) "Sincerely," 6) "I am writing to provide the quarterly financial results as requested in our meeting on May 15th." Запишите соответствующую последовательность цифр слева направо: | | | | | | | КЛЮЧ К ЗАДАНИЮ: 2 6 1 3 5 4	1) "We look forward to hearing from you soon." 2) "Dear Dr. Evans," 3) "Michael Roberts, Project Manager, Omega Industries" 4) "I am writing to apply for the position of Financial Analyst as advertised on your website." 5) "Best regards," 6) "Please find my CV and cover letter attached." Запишите соответствующую последовательность цифр слева направо: | | | | | | | КЛЮЧ К ЗАДАНИЮ: 246153	Базовый (1-3 минуты)
12.	Тема 12. Контракт	УК-4.	ИУК-4.1.	*1*	1. A contract is a legally binding agreement between two or more parties. It can be written or oral, although written contracts are usually preferred in business because they provide clear evidence of the agreed terms. 2. For a contract to be valid, it must include several key elements: an offer, an acceptance, consideration (something of value exchanged between the parties), and the intention to create legal relations. Both parties must also have the legal capacity to enter into a contract. 3. Contracts are widely used in economics and business—for example, when a company hires an employee, buys goods from a supplier, or rents office space. A well-drafted contract helps avoid misunderstandings and protects the rights of all parties involved. 4. If one party fails to fulfill their obligations under the contract, this is called a breach of	1. A contract becomes legally binding once there is an offer, acceptance, consideration, and an intention to create legal relations. For example, a company offers to buy goods at a certain price, and the supplier accepts that offer. 2. Contracts often include clauses that specify what happens if circumstances change, such as force majeure clauses that free both parties from liability if an extraordinary event occurs. 3. In business, contracts are used for various purposes, including employment, sales of goods, and service agreements. A well-drafted contract minimizes risks and clarifies expectations. 4. If a party fails to perform its obligations under the contract, it is a breach. The non-breaching party may seek remedies like damages (monetary compensation) or specific performance (court order to fulfill the contract).	Базовый (1-3 минуты)

					contract. The injured party may take legal action to claim damages or ask the court to enforce the contract. **Heading** / **Text** А. Common Uses of Contracts in Business — 1. Б. What Happens When a Contract Is Broken — 2. В. Definition of a Contract — 3. Г. Requirements for a Valid Contract — 4. Запишите выбранные цифры под соответствующими буквами: **А** **Б** **В** **Г** КЛЮЧ К ЗАДАНИЮ А – 3 Б – 4 В – 1 Г – 2	**Heading** / **Text** А. Remedies for Breach of Contract — 1. Б. Essential Elements of a Contract — 2. В. Common Contract Clauses — 3. Г. Business Uses of Contracts — 4. Запишите выбранные цифры под соответствующими буквами: **А** **Б** **В** **Г** КЛЮЧ К ЗАДАНИЮ А – 4 Б – 1 В – 2 Г – 3	
			ИУК-4.2.	*3*	A contract is a legally binding agreement between two or more parties. It must contain certain key elements to be valid: an offer, acceptance, consideration, and intention to create legal relations. Contracts can be written or verbal, but written contracts are easier to enforce. Common types include sales contracts, service agreements, and employment contracts. If one party fails to fulfill their obligations, it is called a breach of contract, and the other party may seek remedies	A "non-disclosure agreement" (NDA) is a common type of contract used to protect confidential information. It creates a confidential relationship between the parties to protect any type of confidential and proprietary information or trade secrets. If a party signs an NDA and then discloses the secret information, they can be sued for damages. What is the primary purpose of a Non-Disclosure Agreement (NDA)?	Базовый (1-3 минуты)

					through court. What is necessary for a contract to be legally binding? 1) It must be written and signed by both parties 2) It must include an offer, acceptance, and consideration 3) It must be approved by a government agency 4) It must be in English and notarized КЛЮЧ К ЗАДАНИЮ: 2	1) To guarantee product quality 2) To protect confidential information 3) To set employee salaries 4) To advertise a new product КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.3.	*2*	When two parties (for example, a company and a supplier) negotiate and sign a business contract, they usually follow a standard sequence of steps to ensure clarity, fairness, and legal validity. 1) Both parties review the final version of the contract and sign it, indicating their agreement to all terms. 2) The parties negotiate the key terms, such as price, delivery dates, payment conditions, and responsibilities. 3) One party prepares a draft contract based on the agreed-upon terms. 4) The parties discuss their needs and express initial interest in working together (e.g., during a meeting or email exchange). 5) After signing, both sides keep a signed copy and begin fulfilling their obligations under the contract. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 4 → 2 → 3 → 1 → 5	The process of forming a typical business contract involves several stages: 1) The parties perform their obligations, such as delivering goods and making payment. 2) One party makes an offer (e.g., proposes to sell goods at a specified price and terms). 3) The other party accepts the offer, creating an agreement. 4) The parties may negotiate the terms until they reach a mutual understanding. 5) The agreement is formalized in a written contract, which is signed by both parties Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 4 → 3 → 5 → 1	Базовый (1-3 минуты)
13.	Тема 13.	УК-4.	ИУК-4.1.	*1*	**Writing an Effective CV for Economics Jobs** A strong CV for an economist or business	**Writing an Effective Cover Letter** When writing a cover letter for a job application,	Базовый (1-3 минуты)

	Прием на работу. Составление резюме.				graduate should be clear, concise, and relevant. It typically includes the following sections: Personal Details: Name, phone number, professional email, and location (but no photo or date of birth in many countries). Education: University degrees, graduation dates, and relevant coursework (e.g., econometrics, microeconomics). Work Experience: Internships, part-time jobs, or research assistant roles—described using action verbs like analysed, prepared, presented. Skills: Both hard skills (Excel, statistical software, data visualisation) and soft skills (teamwork, problem-solving, communication). Additional Sections: Language proficiency, certifications (e.g., CFA, ACCA), or volunteer work related to economics or finance.	it is crucial to tailor it to the specific company and position. Address the hiring manager by name whenever possible to create a personal connection. Clearly state the role you are applying for and explain why you are interested in both the position and the organisation. Highlight key experiences and skills from your CV that directly match the job requirements, using concrete examples to demonstrate your qualifications. The letter should be concise (ideally one page), professionally formatted, and convey genuine enthusiasm for the opportunity. Always proofread carefully to avoid errors, and end with a polite call to action, such as expressing your eagerness to discuss your application in an interview.	

CV Section		Description
А.	Work Experience	1. Includes knowledge of software like Excel or SPSS, as well as abilities like critical thinking and time management.
Б.	Education	2.Lists degrees, universities, and graduation years; may include relevant academic projects.
В.	Skills	3. Contains your name, contact email, and city but usually not your photo or age.
Г.	Personal Details	4.Describes past roles using strong verbs and focuses on

Cover Letter Element		Description
А.	Opening	1. Should be concise (about one page), professional, and free of errors.
Б.	Main Body	2. Includes the job title, reason for interest, and a direct reference to the company.
В.	Closing	3. Summarises relevant skills and experiences with specific examples from the CV.
Г.	General	4. Ends with a

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<tr><td></td><td></td><td>achievements,
not just duties.</td></tr>
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Запишите выбранные цифры под соответствующими буквами:
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КЛЮЧ К ЗАДАНИЮ
А – 4
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<tr><td></td><td>Formatting</td><td>polite expression of eagerness to discuss the application further.</td></tr>
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Запишите выбранные цифры под соответствующими буквами:
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<td></td><td></td><td></td><td>ИУК-4.2.</td><td>3</td>
<td>When applying for a job in economics or business, a well-structured CV (Curriculum Vitae) is essential. A standard CV includes personal information, education, work experience, skills, and sometimes references. For economists, it is important to highlight analytical skills, experience with data software (such as Excel, SPSS, or Stata), and any internships or research projects. Employers often look for candidates who can communicate clearly, work in teams, and solve real-world economic problems. In many English-speaking countries, it is not necessary to include a photo, age, or marital status in a CV. This information is considered private and may even lead to bias.
Which of the following should NOT usually be included in a CV when applying for a job in the UK or the US?
1) Work experience</td>
<td>When writing a cover letter for a job application, it is crucial to tailor it to the specific company and position. You should address the hiring manager by name if possible, state the position you are applying for, and highlight key experiences from your CV that are most relevant to the job description. The letter should be concise, professional, and express your enthusiasm for the role.
What is a key recommendation for writing an effective cover letter?
1) Use a generic template for all applications
2) Make it as long as possible to include all details
3) Tailor it to the specific company and position
4) Avoid mentioning the job title
КЛЮЧ К ЗАДАНИЮ: 3</td>
<td>Базовый (1-3 минуты)</td>
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					2) Education history 3) Marital status 4) Computerskills КЛЮЧ К ЗАДАНИЮ: 3		
			ИУК-4.3.	*2*	When applying for an economics-related job, job seekers usually follow a logical sequence of steps to increase their chances of success. 1) Prepare a tailored CV and cover letter that match the job description and highlight relevant skills like data analysis or financial modelling. 2) Research the company and the position to understand its requirements and values. 3) Attend the interview, answer questions clearly, and ask thoughtful questions about the role. 4) Wait for the employer's response and, if invited, prepare for the job interview by practicing common questions. 5) Submit the application through the company's website or by email before the deadline. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 1 → 5 → 4 → 3	The typical stages of a job interview process are: 1) You receive a job offer and negotiate the terms of employment. 2) You are invited for a first-round interview, often with HR or a recruiter. 3) You submit your application, including a tailored CV and cover letter. 4) You may be asked to attend a second interview or assessment center with senior managers. 5) The company reviews applications and shortlists candidates. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 3 → 5 → 2 → 4 → 1	Базовый (1-3 минуты)
14.	Тема 14. Основные виды организации бизнеса.	УК-4.	ИУК-4.1.	*1*	**Main Types of Business Organizations** Businesses can be organized in different legal forms, each with its own features: A sole trader is the simplest form. It is easy to set up, and the owner makes all decisions. However, the owner has unlimited liability — personal savings or property can be used to pay business debts. A partnership involves 2 to 20 people who agree to share profits, losses, and management. A written agreement (called a partnership deed) is	**Business Structures in the USA** In the United States, common business structures include: Sole Proprietorship: A business owned and run by one individual. The owner has unlimited personal liability. Limited Liability Company (LLC): A hybrid structure that provides limited liability to its owners (called members) and offers pass-through taxation. C Corporation: A legal entity that is separate	**Базовый (1-3 минуты)**

recommended. Partners also have unlimited liability unless it is a limited liability partnership (LLP).

A private limited company (Ltd) is a legal entity separate from its owners. Shareholders' liability is limited to their investment. The company name must end with "Ltd." It cannot sell shares to the public.

A public limited company (PLC) is a large company whose shares are traded on the stock market. It must have at least £50,000 in share capital and include "PLC" in its name. Shareholders enjoy limited liability.

Economic Sector		Description	
А.	Sole trader	1.	Owners have limited liability, and shares cannot be sold to the public. The company name ends with "Ltd."
Б.	Partnership	2.	A single owner runs the business and is fully responsible for all debts. Easy to start, but risky.
В.	Private limited company (Ltd)	3.	Two or more people share ownership, profits, and risks. Usually based on a formal agreement.
Г.	Public limited company (PLC)	4.	Its shares are publicly traded, and it must meet strict legal and financial requirements.

from its owners (shareholders). It offers strong liability protection but profits are taxed at the corporate level and again as shareholder dividends (double taxation).

