ПРИЛОЖЕНИЕ

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«РЯЗАНСКИЙ ГОСУДАРСТВЕННЫЙ РАДИОТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ ИМ В.Ф. УТКИНА»

Кафедра «Иностранные языки»

МЕТОДИЧЕСКОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ

Б1.О.01 «ИНОСТРАННЫЙ ЯЗЫК»

Направление подготовки
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Квалификация выпускника (степень) – специалитет

Форма обучения – очная

Рязань 2026 г.

Методические указания по освоению дисциплины

1. Рекомендации по планированию и организации времени, необходимого для изучения дисциплины.

Рекомендуется следующим образом организовать время, необходимое для изучения дисциплины:

Повторение материала занятия в тот же день – 10-15 минут.

Изучение материала занятия за день перед следующим – 10-15 минут.

Самостоятельная подготовка заданий по учебникам, а также с применением иных источников – 1 час в неделю.

2. Описание последовательности действий студента («сценарий изучения дисциплины»).

При изучении дисциплины очень полезно самостоятельно изучать материал, который еще не применялся на практическом занятии, что облегчит работу с материалами, используемыми на занятиях. Для понимания материала и качественного его усвоения рекомендуется такая последовательность действий:

1). После окончания учебных занятий, при подготовке к занятиям следующего дня, нужно сначала просмотреть и обдумать информацию, полученную ранее (10-15 минут).

2). При подготовке к следующему занятию нужно просмотреть материал предыдущего урока, повторить необходимую лексику (10-15 минут).

В течение недели выбрать время (1 час) для работы с литературой по дисциплине в библиотеке, а также в сети Интернет.

3. Рекомендации по работе с литературой.

Теоретический материал курса становится более понятным, когда дополнительно к практическим занятиям изучаются и другие информационные источники по дисциплине. Литературу по курсу рекомендуется изучать в библиотеке, а также в сети Интернет. Полезно использовать несколько учебников по курсу. Рекомендуется после изучения очередного параграфа выполнить несколько простых упражнений на данную тему. Кроме того, очень полезно мысленно задать себе следующие вопросы (и попробовать ответить на них): «о чем этот параграф?», «Какие новые понятия введены, каков их смысл?».

4. Рекомендации по подготовке к зачёту и экзамену.

В процессе подготовки к зачету и экзамену рекомендуется:

а) повторно прочитать и перевести наиболее трудные тексты из учебника;

б) просмотреть материал отрецензированных тестов и контрольных работ;

в) проделать выборочно отдельные лексико-грамматические упражнения из учебника для самопроверки;

г) повторить активную лексику;

д) перевести тексты по внеаудиторному чтению; тексты для внеаудиторного чтения должны быть переведены устно. При проверке внеаудиторного чтения студент должен предъявить выписанные незнакомые слова, которыми он может пользоваться при ответе.

е) повторить устные темы.

5. ТИПОВЫЕ КОНТРОЛЬНЫЕ ВОПРОСЫ (ЗАДАНИЯ) И КРИТЕРИИ ОЦЕНКИ

5.1. Зачёт

а) типовые вопросы открытого типа (задания)

Тест 1 (10 вопросов)

Подберите к определениям соответствующие им существительные:

a. how good or bad something is
b. the buying and selling of goods, services, currencies or securities
c. commercial activities in general, such as trading, buying and selling, manufacturing, arranging deals
d. food, etc. that is grown on a farm and sold
e. a place where goods are sold to the public
f. a room or building that belongs to a company with rooms where people can work at desks
g. a business organization that makes or sells goods or services
h. a person who works for another person or organization in return for wages
i. a person who buys something from a shop
j. what a person does to earn money

(Возможные варианты ответов: *quality, trade, business, produce, store, office, company, employee, customer, work****)***

Тест 2 (10 вопросов)

