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ФИО: Лужанин Владимир Геннадьевич
Должность: исполняющий обязанности ректора
Дата подписания: 30.01.2023 13:20:11
Уникальный программный ключ:
4f6042f92f26818253a667205646475b93807ac6

МИНИСТЕРСТВО ЗДРАВООХРАНЕНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное бюджетное образовательное учреждение высшего образования

«Пермская государственная фармацевтическая академия»

Министерства здравоохранения Российской Федерации

Кафедра иностранных языков
Полное наименование кафедры

УТВЕРЖДЕНЫ
решением кафедры
Протокол от «29»августа 2021г. №1

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ ПО ДИСЦИПЛИНЕ

Б1.В.ОД.5 Деловые коммуникации на иностранных языках
(индекс, наименование дисциплины), в соответствии с учебным планом)

Направление подготовки: 19.03.01 Биотехнология
Профиль программы: Фармацевтическая биотехнология

Год набора 2022

Пермь, 2021г.

1. Рекомендации по подготовке к лекционным занятиям.

Изучение дисциплины требует систематического и последовательного накопления знаний, следовательно, пропуски отдельных тем не позволяют глубоко освоить предмет. Именно поэтому контроль над систематической работой обучающихся всегда находится в центре внимания кафедры иностранных языков.

Обучающимся необходимо:

- перед каждой лекцией просматривать рабочую программу дисциплины, что позволит сэкономить время на записывание темы лекции, ее основных вопросов, рекомендуемой литературы;
- перед очередной лекцией необходимо просмотреть по конспекту материал предыдущей лекции; при затруднениях в восприятии материала следует обратиться к основным литературным источникам; если разобраться в материале не удастся, то необходимо обратиться к преподавателю на семинарских занятиях.

2. Рекомендации по подготовке к практическим занятиям.

Обучающимся следует:

- приносить с собой рекомендованную преподавателем литературу к конкретному занятию;
- до очередного практического занятия по рекомендованным литературным источникам проработать теоретический материал соответствующей темы занятия и отработать задания, определённые для подготовки к лабораторному занятию;
- при подготовке к лабораторным занятиям следует использовать не только лекции, но и учебную литературу;
- в начале занятий задать преподавателю вопросы по материалу, вызвавшему затруднения в его понимании.

3. Рекомендации по подготовке презентации по теме 1.

Презентация — это структурированное представление материала, подготовленное в программе MS Power Point, которое сопровождает выступление докладчика. Презентация как документ представляет собой последовательность сменяющих друг друга слайдов. Количество слайдов адекватно содержанию и продолжительности выступления (например, для 5-минутного выступления рекомендуется использовать не более 10 слайдов).

На первом слайде обязательно представляется тема выступления и сведения об авторах. Следующие слайды можно подготовить, используя две различные стратегии их подготовки:

1 стратегия: на слайды выносятся опорный конспект выступления и ключевые слова с тем, чтобы пользоваться ими как планом для выступления. В этом случае к слайдам предъявляются следующие требования:

- объем текста на слайде – не больше 7 строк;
- маркированный/нумерованный список содержит не более 7 элементов;
- значимая информация выделяется с помощью цвета, кегля, эффектов анимации.

Особо внимательно необходимо проверить текст на отсутствие ошибок и опечаток. Основная ошибка при выборе данной стратегии состоит в том, что выступающие заменяют свою речь чтением текста со слайдов.

2 стратегия: на слайды помещается фактический материал (таблицы, графики, фотографии и пр.), который является уместным и достаточным средством наглядности, помогает в раскрытии стержневой идеи выступления. В этом случае к слайдам предъявляются следующие требования:

- выбранные средства визуализации информации (таблицы, схемы, графики и т.д.) соответствуют содержанию;

- использованы иллюстрации хорошего качества (высокого разрешения), с четким изображением;

Максимальное количество графической информации на одном слайде – 2 рисунка (фотографии, схемы и т.д.) с текстовыми комментариями (не более 2 строк к каждому). Наиболее важная информация должна располагаться в центре экрана.

Обратите внимание на критерий оценки презентации:

"зачтено"-презентация включает не менее 12 кадров основной части. В презентации полностью и глубоко раскрыто наполнение (содержание) представляемой темы, четко определена структура презентации, отсутствуют фактические (содержательные), орфографические и стилистические ошибки. Представлен перечень источников, оформленный согласно общепринятым требованиям. Цветовые, шрифтовые решения, расположение текстов и схем в кадрах соответствуют требованиям реализации.