S Corporation: A special type of corporation that avoids double taxation by allowing income to be passed through to shareholders' personal tax returns.

Business Structure		Description	
А.	Sole Proprietorship	1.	A separate legal entity with potential double taxation.
Б.	LLC	2.	A business with one owner who is personally liable for all debts.
В.	C Corporation	3.	A structure that provides liability protection and pass-through taxation
Г.	S Corporation	4.	A corporation that avoids double taxation through pass-through income.

Запишите выбранные цифры под соответствующими буквами:

					Запишите выбранные цифры под соответствующими буквами: **А** | **Б** | **В** | **Г** | | | | КЛЮЧ К ЗАДАНИЮ А – 2 Б – 3 В – 1 Г – 4	**А** | **Б** | **В** | **Г** | | | | КЛЮЧ К ЗАДАНИЮ А – 2 Б – 3 В – 1 Г – 4	
			ИУК-4.2.	*3*	In the UK and many other countries, there are several common forms of business ownership. A sole trader is a business owned and run by one person who keeps all the profits but is also personally responsible for all debts. A partnership involves two or more people sharing ownership, profits, and responsibilities. A private limited company (Ltd) is a separate legal entity from its owners (shareholders), which means the owners have limited liability — they only risk the money they invested. Public limited companies (PLCs) are larger businesses whose shares can be bought and sold on the stock exchange. Each form has advantages and disadvantages in terms of control, taxation, and legal responsibility. Which type of business organization gives its owners limited liability? 1) Sole trader 2) Partnership 3) Private limited company (Ltd) 4) Self-employed freelancer КЛЮЧ К ЗАДАНИЮ: 3	A franchise is a business model where a franchisee purchases the right to use a franchisor's brand name, business model, and proprietary knowledge. The franchisee operates their own outlet but must follow the franchisor's strict rules and guidelines. Examples include fast-food chains like McDonald's and Subway. This model allows for rapid expansion with reduced risk for the franchisor. What is a key characteristic of a franchise? 1) The franchisee has complete freedom to change the business model. 2) The franchisee uses the franchisor's brand and follows their rules. 3) The franchisor provides all the funding for the franchisee's outlet. 4) There is no formal agreement between the parties. КЛЮЧ К ЗАДАНИЮ: 2	Базовый (1-3 минуты)
			ИУК-	*2*	Different business structures are often chosen at	Entrepreneurs often choose different business	Базовый

			4.3.		different stages of a company's development. 1) As the business grows and needs more investment, the owners decide to register it as a private limited company (Ltd) to protect their personal assets and attract shareholders. 2) The entrepreneur starts alone, operating as a sole trader, keeping full control and reporting income on a personal tax return. 3) Later, the owner invites a close friend to join as a partner to share responsibilities and bring in new skills. 4) After years of success, the company goes public and becomes a PLC, offering shares on the stock exchange. 5) The business remains small and continues as a partnership, focusing on local clients and shared decision-making. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 1 → 4 → 5	structures as their ventures grow: 1) To attract venture capital and go public, the founders convert the company into a C Corporation. 2) A person starts a small consulting business, operating as a Sole Proprietorship. 3) As the business grows and takes on partners, they form a General Partnership. 4) To protect personal assets from business debts, the owners establish a Limited Liability Company (LLC). 5) The business remains small and continues as a partnership. Запишите соответствующую последовательность цифр слева направо: Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 4 → 1 → 5	(1-3 минуты)
15.	Тема 15. Предпринимательство.	УК-4.	ИУК-4.1.	*1*	**Entrepreneurship: Key Concepts** Entrepreneurship plays a vital role in modern economies. It drives innovation, creates jobs, and responds to changing consumer needs. An entrepreneur is not just a business owner. He is a risk-taker who turns ideas into reality. Important qualities of successful entrepreneurs include initiative, resilience, and vision. Start-ups often begin small but can grow into large companies (like Google or Airbnb). Many entrepreneurs focus on social entrepreneurship, aiming to solve social or environmental problems while still operating as a business. Support for new entrepreneurs may come from banks (loans), investors (venture capital), or business	**Entrepreneurial Finance** Securing funding is a critical challenge for entrepreneurs. Common sources include: Bootstrapping: Using personal savings and revenue from the business to fund operations. Angel Investors: Wealthy individuals who provide capital to startups in exchange for ownership equity. Venture Capital (VC): Firms that manage funds to invest in high-growth potential startups, usually in exchange for significant equity and a seat on the board. Crowdfunding: Raising small amounts of money from a large number of people, typically via online platforms.	**Базовый (1-3 минуты)**

accelerators.

Concept		Description
А.	Entrepreneur	1. A program that helps new businesses grow by offering mentorship, office space, and networking opportunities. .
Б.	Business plan	2. A person who starts a business, takes risks, and seeks profit through innovation.
В.	Social entrepreneurship	3. A detailed document that outlines a business idea, target market, financial forecasts, and strategy. .
Г.	Business incubator	4. A type of entrepreneurship focused on solving social problems, such as education access or clean energy, while remaining financially sustainable.

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г

Concept		Description
А.	Bootstrapping	1. Raising capital from a large online crowd. .
Б.	Angel Investors	2. Using personal finances and business revenue.
В.	Venture Capital	3. High-net-worth individuals investing their own money..
Г.	Crowdfunding	4. Professional firms investing large sums for equity and influence.

Запишите выбранные цифры под соответствующими буквами:

А	Б	В	Г

КЛЮЧ К ЗАДАНИЮ
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Б – 3
В – 4
Г – 1

					КЛЮЧ К ЗАДАНИЮ А – 2 Б – 3 В – 4 Г – 1		
			ИУК-4.2.	*3*	An entrepreneur is a person who starts and runs a business, taking on financial risks in the hope of making a profit. Successful entrepreneurs often have strong motivation, creativity, and the ability to solve problems. They identify market needs and develop new products or services to meet them. In many countries, governments support entrepreneurship through grants, tax benefits, or business incubators — special programs that help new businesses grow. While entrepreneurship can lead to innovation and job creation, it also involves uncertainty, long working hours, and the risk of failure. According to the text, what is one way governments support new entrepreneurs? 1) By guaranteeing business success 2) By providing business incubators and grants 3) By managing the entrepreneurs' companies 4) By limiting competition in the market КЛЮЧ К ЗАДАНИЮ: 2	A "pivot" in entrepreneurship refers to a strategic change in a startup's business model or product direction based on market feedback. For example, a company might shift from a B2C (business-to-consumer) model to a B2B (business-to-business) model after realizing greater potential in serving other businesses. Pivoting is not a sign of failure but rather a flexible approach to finding a sustainable and profitable market fit. According to the text, what does a "pivot" involve? 1) Sticking rigidly to the original business plan 2) A strategic change based on market feedback 3) Ignoring customer opinions 4) Immediately shutting down the business КЛЮЧ К ЗАДАНИЮ: 2	Базовый (1-3 минуты)
			ИУК-4.3.	*2*	The process of starting a new business usually follows several key stages. 1) The entrepreneur develops a business plan, describing the product, target market, costs, and expected profits. 2) After testing the idea, the entrepreneur registers the business legally (e.g., as a sole trader or Ltd). 3) The entrepreneur identifies a business opportunity — for example, a gap in the market	1) The startup builds a Minimum Viable Product (MVP) – a basic version with core features. 2) Based on the data, the startup decides to persevere with the current plan or pivot to a new approach. 3) The startup measures how customers respond to the MVP and collects data. 4) The startup has an idea for a new product or service.	Базовый (1-3 минуты)

					for eco-friendly office supplies. 5) The business is launched, and the entrepreneur begins selling the product or service to customers. 6) The idea is tested on a small scale.For instance, by selling at a local market or getting feedback from potential users. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 3 → 5 → 1 → 2 → 4	5) The MVP is released to a small group of early users. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 4 → 1 → 5 → 3 → 2	
16.	Тема 16. Что такое экономика	УК-4.	ИУК-4.1.	*3*	Economics is the study of how individuals, businesses, and governments make choices about using limited resources to satisfy unlimited wants. Because resources like time, money, land, and labour are scarce, people must decide how to use them wisely. Economics is divided into two main branches: microeconomics (which studies individual consumers and firms) and macroeconomics (which looks at the whole economy, including inflation, unemployment, and economic growth). Economists use models and data to understand behaviour and predict outcomes. Understanding economics helps people make better decisions in both personal and professional life. According to the text, why do people have to make economic choices? 1) Because governments require them to do so 2) Because resources are limited but human wants are unlimited 3) Because businesses control all the resources 4) Because economic models are very complex КЛЮЧ К ЗАДАНИЮ: 2	Economics is fundamentally concerned with choice under scarcity.** Because resources such as time, labour, raw materials, and capital are limited, individuals, businesses, and governments must make decisions about how to use them wisely. These decisions involve trade-offs and opportunity costs. At the core of economic analysis are **three fundamental questions**: **What to produce?** (Which goods and services should be created?), **How to produce?** (What methods and resources should be used?), and **For whom to produce?** (Who will receive the goods and services?). The study of economics helps us understand how markets, policies, and institutions influence these choices and shape outcomes for society, businesses, and individuals alike. What are the three fundamental questions addressed by economics? 1) Who, What, Where 2) What, How, For Whom 3) Why, When, How much 4) How, Where, Why КЛЮЧ К ЗАДАНИЮ: 2	Базовый (1-3 минуты)

			ИУК-4.2.	*3*	Economics helps us understand how societies manage their resources over time. 1) Macroeconomics examines large-scale issues such as national income, inflation, and government fiscal policy. 2) At the most basic level, economics starts with the problem of scarcity. There are not enough resources to satisfy all human wants. 3) Microeconomics focuses on individual decisions, like how a consumer chooses between products or how a firm sets prices. 4) Economists collect data and build models to explain behaviour and forecast economic trends. 5) Based on this understanding, governments and central banks design policies to promote growth, reduce unemployment, and control inflation. Запишите соответствующую последовательность цифр слева направо: [ ][ ][ ][ ] КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 1 → 4 → 5	The concept of "utility" is central to understanding consumer behavior: 1) Consumers aim to maximize their total utility given their budget constraint. 2) Utility is the satisfaction or benefit derived from consuming a good or service. 3) The law of diminishing marginal utility states that as a person consumes more of a good, the additional satisfaction from each extra unit decreases. 4) Economists use this concept to model demand curves, which slope downwards. 5) When choosing between products, consumers compare the marginal utility per dollar spent. Запишите соответствующую последовательность цифр слева направо: [ ][ ][ ][ ] КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 1 → 5 → 4	Базовый (1-3 минуты)
			ИУК-4.3.	*1*	**Key Concepts in Economics** Economics explores how societies allocate scarce resources. It involves several fundamental ideas: Scarcity means that resources (like time, oil, or skilled workers) are limited, while human desires are endless. This forces people to make choices. Opportunity cost is the value of the next best alternative that you give up when making a decision. For example, if you spend an hour studying instead of working, your opportunity cost is the money you could have earned. Supply and demand are the main forces that determine prices in a market. When demand rises and supply stays the same, prices usually go up. Inflation refers to a general increase in prices over time, which reduces the purchasing power of	**Economic Resources (Factors of Production)** In economics, all goods and services are produced using limited resources, which are grouped into four fundamental categories known as the factors of production. Land refers to all natural resources—such as oil, water, minerals, forests, and arable soil—that are used in the production process. Labor includes the physical and mental efforts of people, from factory workers to software developers, who contribute their skills and time. Capital consists of human-made tools and assets used to produce other goods, including machinery, buildings, computers, and transportation systems. Finally, entrepreneurship is the driving force that organizes land, labor, and capital to create new	**Базовый (1-3 минуты)**

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<td>money. It is a key concern in macroeconomics.