Подберите к определениям соответствующие им существительные:

a. a position of regular paid work
b.an amount of money that a business organization has to spend on something
c. a person who buys goods and services for his / her own use and not resale
d. a continuing increase in the prices of goods and services
e. the production of raw materials and goods
f. an amount charged for money borrowed
g. a sum of money paid into a bank or savings account
h. money or property used to produce wealth
i. an arrangement with a shop, bank, supplier, etc to buy something now and pay for it later

j. money borrowed from a bank, financial institution, person etc on which interest is usually paid to the lender until the loan is repaid

(Возможные варианты ответов: *job, expense, consumer, inflation, industry, interest, deposit, capital, credit, loan****)***

Тест 3 (10 вопросов)

Подберите к каждому определению соответствующую профессию:

a. a person or an organization that promotes and sells products and services in a certain market
b. a student of or an expert in economics
c. a person whose job is to collect taxes
d. a person who is employed to control, organize and direct part or all of a business or organization
e. a person who audits accounts
f. a person whose job is to sell goods
g. a person whose job is recording business transactions
h. a person engaged in financing businesses, etc. on a large scale
i. an owner, a director or a manager of a bank
j. a professionally trained person whose job is to keep and check the financial records of an organization or to advise people on income, spending, tax, etc.

(Возможные варианты ответов: *a marketer, an economist, a tax inspector, a manager, an auditor, a salesperson, a book – keeper, a financier, a banker, an accountant****)***

Тест 4 (10 вопросов)

Подберите к каждому определению соответствующий тип менеджеров:

a. a manager who is in charge of making materials or goods
b. a manager in a company who is responsible for the development and marketing of a particular product
c. someone in charge of a branch of a bank
d. a manager who has a wide range of management skills, rather than one special skill
e. a manager whose job is to develop new products
f. someone in charge of a company's selling activities and the people whose job is to sell its products
g. a manager who is in charge of taking care of a company's employees, organizing recruitment, training
h. a person or organization responsible for a particular piece of work that will create something new or improve a situation
i. someone whose job is to manage investments for a financial institution or its clients
j. a person whose job is to manage and control the financial activities of a company, organization, or part of organization

(Возможные варианты ответов: *production manager, product manager, bank manager, general manager, research manager, sales manager, personnel manager, project manager, investment manager, business manager****)***

Тест 5 (10 вопросов)

Подберите к каждому определению соответствующий тип менеджеров:

a. a manager involved with business activities of a company, especially dealing with customers, rather than with other activities
b. a manager who is directly in charge of producing goods or providing services, and who works most closely with ordinary employees
c. someone who helps another manager, does their work when they are not there etc
d. a manager who is in charge of a particular factory
e. an investment manager with a group of different types of investments, who tries to balance the risks and profits of each in relation to the rest
f. someone who deals with a particular client or group of clients, especially in a bank
g. someone whose job is to manage a department or floor in a large store
h. someone in charge of a particular branch of a bank, shop in a chain of shops

i. someone in a company responsible for developing and selling one particular brand of product
j. someone whose job is to manage a particular type of investment for a financial institution or its clients
*(**Возможные варианты ответов**: commercial manager, line manager, assistant manager, plant manager, portfolio manager, account manager, floor manager, branch manager, brand manager, fund manager)*

б) типовые вопросы закрытого типа (задания)

1. Work and Jobs

1. Use a word to complete each sentence. There is one extra word that you don't have to use.

deal /responsible/work/job/manage/under/of/responsibility

1. I _____ for Morgans the aircraft company.
2. I _____ the manufacturing plant in Cambridge.
3. I am in charge _____ the production team.
4. About 120 people work _____ me.
5. Coordination between production and design is my _____
6. I _____ with a lot of people in the company and with our customers.
7. I'm _____ for a budget of over € 100 million.