КОМПЛЕКТ ТЕКСТОВ ДЛЯ ПОДГОТОВКИ ПРЕЗЕНТАЦИИ

1. Прочитайте, переведите текст.
2. Заполните таблицу информацией из текста

personality	
Parents, family background values:	Personal qualities:
Education:	Management style beliefs:
The work done:	Achievements :
Hobbies:	Honours:

3. Используйте информацию для подготовки презентации, распределив материал на слайдов соответствии с таблицей.

Вариант 1.

ТЕКСТ: CEO of Coca Cola

Ivester, a factory foreman's son and former accountant, stepped in- smoothly to run Coca-Cola as CEO following the death of champion wealth creator Roberto Goizueta. Early in his job as Coke's chief, Goizueta had recognized Ivester's drive, commenting that he was the hardest-working man he had ever met. Together the two changed the company's operations and capital structure to maximize shareholder value.

Both of Ivester's parents were factory workers from a tiny mill town in Georgia. His parents were children of the depression, he recalls, strong savers, very strong religious values, and had very high expectations for their only son. If he got an A, his father would say: "They give A pluses, don't they?"

Doug Ivester is the guy who for nearly two years worked constantly to provide essential support to Roberto Goizueta as he not only turned Coca-Cola around but made it into a powerhouse. If you want to know just how driven Ivester is, know that more than a decade ago he set himself the goal of becoming the CEO and chairman of Coca-Cola. Then he put on paper the dates by which he intended to do that.

By comparison with Goizueta, Ivester is an accountant by training, an introvert by nature.

He worked systematically to obtain the breadth needed to be a modern chief executive getting media coaching and spending three years worth of Saturdays, six hours at a time, being tutored in marketing. He is a straight arrow, constantly encouraging his executives to do the right thing, yet he is fascinated with Las Vegas, which he visits once a year, gambling and-people-watching a lot.

He is big on discipline, which to him means: be where you're supposed to be. Dress the part (he is opposed to casual Fridays). Return phone calls promptly (employees know never to get too far away from their office voice-mail, even on weekends). Still when directing his troops, he asks them to set “aspirations” (difficult targets).

Hierarchy is out - it slows everything down: he communicates freely with people at all levels. The conventional desk job is also out. Ivester prefers that employees think of themselves as knowledge workers - their office is the information they carry around with them supported by technology that allows them to work anywhere. This really matters when your business is as large as Coke's, which gets 80% of its profit from overseas.

At Coke business planning is no longer an annual ritual, but a continual discussion - sometimes via voice-mail among top executives. Technology is not just nice; it's crucial. Huge volumes of information don't frighten Ivester; he insists that they are necessary for real-time decision-making. With past-generation executives, their style were more “don't bring me your problems, bring me your solutions,”- says Tim Haas, Senior Vice President and Head of Latin America. Doug thrives on finding the solutions. “In a word this complicated and fast-moving, a CEO can't afford to sit in the executive suite and guess,” Ivester says. He believes that many of America's executives are getting terribly isolated

(from Fortune Magazine)

Вариант 2.

TEXT: WHO IS TO SPEAK ABOUT?

Upon hearing the term “famous” it is likely a celebrity or historical figure such as Abraham Lincoln comes to mind. Hear the term “famous pharmacist” and people will typically think of John Stith Pemberton (inventor of Coca-Cola) or Hubert Humphrey (Vice President of the United States 1965-1969). However, hear the term “pharmacy famous” and while people may identify this refers to someone well-known in the pharmacy profession, anyone outside the profession is unlikely to be familiar with who could deserve such recognition. Who is the most pharmacy famous person today?

Well, the answer to that question is a bit subjective and no doubt in the eye of the beholder. Another way to identify the most pharmacy famous person is to see which pharmacist has achieved the most publications. With this tactic, vancomycin inventor [Dr. Michael Rybak](#), renowned pediatric pharmacist [Dr. Milap Nahata](#).

The person at the top of the pharmacy famous list is not someone with a massive social media following. He is also not the pharmacist with the most publications in pubmed (although he has an outstanding 131 hits at the time of composing this text). While he has achieved a variety of significant accomplishments in his career there is one thing that has made him better known than any other pharmacist.