<table>
<tr><th colspan="2">Concept</th><th>Description</th></tr>
<tr><td>А.</td><td>Scarcity</td><td>1. The loss of purchasing power as prices of goods and services rise across the economy.
.</td></tr>
<tr><td>Б.</td><td>Opportunity cost</td><td>2. The basic economic problem that arises because people have unlimited wants but limited resources.</td></tr>
<tr><td>В.</td><td>Supply and demand</td><td>3. A measure of what you sacrifice when choosing one option over another.</td></tr>
<tr><td>Г.</td><td>Inflation</td><td>4. Market forces that influence the price and availability of goods and services.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 4
Г – 1</td>
<td>products or businesses. Entrepreneurs take financial risks, innovate, and respond to market demands. Together, these four factors determine the quantity and quality of output in any economy and form the foundation of economic analysis and decision-making.
<table>
<tr><th colspan="2">Factor of Production</th><th>Description</th></tr>
<tr><td>А.</td><td>Land</td><td>1. The initiative and risk-taking involved in starting a business.</td></tr>
<tr><td>Б.</td><td>Labor</td><td>2. Human-made assets like factories and equipment.</td></tr>
<tr><td>В.</td><td>Capital</td><td>3. The physical and mental work of people.</td></tr>
<tr><td>Г.</td><td>Entrepreneurship</td><td>4. Natural resources available for production.</td></tr>
</table>

КЛЮЧ К ЗАДАНИЮ:
А – 4
Б – 3
В – 2
Г – 1</td>
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<td>17.</td><td>Тема 17. Экономические системы</td><td>УК-4.</td><td>ИУК-4.1.</td><td>3</td>
<td>An economic system is the way a country organizes the production, distribution, and consumption of goods and services. There are three main types:
A market economy relies on supply and demand, with decisions made by individuals and businesses. Prices are set by competition, and private ownership is common (e.g., the USA).</td>
<td>In a traditional economy, economic decisions are deeply rooted in customs, beliefs, and traditions that have been passed down from generation to generation. Questions such as what to produce, how to produce it, and for whom are not guided by profit motives or modern market analysis, but by historical practices and cultural norms. These economies are typically found in rural, non-</td>
<td>Базовый (1-3 минуты)</td>
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					A command (planned) economy is controlled by the government, which decides what to produce, how much, and for whom (e.g., the former Soviet Union). A mixed economy combines elements of both: most decisions are market-based, but the government provides public services (like healthcare or education) and regulates business (e.g., the UK, Germany, Canada). Most modern countries use a mixed economic system because it balances efficiency with social welfare. Which type of economic system is used by most countries today? 1) Pure market economy 2) Command economy 3) Mixed economy 4) Bartereconomy КЛЮЧ К ЗАДАНИЮ: 3	industrialized regions of Africa, Asia, and parts of South America. Most people engage in subsistence farming, fishing, hunting, or gathering, producing just enough to meet their family's or community's basic needs. Social roles are often fixed—fathers teach sons their trade, and mothers pass domestic skills to daughters. Because tradition governs nearly every aspect of life, change occurs very slowly, and new technologies or ideas are often viewed with suspicion. As a result, innovation and economic growth are limited, but strong community ties and cultural identity remain central to daily life. What is the basis for decision-making in a traditional economy? 1) Government plans 2) Market forces of supply and demand 3) Customs and traditions 4) Corporate board decisions КЛЮЧ К ЗАДАНИЮ: 3	
			ИУК-4.2.	*2*	Throughout history, economic systems have evolved in response to social, political, and technological changes. 1) In the 20th century, some countries (like the USSR) adopted command economies, where the state owned factories and planned all production. 2) In ancient times, people used barter — exchanging goods directly (e.g., grain for tools) — before money was invented. 3) After the Industrial Revolution, market economies grew stronger, with private businesses and minimal government involvement. 4) Today, nearly all countries use mixed economies, combining free markets with government regulation and public services. 5) During the Middle Ages, feudalism dominated: landowners controlled production, and peasants worked the land in exchange for protection.	The transition from one economic system to another can be gradual: 1) A country with a command economy introduces market-based reforms, allowing some private ownership. 2) A purely traditional economy begins to trade with neighboring communities. 3) A mixed economy emerges, combining state control of key industries with private enterprise in others. 4) A market economy develops, with prices determined by supply and demand. 5) A feudal system, based on land ownership and serfdom, is the dominant structure. Запишите соответствующую последовательность цифр слева направо (в историческом порядке):	Базовый (1-3 минуты)

<table>
<tr><td></td><td></td><td></td><td></td><td></td><td>Запишите соответствующую последовательность цифр слева направо:
| | | | |
КЛЮЧ К ЗАДАНИЮ: 2 → 5 → 3 → 1 → 4</td><td>| | | | |
КЛЮЧ К ЗАДАНИЮ: 5 → 2 → 4 → 1 → 3</td><td></td></tr>
<tr><td></td><td></td><td></td><td>ИУК-4.3.</td><td>1</td><td>Types of Economic Systems
Different countries organize their economies in different ways:
In a market economy, businesses and consumers make most decisions. Prices are set by competition, and private property is protected by law. The government plays a small role.
In a command economy, the state owns major industries and decides what goods to produce, how many, and who gets them. Individual choice is limited.
In a mixed economy, the market guides most activities, but the government provides essential services (e.g., schools, hospitals) and regulates areas like pollution or minimum wage.
A traditional economy is based on customs, history, and beliefs. It is often found in rural or indigenous communities, where farming, fishing, or herding follow age-old practices.
<table><tr><th colspan="2">Economic system</th><th>Description</th></tr><tr><td>А.</td><td>Market economy</td><td>1. The government controls production and distribution; individuals have little economic freedom.</td></tr><tr><td>Б.</td><td>Command economy</td><td>2.Economic decisions are based on traditions, customs, and family roles rather than market forces.</td></tr><tr><td>В.</td><td>Mixed economy</td><td>3.Most goods and services are produced</td></tr></table></td><td>Characteristics of Economic Systems
Economic systems differ in how they allocate scarce resources and answer the fundamental questions of what, how, and for whom to produce. In a market economy, decisions are made by individuals and businesses through supply and demand, with minimal government interference. Prices are set freely in the marketplace, and competition drives innovation and efficiency. In a command economy, the government controls production, sets prices, and distributes goods according to a central plan, often prioritizing state goals over individual choice. A mixed economy combines elements of both: while most resources are allocated by market forces, the government intervenes to provide public services, regulate industries, and reduce inequality. Finally, a traditional economy relies on long-established customs, rituals, and inherited roles—common in rural or indigenous communities—where economic activities like farming or crafts are passed down through generations, and change occurs very slowly.
<table><tr><th colspan="2">Economic system</th><th>Primary Mechanism for Allocation</th></tr><tr><td>А.</td><td>Market economy</td><td>1. Government central planning</td></tr><tr><td>Б.</td><td>Command economy</td><td>2. Customs and traditions</td></tr></table></td><td>Базовый (1-3 минуты)</td></tr>
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					income? 1) Monthly salary from a bank job 2) Payment for freelance graphic design 3) Rent received from a tenant 4) Unemployment benefit КЛЮЧ К ЗАДАНИЮ: 3	1) Total earnings before any deductions 2) Income after taxes, available for spending and saving 3) Income from investments only 4) Money received from government benefits КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.2.	*2*	People often have different sources of income at different stages of their lives. 1) After retirement, a person receives a state pension and earns small interest from savings. 2) As a student, someone works part-time in a café and receives a small government grant. 3) In mid-career, a person has a full-time job, rents out a small apartment, and receives dividends from shares. 4) Right after university, they work as a freelancer and have irregular but flexible income. 5) During childhood, they have no personal income but may receive pocket money from parents. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ:5 → 2 → 4 → 3 → 1	The composition of a typical household's income can change over the economic lifecycle: 1) In peak earning years, income is diversified, including salary, bonuses, and investment returns. 2) In retirement, income primarily comes from pensions and draws on savings. 3) Early in a career, income is mostly from a single salary. 4) Mid-career, additional sources like rental income or side business profits may emerge. 5) As a student, income is minimal, often from part-time work or parental support. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ: 5 → 3 → 4 → 1 → 2	Базовый (1-3 минуты)
			ИУК-4.3.	*1*	**Types of Income** In economics, income can come from various sources, and it is important to understand the differences: 1) Wages and salaries are payments received by employees for their work. They are usually regular and taxed through the employer. 2) Self-employment income comes from people who run their own business or offer services independently. They are responsible for their own taxes and insurance.	**Types of Earned Income** Earned income refers to money received from active participation in a trade or business. The main forms are: Wages: Payment for labor, often calculated on an hourly basis. Salary: A fixed regular payment, typically paid on a monthly basis, for professional or office work. Tips: Gratuitous payments made by customers directly to service workers.	**Базовый (1-3 минуты)**