1. work
2. manage
3. of
4. under
5. responsibility
6. deal
7.responsible

2. Write one word from the box below in each gap to complete the text. You may choose to use some words more than once.

at	for	of	off	get	to

"My name is Anne Scott and I work (1) _____ a public relations company in London. I leave (2) _____ work at 7 o'clock in the morning. I go(3)_____work by train and I usually(4)_____ to work by 8.30. I'm always (5) _____ work till about 6 o'clock so I never get home before 7.30 pm. Last year I broke by leg and so I was _(6) _____ work for over a month. I didn't like being at home. I love my job. I would hate to be permanently out(7)_____work."

1. for
2. for
3. to
4. get
5. at
6. off
7. of

3. In each sentence, write the correct form of the word given in brackets.

1. I'm responsible for _____ the design team. (manage)
2. I'm in charge of _____ the work of the team. (coordinate)
3. One of my responsibilities is to_____sure that we don't spend too much money. (make)
4. My team is responsible for the _____of new models for production. (design)
5. I'm in charge of _____our work for the whole year. (plan)

1Managing

2Coordinating
3Make
4Design
5Planning

2. Ways of Working

1.Draw a line from each word on the left to a word on the right to make a word pair. There is one extra word that you don't have to use.

1. physically	contact
2. human	work
3. problem	on
4. day	demanding
5. team	commute
6. clock	shift
7. working	solving
	hours

1. physically demanding
2. human contract
3. problem solving
4. day shift
5. team work
6. clock on
7. working hours

2. Choose the best word from the brackets to fill the gap.

1. I had a9-to-5_____when I left school but Ihated it.(job/work)
2. We have a _____system, but everyone must be here between 10 and 2. (repetitive/flexitime)
3. I work from _____and simply send my work over theInternet. (house/home)
4. I just sit in front of a computer all day, but this work is mentally _____. (tiring/routine)
5. This is the most _____job I've ever had. There is never a boring minute. (stimulating/repetitive)
6. We all look forward to 5.30 because then we can _____off for the day. (shift/clock)
7. The7.30traintoLondonisalwaysfullof_____.(commuters/ telecommuters)

1job
2flexitime
3home
4tiring
5stimulating
6clock
7commuters

3. Recruitment and Selection

1.Draw a line from each word on the left to a word on the right to make a word pair. There is one extra word that you don't have to use.

1. covering	agency
2. employment	references
3. application	test

4. curriculum	letter
5. psychometric	form
	vitae

1covering letter
2employment agency
3application form
4curriculum vitae
5psychometric test

2. Choose the best word from the brackets to fill the gap.

1. We need to _____four new people for our office in Manchester. (join/recruit)
2. We are using a recruitment _____to find them for us.(agency/ headhunter)
3. They advertised the _____in the local newspaper last week. (positions/applications)
4. Sofar,over60peoplehaveappliedforthe_____.(works/posts)
5. We are going to look at all the letters of _____over the weekend. (applications/situation)
6. On Monday, we will draw up a _____of 10 or 11 people. (reference/shortlist)
7. Then we'll invite them all to come for an _____. (interview/ appointment)
8. We hope to _____the successful applicants by the end of the month. (apply/appoint)

1recruit
2agency
3positiones
4posts
5applicationes
6shortlist
7interview
8appoint

4. Skills and Qualifications

1. Write one word from the box below in each gap to complete the text. You may choose to use some words more than once.

with from in as for at

My name is Jean Wilson and I have just started working(1)_____
a bank. I graduated (2) _____ Edinburg University last year with a degree (3) _____ Business and Management. Now I am going to train (4) _____ an accountant. I think I will do well because I am good (5) _____ figures and I am skilled (6) _____ using computers. I think that training (7) _____ a specific job will be more interesting than the general education I got at university.