His name is [Dr. Joseph DiPiro](#) and he is the first author and senior editor for one of the most widely used pharmacy textbooks. While the true name of this textbook is [Pharmacotherapy: A Pathophysiologic Approach](#), most people simply refer to the text as “DiPiro.” Given that the textbook is commonly required reading for core pharmacy courses over multiple semesters, pharmacy students get to know the name DiPiro very well.

It is an interesting thing to have someone within a profession be so well known in name, yet many would not be able to recognize Dr. DiPiro if they saw him in person.

The first time I saw Dr. DiPiro I was at a pharmacy conference standing next to a research poster. He walked by and I saw his name badge. Then I saw two other pharmacists pointing and commenting how that was Dr. Dipiro. There are not many pharmacists others will stop to stare or point at. I think many wonder what it must be like to be Dr. DiPiro and be so well-known within the profession. So, I reached out to him and he was kind enough to provide some insight.

(Authored By: [Timothy P. Gauthier, Pharm.D., BCPS-AQ ID](#))

Вариант 3.

TEXT: DAVID JACK

Sir David Jack FRS, former Director of Research and Development at Glaxo, died on 8 November 2011 at the age of 87 years. He probably did more to benefit patients with asthma and chronic obstructive pulmonary disease than anyone else in history. He discovered the first β_2 -selective agonist (salbutamol), the first inhaled corticosteroid (beclomethasone dipropionate), the first long-acting β_2 -agonist (salmeterol), the most widely used inhaled corticosteroid (fluticasone propionate) and the best-selling asthma treatment of all time (Seretide). He also discovered several other important drugs, including the histamine H_2 -receptor antagonist ranitidine (Zantac), which became the best-selling drug of its day, and sumatriptan (Imigran), a novel therapy for migraine.

David Jack was born in Markinch, Fife, the sixth and youngest child of a coal miner. It is extraordinary that the other great drug discoverer of our time, Sir James Black, who went on to discover β -blockers and histamine H_2 -receptor antagonists, was born in the same year in a nearby village. James Black was awarded the Nobel Prize for Medicine in 1988, and many think that David Jack should also have been similarly honoured. After secondary education at Buckhaven High School, David became an apprentice pharmacist with Boots the Chemists in Cupar, turning down an opportunity to study mathematics at the Edinburgh University, as his intention was to become a retail pharmacist. In 1944, he entered a BSc course in Chemistry and Pharmacy at the Royal Technical College in Glasgow (now Strathclyde University), where he won every undergraduate prize open to him and graduated with first class honours. He then became an Assistant Lecturer in Experimental Pharmacology in the University of Glasgow having turned down an offer to study for a PhD. He joined Glaxo Laboratories in 1951 as a pharmacist where his main role was to formulate new products and supervise their transfer to production. But he found this work repetitive and unfulfilling and in 1953 moved to Smith Kline & French as Senior Development Pharmacist, while at the same time studying for an external PhD at the Chelsea College of Technology under the supervision of Professor Arnold Beckett. His exceptional research potential was immediately recognised and in 1961 he was invited to become Director of Research and Development at Allen and Hanburys, whose parent company was Glaxo. At this time, Allen and Hanburys were best known for their blackcurrant pastilles! At the Ware research laboratories he brought together a remarkably productive team of chemists, pharmacologists and pharmacists in order to achieve his ambition of inventing medicines to treat important human diseases, a venture new to Glaxo group that time.

David Jack is best known for the discovery of some of the most effective and widely used drugs to treat asthma and chronic obstructive pulmonary disease. He appreciated the importance of delivering asthma treatments directly to the lungs by inhalation to produce a more rapid effect and to have fewer systemic side effects than drugs given by mouth. Working with Roy Brittain, he recognised the advantage of developing selective activators of β_2 -receptors to avoid cardiovascular side effects from stimulating β_1 -receptors that were seen with the non-selective inhaled β -agonist isoprenaline. This led to the discovery of salbutamol (Ventolin), the first selective β_2 -receptor agonist, which was launched in 1969. This proved to be a major commercial success and remains the most widely used asthma drug in the world today. Salmeterol was discovered by careful structure–function studies to optimise the duration of action by pro-

longing the time the drug occupies the β_2 -receptor and was launched in 1990. Oral corticosteroids were very effective in asthma treatment but could not be used routinely because of many long-term side effects and previous attempts to give steroids. This has now become the most widely used corticosteroid in the world. Clinical studies showed that when salmeterol was added to fluticasone propionate it improved asthma control to a greater extent than increasing the dose of inhaled corticosteroids and this led to the logical development of a combination inhaler (Seretide) which was launched in 2000 and went on to become the third best selling drug in the world.