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<td>4) Investment income includes interest from bank deposits, dividends from company shares, and rent from property.
5) Social benefits are payments made by the government to support citizens, for example, unemployment benefits, pensions, or family allowances.
<table>
<tr><th colspan="2">Type of income</th><th>Description</th></tr>
<tr><td>А.</td><td>Wages and salaries</td><td>1. Money received from the government during unemployment or after retirement.</td></tr>
<tr><td>Б.</td><td>Self-employment income</td><td>2. Regular payment from an employer for full- or part-time work.</td></tr>
<tr><td>В.</td><td>Investment income</td><td>3. Earnings from owning assets like property, shares, or savings accounts.</td></tr>
<tr><td>Г.</td><td>Social benefits</td><td>4. Income earned by independent workers such as consultants, tutors, or small business owners.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 4
В – 3
Г – 1</td>
<td>Commissions: A payment to an employee based on a percentage of the sales they achieve.
<table>
<tr><th colspan="2">Type of income</th><th>Description</th></tr>
<tr><td>А.</td><td>Wages</td><td>1. A fixed regular payment for professional work.</td></tr>
<tr><td>Б.</td><td>Salary</td><td>2. Payment based on a percentage of sales.</td></tr>
<tr><td>В.</td><td>Tips</td><td>3. Payment for labor, often hourly.</td></tr>
<tr><td>Г.</td><td>Commissions</td><td>4. Voluntary payments from customers to service staff.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:
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Б – 1
В – 4
Г – 2</td>
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<td>19.</td>
<td>Тема 19. Инфляция</td>
<td>УК-4.</td>
<td>ИУК-4.1.</td>
<td>3</td>
<td>Inflation is a sustained increase in the general price level of goods and services in an economy over time. When inflation occurs, each unit of currency buys fewer goods and services — in other words, purchasing power falls. Central banks (like the Bank of England or the European Central Bank) try to keep inflation low and stable, usually around 2% per year. High inflation can</td>
<td>Stagflation is a rare and difficult economic condition marked by the simultaneous occurrence of stagnant economic growth, high unemployment, and rising inflation (persistent increase in prices). Unlike typical economic cycles, where inflation and unemployment often move in opposite directions, stagflation presents a paradox that challenges conventional policy</td>
<td>Базовый (1-3 минуты)</td>
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					hurt consumers and businesses by making planning difficult and reducing real income. There are different types of inflation: demand-pull (when demand exceeds supply) and cost-push (when production costs rise, e.g., due to higher oil prices). According to the text, what is the main effect of inflation on people's money? 1) It increases the value of savings 2) It reduces purchasing power 3) It guarantees higher wages 4) It eliminates the need for budgeting КЛЮЧ К ЗАДАНИЮ: 2	tools. For example, central banks may raise interest rates to combat inflation, but this can further slow down economic activity and increase joblessness. Conversely, stimulating the economy through government spending or tax cuts might boost demand but risk accelerating inflation. The term gained prominence during the 1970s oil crisis, when supply shocks led to both price surges and economic slowdowns in many Western countries. Because of its complexity, stagflation requires careful, balanced policy responses and is widely regarded as one of the most problematic scenarios in macroeconomic management. What is "stagflation"? 1) High growth and low inflation 2) Low growth and high inflation 3) Stable growth and stable prices 4) High growth and high inflation КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.2.	*2*	Inflation affects the economy in several stages: 1) Consumers notice that everyday items — like bread, fuel, or transport — cost more than before. 2) The government or central bank monitors price changes using the Consumer Price Index (CPI). 3) If inflation rises too quickly, the central bank may raise interest rates to reduce spending and borrowing. 4) Over time, wages may increase to keep up with rising prices, but not always at the same pace. 5) Persistent high inflation leads to uncertainty, lower savings, and reduced investment. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 1 → 4 → 5 → 3	The effects of inflation can ripple through the economy: 1) Businesses face higher costs for raw materials and may raise prices or cut jobs. 2) The central bank raises interest rates to curb spending and borrowing. 3) Consumers notice their money buys less than before, reducing their purchasing power. 4) Workers demand higher wages to keep up with the increased cost of living. 5) Persistent inflation expectations become embedded, making it harder to control. Запишите соответствующую последовательность цифр слева направо: | | | | | КЛЮЧ К ЗАДАНИЮ: 3 → 4 → 1 → 5 → 2	Базовый (1-3 минуты)

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<td>
Understanding Inflation
Inflation is a key concept in macroeconomics. Economists use several terms to describe its causes and effects:
Consumer Price Index (CPI) is a measure that tracks the average change in prices of a basket of goods and services (e.g., food, housing, transport) over time. It is the main tool to calculate inflation.
Demand-pull inflation happens when the demand for goods and services grows faster than the economy can produce them, causing prices to rise.
Cost-push inflation occurs when the cost of production (e.g., wages, raw materials, energy) increases, and businesses pass these costs to consumers through higher prices.
Hyperinflation is an extremely high and typically accelerating rate of inflation (e.g., over 50% per month), which can destroy a country’s currency and economic stability.
<table>
<tr><th colspan="2">Term</th><th>Description</th></tr>
<tr><td>А.</td><td>Consumer Price Index (CPI)</td><td>1. A situation where rising production costs lead to higher prices for consumers.</td></tr>
<tr><td>Б.</td><td>Demand-pull inflation</td><td>2. A statistical measure used to track changes in the cost of living over time.</td></tr>
<tr><td>В.</td><td>Cost-push inflation</td><td>3. A very high and rapidly increasing rate of inflation that undermines the currency.</td></tr>
<tr><td>Г.</td><td>Hyperinflation</td><td>4. Inflation caused by excessive demand in the economy, often described</td></tr>
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<td>
Inflation Measurement
Economists use several key indices to track and analyse inflation—the sustained rise in the general price level of goods and services over time. The Consumer Price Index (CPI) measures average price changes for a fixed basket of everyday consumer items, such as food, housing, and transportation, reflecting the cost of living for households. The Producer Price Index (PPI) tracks changes in the prices that domestic producers receive for their goods and services; because it reflects costs before they reach consumers, it often serves as an early warning sign of future inflation. The GDP Deflator is a broader measure that includes prices of all domestically produced goods and services, making it useful for macroeconomic analysis. Finally, Core Inflation removes volatile components like food and energy to reveal the underlying, persistent trend in price increases, helping policymakers make more stable, long-term decisions.
<table>
<tr><th colspan="2">Index</th><th>Description</th></tr>
<tr><td>А.</td><td>Consumer Price Index (CPI)</td><td>1. Measures price changes from the perspective of producers.</td></tr>
<tr><td>Б.</td><td>Producer Price Index (PPI)</td><td>2. A broad measure of inflation for all domestic goods and services.</td></tr>
<tr><td>В.</td><td>GDP Deflator</td><td>3. Tracks price changes for a typical basket of consumer goods.</td></tr>
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<td>Базовый (1-3 минуты)</td>
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						as “too much money chasing too few goods.” КЛЮЧ К ЗАДАНИЮ: А – 2 Б – 4 В – 1 Г – 3	Г. Core Inflation 4. Excludes food and energy to identify the underlying inflation trend. КЛЮЧ К ЗАДАНИЮ: А – 3 Б – 1 В – 2 Г – 4	
20.	Тема 20. Циклы деловой активности	УК-4.	ИУК-4.1.	*3*	The business cycle refers to the natural rise and fall of economic activity over time. It consists of four main phases: Expansion: the economy grows, jobs are created, and consumer spending increases. Peak: the highest point of economic activity before growth slows down. Recession: a period of declining output, rising unemployment, and falling incomes (usually defined as two consecutive quarters of negative GDP growth). Trough: the lowest point of the cycle, after which recovery begins. Governments and central banks use fiscal and monetary policies to smooth out these fluctuations and support stable growth. According to the text, how is a recession officially defined in most countries? 1) A sudden stock market crash 2) Two consecutive quarters of falling GDP 3) A 10% increase in unemployment 4) A decline in exports for one year КЛЮЧ К ЗАДАНИЮ: 2	An economic boom is a phase of the business cycle marked by rapid economic growth, strong consumer and business confidence, and low unemployment. During this period, households spend more, companies expand production, and investment in infrastructure, technology, and real estate surges. Stock markets and property prices often rise significantly, creating a sense of widespread prosperity. However, if demand grows too quickly, the economy can overheat, leading to inflationary pressures and asset bubbles. Central banks may respond by raising interest rates to cool down activity, which can eventually tip the economy into a downturn or recession. Thus, while booms reflect economic strength, they are often temporary and can sow the seeds of their own reversal. What characterizes an "economic boom"? 1) Stagnant growth and high inflation 2) Rapid growth and low unemployment 3) Declining output and falling prices 4) Stable growth and stable prices КЛЮЧ К ЗАДАНИЮ: 2	Базовый (1-3 минуты)
			ИУК-4.2.	*2*	The business cycle follows a predictable pattern of economic ups and downs. 1) Unemployment rises, businesses cut production, and consumer confidence falls.	The business cycle impacts corporate strategy: 1) During the recovery, the company cautiously increases production and re-hires staff. 2) At the peak, the company invests in new	Базовый (1-3 минуты)

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<td>2) The economy reaches its highest level of output, employment, and spending.
3) After hitting the lowest point, the economy slowly begins to recover.
4) Businesses invest, jobs are created, and GDP grows steadily.
5) Economic activity stops growing and starts to decline.
Запишите соответствующую последовательность цифр слева направо:
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КЛЮЧ К ЗАДАНИЮ:4 → 2 → 5 → 1 → 3</td>
<td>capacity to meet high demand.
3) During the recession, the company lays off workers and delays investments to conserve cash.
4) In the trough, the company focuses on cost-cutting and survival.
5) During the expansion, sales and profits grow steadily.
Запишите соответствующую последовательность цифр слева направо:
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<td></td><td></td><td></td><td>ИУК-4.3.</td><td>1</td>
<td>Phases of the Business Cycle
Economists divide the business cycle into distinct phases, each with clear characteristics:
Expansion: The economy is growing. More people are employed, factories work at full capacity, and incomes rise. Consumer and business confidence is high.
Peak: Economic activity reaches its maximum. Inflation may start to rise, and signs of overheating appear. Growth cannot continue at this pace forever.
Recession: Output shrinks, layoffs increase, and spending drops. Businesses delay investments, and GDP falls for at least two quarters.
Trough: The economy hits its lowest point. After this, recovery becomes possible as prices stabilize and demand slowly returns.

<table>
<tr><th colspan="2">Phase of the Cycle</th><th>Description</th></tr>
<tr><td>A.</td><td>Expansion</td><td>1. The lowest point of economic activity; recovery may begin soon.</td></tr>
<tr><td>Б.</td><td>Peak</td><td>2. A period of strong</td></tr>
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</td>
<td>Business Cycle Indicators
Economists rely on different types of indicators to monitor and predict phases of the business cycle—expansion, peak, contraction, and trough. Leading indicators change before the economy as a whole shifts, offering early signals of upcoming trends; examples include stock market performance, new business applications, and building permits. Coincident indicators move in real time with the economy and reflect its current state; these include gross domestic product (GDP), industrial production, and current employment figures. Lagging indicators, such as the unemployment rate or corporate profits, typically change after the economy has already begun to follow a new trend, confirming that a turning point has occurred. Together, these indicators help policymakers, businesses, and investors make informed decisions by providing a clearer picture of where the economy has been, where it is now, and where it may be headed.
<table>
<tr><th colspan="2">Type of Indicator</th><th>Description</th></tr>
<tr><td>A.</td><td>Leading Indicators</td><td>1. Change after the</td></tr>
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<td>Базовый (1-3 минуты)</td>
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<table>
<tr><td></td><td></td><td>economic growth, rising employment, and increasing consumer spending.</td></tr>
<tr><td>В.</td><td>Recession</td><td>3. The highest point of economic output before decline begins.</td></tr>
<tr><td>Г.</td><td>Trough</td><td>4. A phase of falling GDP, rising unemployment, and reduced business activity.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
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<tr><td></td><td></td><td>overall economy has already shifted.</td></tr>
<tr><td>Б.</td><td>Coincident Indicators</td><td>2. Change before the overall economy does, providing early warning signals.</td></tr>
<tr><td>В.</td><td>Lagging Indicators</td><td>3. Move at the same time as the broader economy, reflecting its current state.</td></tr>
<tr><td>Г.</td><td>Business Cycle</td><td>4. The recurring pattern of expansion, peak, contraction, and recovery in an economy.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
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<td>21.</td>
<td>Тема 21.</td>
<td>УК-4.</td>
<td>ИУК-4.1.</td>
<td>3</td>
<td>International trade is the exchange of goods and services between countries. It allows nations to</td>
<td>A country has a comparative advantage in producing a good if it can produce it at a lower</td>
<td>Базовый (1-3</td>
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	Международная торговля				specialise in producing what they do best (a concept called comparative advantage) and then trade with others to obtain products they cannot produce as efficiently. For example, a country with rich oil reserves may export oil and import electronics from countries with advanced technology. Governments sometimes use tariffs (taxes on imports) or quotas (limits on how much can be imported) to protect domestic industries. However, most economists agree that free trade generally benefits consumers by offering more choices and lower prices. According to the text, what is the main reason countries engage in international trade? 1) To increase military power 2) To specialise and benefit from comparative advantage 3) To avoid using their own natural resources 4) To reduce the number of domestic jobs КЛЮЧ К ЗАДАНИЮ: 2	opportunity cost than another country—that is, if it gives up less of other goods to produce it. This concept, developed by economist David Ricardo, shows that international trade can be mutually beneficial even when one nation is more efficient at producing everything (has an absolute advantage). By specializing in goods where they have a comparative advantage and trading for others, countries can increase total global output and consume beyond their own production possibilities. For example, if Country A produces both wheat and cars more efficiently than Country B, but its relative efficiency is greatest in wheat, it should focus on wheat and import cars. This principle underpins modern trade theory and explains why nations gain from specialization and open markets. What is the basis for beneficial trade according to the theory of comparative advantage? 1) Absolute advantage in all goods 2) Lower opportunity cost 3) Higher production costs 4) Identical resource endowments КЛЮЧ К ЗАДАНИЮ: 2	минуты)
			ИУК-4.2.	*2*	International trade involves several key steps for a typical export-import transaction. 1) The foreign buyer receives the goods and pays the exporter through a bank. 2) A company in Country A finds a buyer in Country B who wants to purchase its goods. 3) The exporter arranges shipping, insurance, and customs documentation. 4) The two parties sign an international sales contract specifying price, delivery terms, and payment method. 5) The goods pass through customs in both the exporting and importing countries. Запишите соответствующую	The process of importing goods typically involves: 1) The importer's bank makes payment to the exporter's bank according to the agreed terms. 2) The importer places an order with a foreign supplier based on a proforma invoice. 3) The goods are shipped and clear customs in the importing country. 4) The importer arranges necessary import licenses and letters of credit. 5) The goods are received by the importer and checked against the shipping documents. Запишите соответствующую последовательность цифр слева направо:	Базовый (1-3 минуты)