1. in
2. from
3. in
4. as
5. with/at
6. in/at
7. for

2. Choose the best word from the brackets to fill the gap.

1. Everyone should stay in full-time _____until they are at least 18. (school/education)
2. Of course _____qualifications are important, but they're not everything. (printed/paper)
3. I look for people with lots of relevant _____experience. (job/ work)
4. Our company runs some very good in-house _____courses. (training/skilled)
5. Last year we spent over £50,000 on management _____ . (experience/development)
6. We value people who are highly _____and want to get on. (motivated/graduated)
7. Tom gets on well with everyone. He is a great team _____ . (person/player)

1education
2paper
3work
4training
5development
6motivated
7player

Выполнение письменных работ в рамках пройденных модулей.

Read and translate the text "Inflation"

We would be simplifying the impact of inflation on business if we suggested that all effects were *unfavourable. There is a school of thought, which argues that a* low and stable rate of increase in the price level can be beneficial. It believes that a steady rise in money profits produces favourable expectations *and 'induces investment as firms seek to expand.* This action expands the economy as a whole. Paradoxically, inflation can also reduce the costs of businesses *in the short run.* Many enterprises *incur costs, which are fixed for some period of time* – for example, the rent of a factory may be fixed at a particular figure for a few years. At a time when the selling price of the firm's product, and hence its sales income, is rising this cost will be falling in real terms and thus stimulating the business.

There is *a. further argument* that firms may be persuaded *to borrow heavily* in a period of inflation since the burden of *repaying loans* is reduced by inflation. If inflation is running annually at 10 per cent, for example, then the real value of the repayments of the loan will fall by approximately that amount each year. This may serve to encourage investment which, since it is an injection into the circular flow, will promote the level of activity. However, in these circumstances interest rates are likely to be high.

Government will accept that low rates of inflation are likely to exist in many economies. Inflation rates of 5 per cent or below arc not considered to be too great a problem, especially if competitor nations are suffering similar rates.

In spite of the above, the conclusion must be drawn that inflation is, in general, harmful to business and its environment. Indeed, many economists would *contend* that inflation is the fundamental evil as its presence leads to lack of competitiveness and therefore relatively high unemployment and low rates of growth. *This viewpoint has gained in credence* in government circles over the last few years. It is for this reason that its control has been *a major objective* of government economic policy throughout the 1980s and early 1990s.

Answer the questions:

1. Give the definition of inflation. What can you add to it?
2. The extent and severity of inflation.
3. Types of inflation (short characteristics). Are there any others?
4. Demand-pull inflation. Name countries with this type of inflation.
5. Cost-push inflation. Name countries with this type of inflation.
6. The impact of inflation on business (in brief):

- accounting and financial problems;
- falling sales;
- high interest rates.

How can businesses influence the economic environment?

7. Do you believe in the advice to borrow heavily in a period of inflation? Give your reasons.
8. Can inflation be beneficial?
9. What other factors not mentioned in this unit can cause inflation?
10. What "cures" for inflation do you know and can suggest?

Перевод со словарём. Предлагается для перевода текст объёмом 1200 знаков технической направленности. На подготовку даётся 40 минут. Разрешается использование словаря при подготовке.

Inflation is generally defined as *a persistent rise* in the general price level *with no corresponding rise in output*, which leads to a corresponding fall in the purchasing power of money.

In this section we shall look *briefly* at the problems that inflation causes for business and consider whether there are any *potential benefits* for an enterprise from an inflationary period.

Inflation *varies considerably in its extent and severity. Hence,* the consequences for the business community differ according to circumstances. *Mild inflation* of a few per cent each year *may pose few difficulties* for business. However, hyperinflation, which *entails enormously high rates of inflation,* can create almost *insurmountable* problems for the government, business, consumers and workers. In post-war Hungary, the cost of living was published each day and workers were paid daily so as to avoid the value of their earnings falling. Businesses would have experienced great difficulty in costing and pricing their production while the incentive for people to save would have been removed.

Economists argue *at length* about the causes of, and "cures" for, inflation. They would, however, recognize that *two general types of inflation* exist:

* *Demand-pull inflation*
* *Cost-push inflation*

Критерии оценки на зачете:

«Зачтено» ставится в тех случаях, когда студент выполняет тесты на 60 и более процентов, выполняет письменные работы в рамках предложенных модулей, отвечает на вопросы к зачету точно, или близко к точному ответу, отвечает на дополнительные вопросы преподавателя, переводит предложенный текст близко к оригиналу.

«Не зачтено» ставится в том случае, если студент выполняет тесты на менее чем 60 процентов, не выполняет письменные работы в рамках предложенных модулей, не отвечает на вопросы к зачету или затрудняется отвечать на основные и дополнительные вопросы, показывает отрывочные знания, затрудняется с переводом предложенного текста.

5.2. Экзамен

а) типовые вопросы (задания)

Экзамен по дисциплине «Иностранный язык» состоит из 4 испытаний:

Вопрос №1 – реферирование: предлагается текст объёмом 5000 печатных знаков, который необходимо прочитать, понять и изложить суть на русском языке с обязательным анализом и указанием своего мнения. На подготовку даётся 2 академических часа.

THE IMPACT OF INFLATION ON BUSINESS

Inflation can adversely affect business in a number of ways:

1. Accounting and financial problems. Трудности бухгалтерского учета и финансирования

Significant rates of inflation can cause accounting and financial problems for businesses. They may experience difficulty in valuing assets and stocks, for example. Such problems can *waste valuable management time* and *make* forecasting, comparisons and financial control *more onerous.*

2. Falling sales. Снижение объема продаж

Many businesses may experience falling sales during inflationary periods for two broad reasons. Firstly, it may be that saving rises in a time of inflation. We would expect people to spend more of their money when prices are rising *to avoid holding an asset* (cash), which is falling in value. However, during the mid-1970s, when industrialized nations were experiencing high inflation rates, savings as a proportion of income rose! It is not easy to identify the reason for this, but some economists suggest that people like to hold a relatively high proportion of their assets in a form which can be quickly converted into cash when the future is uncertain. *Whatever the reason,* if people save more they spend less and businesses suffer falling sales. The economic model predicts that if savings rose the level of activity in the economy would fall. Clearly, if this happened we would expect businesses to experience difficulty in maintaining their levels of sales.

I *Businesses may be hit by* a reduction in sales during a time of inflation for a second reason. As inflation progresses, it is likely that workers' money wages (that is, *wages unadjusted/or inflation)* will be increased broadly in line with inflation. This may well take a worker into *a higher tax bracket* and result in a higher percentage of his or her wages being taken as tax. This process, known as *fiscal drag,* will cause workers to have less money available to spend on firms' goods and services. The poverty trap has a similar impact. As money wages rise, the poor may find that *they no longer qualify for* state benefits *to supplement their incomes* and at the same time they begin to pay income tax on their earnings. Again, *this leaves less disposable income* to spend on the output of firms. Finally, it may be that the wages of many groups are not *index-linked* and so they rise less quickly than the rate of inflation, causing a *reduction in spending power* and demand for goods and services.

Once again, the economic model can be used to predict that increases in the level of taxation will increase withdrawals, lowering the level of economic activity and depressing firms' sales

Not all businesses will suffer equally from *declining demand* in an inflationary period. Those selling essential items, such as food, may be little affected whilst others supplying less essential goods and services, such as foreign holidays, may be hard hit.

3. High interest rates. Высокие процентные ставки

Inflation is often accompanied by high interest rates. High interest rates *tend to discourage investment* by businesses as they increase the cost of borrowing funds. Thus, investment may fall. Businesses *may also be dissuaded from* undertaking investment programmes because of *a lack of confidence* in the future stability and prosperity of the economy. *This fall in investment may be worsened by foreign investment being reduced* as they also lose some confidence in the economy's future.

Such a decline in the level of investment *can lead to businesses having to retain* obsolete, inefficient and expensive means of production and cause a loss of international competitiveness. Finally, a fall in investment can lower the level of economic activity, causing lower sales, output and so on. Thus, to some extent, businesses can influence the economic environment in which they operate.