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<td>последовательность цифр слева направо:
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<td></td><td></td><td></td><td>ИУК-4.3.</td><td>1</td>
<td>Key Concepts in International Trade
International trade involves several important terms and policies:
Export means selling goods or services to another country (e.g., German cars sold in the USA).
Import means buying goods or services from abroad (e.g., Japan importing oil from Saudi Arabia).
Tariff is a tax imposed by a government on imported goods, making them more expensive and protecting local producers.
Free trade agreement (FTA) is a treaty between two or more countries to reduce or eliminate tariffs and other trade barriers (e.g., the UK-EU Trade and Cooperation Agreement).
<table>
<tr><th colspan="2">Concept</th><th>Description</th></tr>
<tr><td>А.</td><td>Export</td><td>1. A tax on imported goods that raises their price and protects domestic industries.</td></tr>
<tr><td>Б.</td><td>Import</td><td>2. The sale of domestically produced goods or services to customers in another country.</td></tr>
<tr><td>В.</td><td>Tariff</td><td>3. The purchase of foreign-made goods or services for use within one’s own country.</td></tr>
<tr><td>Г.</td><td>Free trade agreement</td><td>4. A deal between countries to lower trade barriers and encourage cross-border commerce.</td></tr>
</table>
КЛЮЧ К ЗАДАНИЮ:</td>
<td>International Trade Policies
Governments implement various trade policies to protect domestic industries, raise revenue, or achieve political goals. A tariff is a tax on imported goods, making them more expensive and less competitive than local products. A quota sets a strict physical limit on how much of a particular good can be imported during a given period. A subsidy is financial support provided by the government to domestic producers—such as farmers or manufacturers—helping them lower costs and compete with foreign firms. An embargo is the most severe measure: a total ban on trade with a specific country or on specific goods, often used for political or security reasons. These tools shape global trade flows and influence market prices worldwide.
<table>
<tr><th colspan="2">Trade Policy</th><th>Description</th></tr>
<tr><td>А.</td><td>Tariff</td><td>1. A government financial aid to a domestic producer.</td></tr>
<tr><td>Б.</td><td>Quota</td><td>2. A complete prohibition of trade.</td></tr>
<tr><td>В.</td><td>Subsidy</td><td>3. A tax on imports.</td></tr>
<tr><td>Г.</td><td>Embargo</td><td>4. A quantitative restriction on imports.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:</td>
<td>Базовый (1-3 минуты)</td>
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					А – 2 Б – 3 В – 1 Г – 4	А – 3 Б – 4 В – 1 Г – 2	
22.	Тема 22. Банковское дело	УК-4.	ИУК-4.1.	*3*	Banks play a key role in the economy. They accept deposits from individuals and businesses, provide safe storage for money, and offer loans to borrowers. Banks also help people make payments (e.g., via cards or online transfers) and give financial advice. Commercial banks serve the public and companies, while central banks (like the Bank of England or the Federal Reserve) control the money supply, set interest rates, and supervise the banking system. One important function of banks is credit creation — when they lend money, they effectively increase the amount of money in circulation. According to the text, what is one main function of a central bank? 1) Giving personal loans to students 2) Selling insurance and investment products 3) Setting interest rates and supervising the banking system 4) Opening current accounts for small businesses КЛЮЧ К ЗАДАНИЮ: 3	Fractional-reserve banking is a fundamental feature of modern banking systems. In this model, banks are required to keep only a fraction of their customers' deposits as reserves—either in their vaults or at the central bank—while the remainder can be lent out to individuals and businesses. When loans are made, the borrowed money is typically deposited into other bank accounts, which can then be partially lent out again. This cycle multiplies the initial deposit throughout the economy, effectively creating new money. The reserve ratio, set by the central bank (such as the Federal Reserve or the Bank of England), determines how much banks must hold in reserve and thus directly influences the money supply. This system supports economic growth by increasing credit availability, but it also requires careful regulation to maintain stability and public confidence. What is the primary function of fractional-reserve banking? 1) To keep all deposits safe in vaults 2) To create money through the lending process 3) To eliminate the need for central banks 4) To charge high fees for services КЛЮЧ К ЗАДАНИЮ: 2	Базовый (1-3 минуты)
			ИУК-4.2.	*2*	A customer's typical interaction with a commercial bank usually follows these steps: 1) The customer receives a bank statement each month showing all transactions. 2) They open a current (checking) account by providing ID and proof of address. 3) They use a debit card or online banking to pay bills and buy goods.	When a customer takes out a mortgage loan: 1) The bank conducts a credit check and appraises the property's value. 2) The customer makes a down payment and signs the mortgage agreement. 3) The customer applies for a mortgage loan, providing financial documents. 4) The bank disburses the loan amount to the	Базовый (1-3 минуты)

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<td>4) The bank deposits their salary into the account automatically each month.
5) Later, they apply for a loan to buy a car and provide proof of income.
Запишите соответствующую последовательность цифр слева направо:
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КЛЮЧ К ЗАДАНИЮ: 2 → 4 → 3 → 5 → 1</td>
<td>seller (or the customer).
5) The customer makes regular monthly payments (principal and interest) over the loan term.

Запишите соответствующую последовательность цифр слева направо:
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<td></td><td></td><td></td><td>ИУК-4.3.</td><td>1</td>
<td>Types of Banking Services
Banks offer a wide range of services to individuals and businesses:
A current (checking) account is used for everyday transactions like paying bills, receiving salary, and using a debit card. It usually does not earn interest.
A savings account is designed for storing money safely while earning interest over time. Withdrawals are possible but may be limited.
A loan is a sum of money borrowed from a bank that must be repaid with interest over a set period (e.g., for buying a car or funding education).
Online banking allows customers to manage their accounts, transfer money, and pay bills using a website or mobile app, without visiting a branch.
<table>
<tr><th colspan="2">Banking Service</th><th>Description</th></tr>
<tr><td>A.</td><td>Current account</td><td>1. A service that lets you manage your finances through the internet or a smartphone app.</td></tr>
<tr><td>Б.</td><td>Savings account</td><td>2. An account for daily use, such as receiving income and making payments; typically earns little or no interest.</td></tr>
<tr><td>В.</td><td>Loan</td><td>3. An account where money is kept for the</td></tr>
</table>
</td>
<td>Types of Bank Accounts
Banks provide a range of account types to suit different financial needs and lifestyles. A current account is designed for everyday personal transactions—such as paying bills, receiving salaries, and making purchases—typically offering easy access via debit cards and online banking, though usually without interest. A savings account allows individuals to store money safely while earning interest; however, it may limit the number or amount of monthly withdrawals to encourage saving. A fixed deposit account (also known as a time deposit) requires customers to keep funds locked in for a predetermined period—ranging from a few months to several years—in return for a higher, guaranteed interest rate. Finally, a business account is tailored for companies, offering tools for payroll, bulk transfers, invoicing, and cash flow management, often with higher transaction limits and specialized customer support.
<table>
<tr><th colspan="2">Account Type</th><th>Description</th></tr>
<tr><td>А.</td><td>Current account</td><td>1. Offers higher interest for committed savings.</td></tr>
<tr><td>Б.</td><td>Savings</td><td>2. For daily</td></tr>
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<td>Базовый (1-3 минуты)</td>
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		long term and earns interest, though access may be restricted.
Г.	Online banking	4. Borrowed money that must be repaid with interest over time, often used for large purchases.

КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 3
В – 4
Г – 1

	account	business transactions and cash flow.
В.	Fixed Deposit	3. For everyday personal transactions.
Г.	Business Account	4. For earning interest on personal savings with some access.