4. Higher costs. Рост издержек производства

During *a bout of inflation* firms will face higher costs for the resources they need to carry on their business. They will have to pay higher wages to their employees to compensate them for rising prices. Supplies of raw materials and fuel will become more expensive as will rents and rates. The inevitable reaction to this is that the firm has to raise its own prices. This will lead to further demands for higher wages as is called ***the wage-price spiral.*** Such cost-push inflation may make the goods and services produced by that enterprise internationally *less competitive in terms of price.* An economy whose relative or comparative rate of inflation is high may find that it is unable to compete in home or foreign markets because its products are expensive. The economic model tells us that a situation of declining exports and increasing imports will lower the level of activity in the economy with all the consequent side-effects.

Вопрос №2 – перевод со словарём. Предлагается для перевода текст объёмом 1200 знаков технической направленности. На подготовку даётся 40 минут. Разрешается использование словаря при подготовке.

Planned economics

Planned economies are sometimes called "command economies" because the state commands the use of resources (such as labour and factories) that are used to produce goods and services as it *owns* factories, land and *natural resources.* Planned economies are economies with *a large amount* of *central planning and direction,* when the government takes all the decisions, the government decides production and *consumption.* Planning of this kind is *obviously* very difficult, very *complicated* to do, and the result is that there is no society, which is completely a command economy. The actual system employed varies from state to state, but command or planned economies *have a number of common features.*

Firstly, the state decides precisely what the nation is to produce. It usually plans five years ahead. It is *the intention* of the planners that there should be enough goods and services for all.

Secondly, industries are asked *to comply -with* these plans and each industry and factory is set *a production target to meet.* If each factory and farm meets its target, then the state will meet its targets as set out in the five-year plans. You could think of the factory and farm targets to be *objectives* which, if met, allow the nation's *overall aim* to be reached.

Вопрос №3 – перевод без словаря. Предлагается для перевода текст объёмом 2000 знаков общенаучной направленности. На подготовку отводится 10 минут.

Market economics

The best examples of this type of economy are to be found in small South-East Asian states like Hong Kong and Singapore, though even they are not pure examples of market economies. Even they contain some *businesses owned and run* by the state.

In a true market economy the government plays no role in the management of the economy, the government does not *intervene* in it. The system is based on *private enterprise* with *private ownership of the means of production* and *private supplies of capital,* which can be defined as *surplus income available for investment in new business activities.* Workers arc paid wages by *employers* according to how skilled they are and how many firms wish *to employ* them. They spend their wages on the products and services they need. Consumers are willing to spend more on products and services, which are favoured. Firms producing these goods will make more profits and this will *persuade* more firms to produce these particular goods rather than less favoured ones.

Thus, we can see that in a market economy it is consumers who decide what is to be produced. Consumers will be willing to pay high prices for products they particularly desire. Firms, which are privately owned, see the opportunity of increased profits and produce the new fashionable and favoured products.

Such a system is, *at first view,* very attractive. The economy *adjusts automatically* to meet changing demands. No planners have to be employed, which allows more resources to be available for production. Firms tend to be highly *competitive* in such an environment. New advanced products and low prices are good ways to increase sales and profits. Since all firms are privately owned they try *to make the largest profits possible.* In a free market individual people are free *to pursue* their *own interests.* They can become millionaires, for example. Suppose you invent a new tend of car. You want *to make money out of it* in your own interests. But when you have that car produced, you *are* in fact *moving the production possibility frontier outwards.* You actually *make the society better-off by creating new jobs and opportunities,* even though you become a millionaire in the process, and you do it without any government help or intervention.

Вопрос №4 – беседа по пройденным темам.

Оператор ЭДО ООО "Компания "Тензор"

ДОКУМЕНТ ПОДПИСАН ЭЛЕКТРОННОЙ ПОДПИСЬЮ

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