КЛЮЧ К ЗАДАНИЮ:
А – 3
Б – 4
В – 1
Г – 2

23.	Тема 23. Определение менеджмента	УК-4.	ИУК-4.1.	*3*	Management is the process of planning, organizing, leading, and controlling resources (such as people, money, time, and materials) to achieve organizational goals efficiently and effectively. Managers work in all types of organizations — businesses, banks, hospitals, and government agencies. Good management helps companies increase productivity, improve employee motivation, and respond to market changes. The four main functions of management are often summarized as: plan, organize, lead, and control. According to the text, what are the four main functions of management? 1) Hire, train, pay, and promote 2) Plan, organize, lead, and control 3) Sell, advertise, deliver, and invoice 4) Research, develop, produce, and export	Strategic management involves the formulation and implementation of major goals and initiatives by an organization’s top leadership. It focuses on the **long-term direction** of the company, aligning its mission, vision, and objectives with available resources and market conditions. This process includes analyzing the internal strengths and weaknesses of the organization as well as external opportunities and threats (often through SWOT analysis). Unlike operational management, which handles daily tasks, strategic management shapes competitive advantage, drives innovation, and ensures sustainable growth by making high-level decisions that guide the entire organization over time. What is the primary focus of strategic management?	Базовый (1-3 минуты)

					КЛЮЧ К ЗАДАНИЮ: 2	1) Day-to-day operational tasks 2) Long-term goals and overall direction 3) Disciplining employees 4) Processing payroll КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.2.	*2*	The management process in a company typically follows a logical order: 1) The manager monitors performance, compares results with the plan, and makes corrections if needed. 2) The manager creates a detailed action plan with goals, budget, and timeline. 3) The manager assigns tasks to team members and provides the necessary resources. 4) The manager motivates employees, gives feedback, and supports teamwork. 5) The company identifies a new objective — for example, to increase sales by 15% next year. Запишите соответствующую последовательность цифр слева направо: | | | | | | КЛЮЧ К ЗАДАНИЮ:5 → 2 → 3 → 4 → 1	The process of strategic planning typically follows these steps: 1) Implement the chosen strategy through action plans and resource allocation. 2) Define the organization's mission, vision, and long-term objectives. 3) Evaluate the internal strengths and weaknesses and external opportunities and threats (SWOT analysis). 4) Monitor performance and make adjustments as needed (strategic control). 5) Generate and select strategic options to achieve the objectives. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 5 → 1 → 4	Базовый (1-3 минуты)
			ИУК-4.3.	*1*	**Functions of Management** Management involves four key functions that help organizations operate successfully: Planning means setting goals and deciding how to achieve them. It includes forecasting, budgeting, and choosing strategies. Organizing involves arranging resources — such as staff, equipment, and departments — to carry out the plan effectively. Leading (or directing) is about motivating employees, communicating clearly, and creating a positive work environment. Controlling refers to monitoring results, comparing them to the plan, and taking corrective	**Levels of Management** Organizations typically structure management into distinct levels. Top-level management (e.g., CEO, Board) sets vision and long-term strategy. Middle-level management (department heads) implements these strategies and coordinates teams. Front-line management (supervisors) oversees daily operations and staff. Additionally, project-level management (project managers) handles temporary initiatives, ensuring specific goals are met on time and within budget. This layered structure supports effective planning, execution, and control across both ongoing and time-bound activities.	Базовый (1-3 минуты)

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<td>action when necessary.
<table><tr><th colspan="2">Banking Service</th><th>Description</th></tr><tr><td>А.</td><td>Planning</td><td>1. Assigning tasks, grouping employees into teams,
and allocating resources to support the plan.</td></tr><tr><td>Б.</td><td>Organizing</td><td>2. Setting objectives and developing strategies
and action steps to reach them.</td></tr><tr><td>В.</td><td>Leading</td><td>3. Checking actual performance against
planned goals and making adjustments.</td></tr><tr><td>Г.</td><td>Controlling</td><td>4. Inspiring and guiding employees through
communication,
motivation, and support.</td></tr></table>
КЛЮЧ К ЗАДАНИЮ:
А – 2
Б – 1
В – 4
Г – 3</td>
<td><table><tr><th colspan="2">Management Level</th><th>Primary Responsibility</th></tr><tr><td>А.</td><td>Top-Level Management</td><td>1. Overseeing daily operations and frontline employees.</td></tr><tr><td>Б.</td><td>Middle-Level Management</td><td>2. Setting corporate goals, mission, and overall strategy.</td></tr><tr><td>В.</td><td>Front-Line Management</td><td>3. Implementing strategies and coordinating departments.</td></tr><tr><td>Г.</td><td>Project-Level Management</td><td>4. Managing specific, time-limited initiatives to achieve defined objectives.</td></tr></table>
КЛЮЧ К ЗАДАНИЮ:
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Б – 3
В – 1
Г – 4</td>
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<tr>
<td>24.</td>
<td>Тема 24. Развитие теории менеджмента</td>
<td>УК-4.</td>
<td>ИУК-4.1.</td>
<td>3</td>
<td>The development of management theory began in the early 20th century. One of the first approaches was scientific management, introduced by Frederick Taylor. He believed that work processes should be studied scientifically to find the “one best way” to do each task, which would increase efficiency and productivity. Later, Henri Fayol identified 14 principles of management, such as</td>
<td>The **Hawthorne Effect** refers to the phenomenon in which people alter or improve their behavior simply because they know they are being observed. It originated from a series of experiments conducted at the Hawthorne Works factory in the 1920s and 1930s. Researchers initially tested how changes in lighting affected worker productivity. Surprisingly, productivity</td>
<td>Базовый (1-3 минуты)</td>
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					division of work, authority, discipline, and unity of command. In the 1920s–1930s, the human relations movement (led by Elton Mayo) showed that workers are not just motivated by money — social factors, teamwork, and feeling valued also affect performance. Today, modern management combines efficiency with employee well-being and innovation. According to the text, what did the human relations movement emphasize? 1) Strict discipline and top-down control 2) Time-and-motion studies to reduce waste 3) The importance of social and psychological factors at work 4) The need to eliminate all employee breaks КЛЮЧ К ЗАДАНИЮ: 3	rose not only when lighting improved but also when it was dimmed. Further tests with other variables—such as breaks, work hours, and rest periods—showed similar results: performance increased regardless of the change. This led researchers to conclude that the **attention and interest shown to employees**, rather than the physical adjustments themselves, were the real drivers of improved output. The studies highlighted the importance of social and psychological factors in the workplace and marked a turning point in management theory, shifting focus toward human relations and employee motivation. What did the Hawthorne studies primarily demonstrate?** 1) Money is the only motivator for workers 2) Physical working conditions are the most important factor 3) Attention and observation can influence behavior 4) Strict supervision is always necessary КЛЮЧ К ЗАДАНИЮ: 3	
			ИУК-4.2.	*2*	Management theory has evolved through several key stages: 1) Researchers like Elton Mayo discover that employee morale and group dynamics significantly affect productivity — the human relations approach emerges. 2) Frederick Taylor introduces scientific management, focusing on efficiency, standardised tasks, and time studies. 3) Modern management integrates technology, flexibility, employee empowerment, and global competition. 4) Henri Fayol proposes a general theory of management with 14 principles, including authority, unity of direction, and equity. 5) Early factories operate with little formal	Key milestones in management thought: 1) Max Weber introduces the concept of bureaucracy, emphasizing hierarchy, rules, and impersonality. 2) Peter Drucker popularizes Management by Objectives (MBO), focusing on goal-setting and self-control. 3) Frederick Taylor publishes "The Principles of Scientific Management," focusing on efficiency. 4) Elton Mayo conducts the Hawthorne experiments, highlighting human relations. 5) Henri Fayol outlines his 14 principles of general administration. Запишите соответствующую последовательность цифр слева направо (в хронологическом порядке):	Базовый (1-3 минуты)

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<td>management; owners make all decisions based on experience.
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КЛЮЧ К ЗАДАНИЮ: 3 → 5 → 1 → 4 → 2</td>
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<td></td><td></td><td></td><td>ИУК-4.3.</td><td>1</td>
<td>Key Approaches in the Development of Management Theory
Over time, different schools of thought have shaped how we understand management:
Scientific Management (F. Taylor) focused on improving efficiency by analysing work tasks and establishing standard methods. Workers were seen as parts of a machine.
Administrative Theory (H. Fayol) looked at management from the top down and defined general principles that apply to all organisations, such as planning, organising, and unity of command.
Human Relations Movement (E. Mayo) showed through experiments that workers perform better when they feel respected, work in supportive teams, and receive attention from managers.
Modern Management combines strategic thinking, innovation, digital tools, and a focus on employee engagement and corporate social responsibility.
<table><tr><th colspan="2">Approach</th><th>Description</th></tr><tr><td>A.</td><td>Scientific Management</td><td>1. Emphasizes teamwork, communication, and the psychological needs of workers.</td></tr></table></td>
<td>Management Theorists and Their Contributions
Modern management practices are deeply rooted in the work of pioneering thinkers. Frederick Taylor, often called the "father of scientific management," revolutionized industrial efficiency through time-and-motion studies, aiming to optimize worker productivity by standardizing tasks. Henri Fayol, a French engineer, developed the first comprehensive theory of administration, identifying the five core functions of management—planning, organizing, commanding, coordinating, and controlling—and formulating 14 universal principles, such as unity of command and division of work. Elton Mayo shifted focus to human elements through the famous Hawthorne Studies, demonstrating that social interaction, attention, and group dynamics significantly influence performance—laying the foundation for the human relations movement. Later, Peter Drucker shaped contemporary management with ideas like Management by Objectives (MBO) and his emphasis on the rising role of knowledge workers in post-industrial economies.
<table><tr><th colspan="2">Theorist</th><th>Key Contribution</th></tr><tr><td>A.</td><td>Frederick Taylor</td><td>1. Human relations</td></tr></table></td>
<td>Базовый (1-3 минуты)</td>
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					Б. Administrative Theory — 2. Focuses on finding the most efficient way to perform tasks using time and motion studies. В. Human Relations Movement — 3. Based on universal principles like discipline, authority, and centralisation of decision-making. Г. Modern Management — 4. Integrates flexibility, technology, global awareness, and employee well-being. КЛЮЧ К ЗАДАНИЮ: А – 2 Б – 3 В – 1 Г – 4	and the Hawthorne Effect Б. Henri Fayol — 2. Management by Objectives and the knowledge worker В. Elton Mayo — 3. Scientific management and time-motion studies Г. Peter Drucker — 4. General administrative theory and 14 principles КЛЮЧ К ЗАДАНИЮ: А – 3 Б – 4 В – 1 Г – 2	
25.	Тема 25. Современные подходы к менедж	УК-4.	ИУК-4.1.	*3*	Modern management goes beyond traditional planning and control. Today’s managers focus on flexibility, innovation, and employee empowerment. Key modern approaches include lean management (reducing waste and improving efficiency), agile management (used in tech	Total Quality Management (TQM) is a comprehensive management philosophy aimed at achieving long-term organisational success through customer satisfaction. It requires the active involvement of all employees—from frontline workers to top executives—in	Базовый (1-3 минуты)

	менту				companies to adapt quickly to change), sustainable management (balancing profit with environmental and social responsibility), and remote team management (leading employees who work from home or different countries). Modern managers act more as coaches and facilitators than strict controllers, encouraging creativity and continuous learning. According to the text, what is one key feature of modern management? 1) Strict supervision and fixed working hours 2) Centralised decision-making by top executives only 3) Emphasis on innovation, flexibility, and employee empowerment 4) Avoiding the use of digital technology in the workplace КЛЮЧ К ЗАДАНИЮ: 3	continuously improving processes, products, services, and workplace culture. Core principles of TQM include continuous improvement (often referred to as *kaizen*), a strong focus on the customer, fact-based decision making using data and performance metrics, and employee empowerment, which encourages staff at all levels to identify problems and suggest solutions. Rather than relying on inspections to catch defects, TQM seeks to prevent errors by improving systems from within. Originating in the mid-20th century and popularised by experts like W. Edwards Deming, TQM has been successfully applied in manufacturing, healthcare, education, and service industries worldwide to enhance quality, efficiency, and competitiveness. What is a core principle of Total Quality Management (TQM)? 1) Focusing solely on short-term profits 2) Continuous improvement 3) Centralizing all decision-making 4) Avoiding customer feedback КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.2.	*2*	A modern company implementing contemporary management practices typically follows this evolution: 1) The company introduces regular team feedback sessions and allows employees to suggest process improvements. 2) Managers begin using digital tools (e.g., Slack, Trello) to coordinate remote and hybrid teams. 3) The leadership adopts a sustainability strategy, aiming for carbon neutrality and ethical sourcing. 4) The organisation moves from rigid annual plans to flexible, short-term goals adjusted every quarter.	A company adopting agile project management: 1) The team holds a short daily meeting (stand-up) to synchronize activities. 2) The product owner defines features in a "product backlog". 3) The team demonstrates the completed work to stakeholders at the end of the sprint. 4) The team plans the work for a short, fixed period (a "sprint"). 5) The team reflects on how to improve in a "retrospective" meeting. Запишите соответствующую последовательность цифр слева направо	Базовый (1-3 минуты)

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<td>5) Top management realises that old command-and-control methods reduce motivation and innovation.
Запишите соответствующую последовательность цифр слева направо:
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КЛЮЧ К ЗАДАНИЮ: 5 → 4 → 2 → 1 → 3</td>
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КЛЮЧ К ЗАДАНИЮ: 2 → 4 → 1 → 3 → 5</td>
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<td></td><td></td><td></td><td>ИУК-4.3.</td><td>1</td>
<td>Modern Management Approaches
Contemporary organisations use several innovative management styles to stay competitive: Agile Management is common in software and startups. It uses short work cycles (“sprints”), regular team meetings, and rapid adaptation to customer feedback.
Lean Management aims to eliminate waste (e.g., unnecessary steps, overproduction) and continuously improve processes — originally developed by Toyota.
Sustainable Management integrates environmental protection, social equity, and good governance (often called ESG principles) into business decisions.
Participative (or Democratic) Management encourages employees to take part in decision-making, which increases motivation and commitment.
<table>
<tr><th colspan="2">Approach</th><th>Description</th></tr>
<tr><td>A.</td><td>Agile Management</td><td>1. Focuses on cutting waste and improving workflow efficiency through continuous small improvements.</td></tr>
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</td>
<td>Contemporary Approaches to Management
Modern management goes beyond traditional hierarchies, embracing flexibility and innovation. Agile Management emphasizes adaptability, teamwork, and iterative progress—widely used in software development but now applied across industries. Transformational Leadership focuses on inspiring employees, fostering vision, and encouraging personal growth to drive organizational change. Lean Management, derived from Toyota’s production system, aims to eliminate waste, improve efficiency, and continuously enhance value for customers. Servant Leadership flips the traditional model: leaders prioritize the needs of their team, supporting employee development and well-being to build trust and long-term performance. Together, these approaches reflect a shift toward people-centered, responsive, and purpose-driven organizations in today’s fast-changing global environment.
<table>
<tr><th colspan="2">Approach</th><th>Key Idea</th></tr>
<tr><td>A.</td><td>Agile Management</td><td>1. Eliminates waste and focuses on continuou</td></tr>
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<td>Базовый (1-3 минуты)</td>
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					Б.	Lean Management	2. Involves employees in decisions, values teamwork, and builds trust through shared responsibility.			s improvement of customer value.		
					В.	Sustainable Management	3. Uses short project cycles, frequent feedback, and flexibility to respond quickly to change.		Б.	Transformational Leadership	2. Inspires and motivates employees through shared vision and personal growth.	
					Г.	Participative Management	4. Balances profit with care for people and the planet, following ESG (Environmental, Social, Governance) standards.		В.	Lean Management	3. Prioritizes team needs and empowers employees to serve organizational goals.	
					КЛЮЧ К ЗАДАНИЮ: А – 3 Б – 1 В – 4 Г – 2				Г.	Servant Leadership	4. Uses iterative cycles, collaboration, and rapid adaptation to change.	

						КЛЮЧ К ЗАДАНИЮ: А – 4 Б – 2 В – 1 Г – 3	
26.	Тема 26. Стиль менеджмента	УК-4.	ИУК-4.1.	*3*	**Management Styles** Management style refers to the way a manager leads, communicates, and makes decisions. There are several common styles: Autocratic: the manager makes all decisions alone and gives clear orders. This style can be efficient in emergencies but may lower employee motivation. Democratic: the manager involves team members in decision-making, listens to their ideas, and encourages discussion. This often increases job satisfaction and creativity. Laissez-faire: the manager gives employees a lot of freedom and provides little direct supervision. It works well with highly skilled and self-motivated teams but can lead to confusion if not managed carefully. The best management style often depends on the situation, the type of work, and the experience of the team. According to the text, which management style involves employees in decision-making? 1) Autocratic 2) Laissez-faire 3) Democratic 4) Bureaucratic КЛЮЧ К ЗАДАНИЮ: 3	**Management Styles** Different management styles influence how leaders interact with their teams and make decisions. The autocratic style is highly centralized—managers make decisions unilaterally with little input from employees. In contrast, the democratic style encourages team participation in decision-making, fostering collaboration and trust. The laissez-faire style gives employees significant freedom and autonomy, with minimal supervision—effective with highly skilled and self-motivated teams. Finally, the transformational style focuses on inspiring and motivating employees through a shared vision, promoting innovation and personal growth. The choice of style depends on the organization's culture, the nature of the task, and the team's experience. Effective managers often adapt their style to suit different situations rather than sticking to just one approach. Which management style involves employees in decision-making and promotes teamwork? 1) Autocratic 2) Laissez-faire 3) Democratic 4) Bureaucratic КЛЮЧ К ЗАДАНИЮ: 3	Базовый (1-3 минуты)
			ИУК-4.2.	*2*	A manager may adapt their style depending on the team's development level: 1) The team is experienced and highly motivated, so the manager steps back and lets them work	A manager may adapt their leadership approach as the team progresses through stages of development: 1) The team demonstrates strong initiative,	Базовый (1-3 минуты)

					independently. 2) The team is new and lacks confidence, so the manager gives clear instructions and closely supervises tasks. 3) The manager gradually reduces control and starts asking for team input on small decisions. 4) The team shows good results and initiative, so the manager encourages open discussions and shared planning. 5) The manager evaluates performance and adjusts leadership approach based on results. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ:2 → 3 → 4 → 1 → 5	expertise, and self-motivation, so the manager delegates tasks fully and intervenes only when asked. 2) The team is newly formed, uncertain about roles, and lacks experience, so the manager provides detailed instructions, sets clear goals, and monitors progress closely. 3) The team gains basic skills and shows willingness to contribute, so the manager begins to listen to suggestions and involves members in simple decisions. 4) The team consistently delivers quality results and collaborates well, so the manager fosters shared decision-making and joint planning. 5) The manager reviews outcomes, reflects on team dynamics, and fine-tunes their leadership style for future challenges. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ: 2 → 3 → 4 → 1 → 5	
			ИУК-4.3.	*1*	**Common Management Styles** Different situations call for different management approaches: Autocratic style: The manager makes decisions without consulting the team. Instructions are clear and direct. This style is useful in crisis situations or with inexperienced staff. Democratic style: The manager encourages participation, listens to employees' opinions, and builds consensus before acting. This boosts morale and innovation. Laissez-faire style: The manager provides minimal guidance and allows employees to make their own decisions. It works best with experts or creative professionals. Transformational style: The manager inspires the team with a vision, supports personal growth, and motivates through shared values (often used in	**Management Styles** Good managers know that one style does not fit all situations. The autocratic style means the manager makes all decisions alone and gives clear orders—useful in emergencies. The democratic style is more team-oriented: the manager asks for ideas and makes decisions together with the group. The laissez-faire style gives employees a lot of freedom—they work independently while the manager only helps if asked. Finally, the coaching style focuses on helping team members grow: the manager listens, gives feedback, and supports personal development. Choosing the right style depends on the team's experience, the task, and the workplace culture. **Management** | **Description**	Базовый (1-3 минуты)

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<td>modern innovative companies).

<table>
<tr><th colspan="2">Management Style</th><th>Description</th></tr>
<tr><td>А.</td><td>Autocratic</td><td>1. The leader gives freedom to skilled employees and avoids micromanagement.</td></tr>
<tr><td>Б.</td><td>Democratic</td><td>2. The leader makes all decisions alone and expects
employees to follow orders.</td></tr>
<tr><td>В.</td><td>Laissez-faire</td><td>3. The leader involves the team in discussions and
values their input before deciding.</td></tr>
<tr><td>Г.</td><td>Transformational</td><td>4. The leader motivates through vision, trust, and
personal development support.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
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Б – 3
В – 1
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<td><table>
<tr><th colspan="2">Style</th><th></th></tr>
<tr><td>А.</td><td>Autocratic</td><td>1. The manager gives team members freedom and only helps when needed.</td></tr>
<tr><td>Б.</td><td>Democratic</td><td>2. The manager makes all decisions alone and gives direct instructions.</td></tr>
<tr><td>В.</td><td>Laissez-faire</td><td>3. The manager supports employees’ growth through feedback and guidance.</td></tr>
<tr><td>Г.</td><td>Coaching</td><td>4. The manager involves the team in decisions and values their opinions.</td></tr>
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КЛЮЧ К ЗАДАНИЮ:
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Г – 3</td>
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<td>27.</td>
<td>Тема 27. Цели, правила и этика организации</td>
<td>УК-4.</td>
<td>ИУК-4.1.</td>
<td>3</td>
<td>Organisational Goals, Rules, and Ethics
Every organisation has goals — what it wants to achieve (e.g., profit, market share, social impact). To reach these goals, companies create rules (or policies) that guide employee behaviour, such as dress codes, working hours, or data protection</td>
<td>Organisational Goals, Rules, and Ethics
Every organisation has goals it wants to achieve, such as making a profit, serving customers well, or improving society. To reach these goals, companies create rules and policies—for example, dress codes, working hours, or data</td>
<td>Базовый (1-3 минуты)</td>
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					procedures. Equally important is business ethics — the moral principles that govern how a company and its employees act. Ethical organisations treat customers fairly, protect the environment, avoid corruption, and respect human rights. Many companies publish a code of ethics to help staff make responsible decisions. Ethical behaviour builds trust and improves a company's reputation. According to the text, what is the main purpose of a code of ethics? 1) To list all employee salaries 2) To help employees make responsible and moral decisions 3) To replace government laws 4) To advertise the company's products КЛЮЧ К ЗАДАНИЮ: 2	security procedures. These rules help employees know what is expected of them. Equally important are ethical principles, which guide honest and fair behaviour. Ethical companies avoid corruption, treat employees with respect, protect the environment, and are honest with customers. While rules are often written and enforced, ethics come from shared values and personal responsibility. Together, goals, rules, and ethics create a strong and trustworthy workplace culture. What is a key part of organisational ethics? 1) Ignoring customer complaints to save time 2) Maximising profits at any cost 3) Treating people fairly and acting honestly 4) Changing rules frequently without notice КЛЮЧ К ЗАДАНИЮ: 3	
			ИУК-4.2.	*2*	An organisation typically develops its ethical framework in the following order: 1) The company trains employees on ethical behaviour and updates policies regularly. 2) Managers notice problems like low trust or customer complaints and decide to act. 3) The organisation writes a formal code of ethics that includes core values like honesty, fairness, and respect. 4) Leadership publicly commits to ethical principles and sets an example for others. 5) The company reviews its mission and long-term goals to include social responsibility. Запишите соответствующую последовательность цифр слева направо: | | | | | | КЛЮЧ К ЗАДАНИЮ:2 → 5 → 4 → 3 → 1	When a company builds its organisational culture, it usually follows these steps: 1) The company creates clear rules (like safety procedures or a code of conduct) so everyone knows how to act at work. 2) Leaders decide on the main goals—such as providing quality service, making a profit, or helping the community. 3) The company encourages ethical behaviour by rewarding honesty, respect, and responsibility in everyday actions. 4) Managers explain how rules and ethics support the company's goals and involve staff in maintaining a positive workplace. Запишите соответствующую последовательность цифр слева направо: | | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 1 → 4 → 3	Базовый (1-3 минуты)

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<td>ИУК-4.3.</td>
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Key Elements of Organisational Conduct
Organisations use different tools to guide behaviour and ensure responsible operations:
Organisational goals define what the company wants to achieve — for example, “increase customer satisfaction by 20%” or “reduce carbon emissions by 2030”.
Company rules (policies) are specific instructions for employees, such as “submit expense reports by the 5th of each month” or “do not share client data externally”.
Business ethics refers to moral principles like honesty, fairness, and social responsibility that go beyond legal requirements.
Code of ethics is a written document that explains the organisation’s values and expected standards of behaviour in situations like conflicts of interest or whistleblowing.
<table>
<tr><th colspan="2">Element</th><th>Description</th></tr>
<tr><td>А.</td><td>Organisational goals</td><td>1. A formal document that outlines core values and guides ethical decision-making.</td></tr>
<tr><td>Б.</td><td>Company rules (policies)</td><td>2. Broad aims the organisation wants to achieve over time, such as growth or sustainability.</td></tr>
<tr><td>В.</td><td>Business ethics</td><td>3. Specific instructions that regulate daily employee behaviour and procedures.</td></tr>
<tr><td>Г.</td><td>Code of ethics</td><td>4. Moral principles that help a company act responsibly, even</td></tr>
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Organisational Goals, Rules, and Ethics
Every successful organisation operates with three key elements. Goals define what the company wants to achieve—such as increasing sales, improving customer satisfaction, or supporting sustainability. Rules are the formal policies that guide daily behaviour, like attendance requirements, dress codes, or data protection procedures. Ethics refer to moral principles that shape fair and honest actions, even when no one is watching—such as not lying to customers or treating colleagues with respect. Finally, corporate social responsibility (CSR) means the company takes action to benefit society and the environment, for example, by reducing pollution or supporting local charities. Together, these elements help build trust, motivation, and long-term success.
<table>
<tr><th colspan="2">Concept</th><th>Description</th></tr>
<tr><td>А.</td><td>Goals</td><td>1. Moral principles that guide honest and fair behaviour in the workplace.</td></tr>
<tr><td>Б.</td><td>Rules</td><td>2. Formal policies that regulate employee behaviour and daily operations.</td></tr>
<tr><td>В.</td><td>Ethics</td><td>3. What the organisation</td></tr>
</table>
</td>
<td>Базовый (1-3 минуты)</td>
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					<table><tr><td></td><td></td><td>when not required by law.</td></tr></table> КЛЮЧ К ЗАДАНИЮ: А – 2 Б – 3 В – 4 Г – 1	<table><tr><td></td><td></td><td>aims to achieve, such as profit or customer satisfaction.</td></tr><tr><td>Г.</td><td>Corporate Social Responsibility</td><td>4. Actions that benefit society and the environment beyond legal requirements.</td></tr></table> КЛЮЧ К ЗАДАНИЮ: А – 3 Б – 2 В – 1 Г – 4	
28.	Тема 28. Менеджмент рынка	УК-4.	ИУК-4.1.	*3*	**Marketing management** Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy customer and organisational goals. A key tool in marketing is the marketing mix, often called the 4Ps: Product, Price, Place, and Promotion. Product is what the company offers (e.g., a smartphone or banking service). Price is how much customers pay. Place refers to where and how the product is sold (e.g., online, in stores). Promotion includes advertising, sales promotions, and public relations. Modern marketing focuses on understanding customer needs and building long-term	**Market Management** Market management is the process of understanding customer needs and creating strategies to meet them. It includes researching the market, identifying target customers, and developing products or services that solve real problems. Companies also use the marketing mix—often called the “4 Ps”: Product, Price, Place (where the product is sold), and Promotion (advertising, social media, etc.). Good market management helps businesses stand out from competitors, build strong brands, and keep customers satisfied. It is not just about selling, but about creating value for both the customer and the company. What are the “4 Ps” of the marketing mix? 1) People, Process, Performance, Profit	Базовый (1-3 минуты)

					relationships. According to the text, what does the “Place” element of the marketing mix refer to? 1) The country where the company headquarters is located. 2) The location of the company’s factories. 3) Where and how the product is distributed and sold. 4) The number of employees in the sales department. *КЛЮЧ К ЗАДАНИЮ: 3*	2) Product, Price, Place, Promotion 3) Planning, Production, Packaging, Pricing 4) Profit, Position, Partnership, Publicity КЛЮЧ К ЗАДАНИЮ: 2	
			ИУК-4.2.	*2*	The marketing management process in a company usually follows these steps: 1) The company launches an advertising campaign and sells the product through selected channels. 2) Marketers analyse customer needs and study competitors in the market. 3) The team evaluates sales results and customer feedback to improve the next campaign. 4) Based on research, they design a product and develop a marketing mix (4Ps). 5) The company defines its target market — for example, young professionals aged 25–35. Запишите соответствующую последовательность цифр слева направо: КЛЮЧ К ЗАДАНИЮ:2 → 5 → 4 → 1 → 3	A company usually follows these five steps to manage its market strategy effectively: 1) It chooses the right price, distribution channels, and promotional tools (like ads or social media). 2) It listens to customer feedback after the product launch and makes improvements. 3) It studies the market to understand customer needs, trends, and competitors. 4) It sets clear marketing objectives, such as increasing brand awareness or entering a new market. 5) It creates a product or service that meets the identified customer needs. Запишите соответствующую последовательность цифр слева направо: 3 → 4 → 5 → 1 → 2	Базовый (1-3 минуты)
			ИУК-4.3.	*1*	**The 4Ps of Marketing Management** The marketing mix consists of four key elements that companies control to meet customer needs: Product is the good or service offered to the market. It includes features, quality, design, and brand name (e.g., an eco-friendly electric car).	**Market Management** Effective market management helps companies connect with customers and grow. It uses several key strategies: Market Research helps businesses understand what customers want by collecting data through	Базовый (1-3 минуты)

Price is the amount customers pay. It depends on production costs, competition, and perceived value.
Place (distribution) involves getting the product to the customer — through shops, websites, or delivery services.
Promotion covers all activities that communicate the product's value, such as TV ads, social media campaigns, discounts, or PR events.

Marketing Element		Description
А.	Product	1. All communication methods used to inform, persuade, or remind customers about a product.
Б.	Price	2. The physical item or service that satisfies a customer's need or want.
В.	Place	3. The cost of the product to the buyer, which reflects its value and market position.
Г.	Promotion	4. The channels and logistics used to deliver the product to the consumer.

КЛЮЧ К ЗАДАНИЮ:
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surveys, interviews, or focus groups.
Segmentation means dividing the market into groups of people with similar needs, such as age, income, or lifestyle, so marketing can be more targeted.
Branding is about creating a strong identity for a product or company through names, logos, and messages that build trust and recognition.
Digital Marketing uses online tools like social media, email, and search engines to reach and engage customers quickly and cost-effectively.

Strategy		Description
А.	Market Research	1. Dividing customers into groups with similar characteristics for focused marketing.
Б.	Segmentation	2. Using online channels like social media and email to promote products.
В.	Branding	3. Creating a memorable identity with logos, names, and values.
Г.	Digital Marketing	4. Collecting information about customer

						needs through surveys and interviews. КЛЮЧ К ЗАДАНИЮ: А – 4 Б – 1 В – 3 Г – 2	
29.	Тема 29. Управление человеческими ресурсами	УК-4.	ИУК-4.1.	*3*	**Human Resource Management** Human Resource Management (HRM) is the process of managing people in organisations to achieve business goals. It includes key activities such as recruitment, training, performance appraisal, motivation, and ensuring fair treatment of employees. Good HRM helps companies attract skilled workers, reduce staff turnover, and create a positive workplace culture. Modern HR departments also focus on diversity, employee well-being, and compliance with labour laws. HR professionals work closely with managers to align workforce strategy with the company's objectives. According to the text, what is one goal of effective Human Resource Management? 1) To reduce the number of employees as much as possible 2) To replace all employees with artificial intelligence 3) To attract skilled workers and reduce staff turnover 4) To avoid communication between departments КЛЮЧ К ЗАДАНИЮ: 3	**Human Resource Management** Human Resource Management (HRM) is the department responsible for managing people in an organisation. HR professionals handle job recruitment, employee training, performance evaluations, and workplace policies. They also support employees with issues like contracts, salaries, and work-life balance. Good HRM helps create a positive work environment, improve motivation, and keep valuable staff. It is not just about hiring and firing—it's about developing people and aligning their goals with the company's mission. What is one of the main goals of Human Resource Management? 1) To reduce the number of employees as much as possible 2) To manage company finances and investments 3) To support employee development and improve workplace satisfaction 4) To design new products for the market КЛЮЧ К ЗАДАНИЮ: 3	Базовый (1-3 минуты)
			ИУК-4.2.	*2*	The HR department typically follows these steps when managing employees throughout their time	Human Resource Management follows several key steps when bringing a new person into a	Базовый (1-3 минуты)

					at a company: 1) The employee receives regular feedback, participates in training, and may get promoted. 2) The company advertises a vacancy and reviews CVs from job applicants. 3) After many years, the employee retires and receives a farewell ceremony. 4) The selected candidate signs an employment contract and attends an onboarding session. 5) The HR team conducts interviews and chooses the best candidate for the position. Запишите соответствующую последовательность цифр слева направо: | | | | | | КЛЮЧ К ЗАДАНИЮ: 2 → 5 → 4 → 1 → 3	company: 1) The HR department helps the new employee get familiar with the team, rules, and workplace during onboarding. 2) The company advertises the job vacancy and collects applications from interested candidates. 3) Managers and HR evaluate the employee's performance after several months and provide feedback. 4) HR and department heads review resumes and choose people for job interviews. 5) The company offers the job to the best candidate and signs an employment contract.Запишите соответствующую последовательность цифр слева направо: | | | | | | 2 → 4 → 5 → 1 → 3	
			ИУК-4.3.	*5*	*Задание открытого типа с развернутым ответом* Прочитайте текст и заполните пропуск. To retain key specialists, the company has developed a new motivation system, which includes not only bonuses but also payment for _____. Ответ: training	*Задание открытого типа с развернутым ответом* Прочитайте текст и заполните пропуск. In a job interview, the candidate stated that his main weakness is _____, as it makes him too demanding regarding the quality of work. Ответ: perfectionism	**Высокий (5-10 минут)**

Критерии оценивания диагностической работы:

Оценка	Критерии оценивания
отлично	от 90 до 100 % правильно выполненных заданий
хорошо	от 70 до 89 % правильно выполненных заданий
удовлетворительно	от 50 до 69 % правильно выполненных заданий
неудовлетворительно	менее 50 % правильно выполненных заданий