But David Jack also discovered important drugs for other common diseases. His friend James Black had invented the first effective treatment for peptic ulcer, cimetidine (Tagamet), which acted by blocking histamine receptors in the stomach. Using logical chemical approaches David improved on cimetidine to develop ranitidine (Zantac) in 1981, which had a longer duration of action and fewer side effects and was to become the biggest selling drug in the world and the first blockbuster drug to make over \$1 billion a year. Not surprisingly, many honours came his way. He was awarded a CBE in 1982 and knighted in 1993 for his services to the British pharmaceutical industry. He was elected a Fellow of the Royal Society of Edinburgh in 1978 and elected FRS in 1992. He was awarded the Royal Society's Mullard Medal in the same year. The British Pharmacological Society, the Royal Pharmaceutical Society and the Royal Society of Chemistry all bestowed their highest awards and he was given honorary degrees by seven universities.

In all this, David was ably supported by a strong and stable family life. Lydia was a fellow pharmacy student in Glasgow, and they married in 1952. She gave him the support he needed when negotiating the caprices of the pharmaceutical industry and survives him with their two daughters. His hobbies included gardening, golf and theatre-going. Many will mourn his passing. Doctors and patients with common diseases throughout the world and particularly those with obstructive airway diseases owe him an enormous debt of gratitude as his research has literally transformed their lives.

(Published by the BMJ Publishing Group Limited)

4. Рекомендации по подготовке к тестированию по теме 2.

Тест-система стандартизированных заданий, позволяющая унифицировать и автоматизировать процедуру измерения уровня знаний и умений обучающегося.

Цель тестирований в ходе учебного процесса студентов состоит не только в систематическом контроле за знаниями, но и в развитии умения студентов выделять, анализировать и обобщать. Как и любая другая форма подготовки к контролю знаний, тестирование имеет ряд особенностей, знание которых помогает успешно выполнить тест. Можно дать следующие методические рекомендации:

- Прежде всего, следует внимательно изучить структуру теста, оценить объем времени, выделяемого на данный тест, увидеть, какого типа задания в нем содержатся. Это поможет настроиться на работу.
- Лучше начинать отвечать на те вопросы, в правильности решения которых нет сомнений, пока не останавливаясь на тех, которые могут вызвать долгие раздумья. Это позволит успокоиться и сосредоточиться на выполнении более трудных вопросов.
- Очень важно всегда внимательно читать задания до конца, не пытайтесь понять условия «по первым словам» или выполнив подобные задания в предыдущих тестированиях. Такая спешка нередко приводит к досадным ошибкам в самых легких вопросах.
- Если Вы не знаете ответа на вопрос или не уверены в правильности, следует пропустить его и отметить, чтобы потом к нему вернуться.
- Психологи также советуют думать только о текущем задании. Как правило, задания в тестах не связаны друг с другом непосредственно, поэтому необходимо концентрироваться на данном во-

просе и находить решения, подходящие именно к нему. Кроме того, выполнение этой рекомендации даст еще один психологический эффект – позволит забыть о неудаче в ответе на предыдущий вопрос, если таковая имела место.

Виды тестов:

открытый тест представляют собой тип тестовых заданий, предусматривающих свободные ответы обучающихся, по сути это задания без предлагаемых вариантов ответов. Предполагается, что тестируемый должен дать короткий и четкий ответ из одного, реже – двух слов (это следует указать в инструкции к тесту);

закрытый тест - выбор одного или нескольких вариантов ответов в произвольном порядке.

КОМПЛЕКТ ТЕСТОВ ДЛЯ САМОПОДГОТОВКИ.

Раздел 2.

ОТКРЫТЫЙ ТЕСТ (структура делового письма).

ВАРИАНТ 1

Задание 1.

А. Расположите части делового письма в правильном порядке

1. Dear Sirs,

2. Kenneth Beare

2520 Visita Avenue

Olympia, WA 98501

September 12, 2000

3. With reference to your advertisement in yesterday's «New York Times», could you please send me a copy of your latest catalogue? I would also like to know if it is possible to make purchases online.

4. Jackson Brothers

487 23rd Street

New York, NY 12009

5. Yours faithfully,

(Signature)

Kenneth Beare

Administrative Director

English Learners & Company

В. Укажите порядковый номер выбранной вами части.

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 2.

А. Расположите части делового письма в правильном порядке

1. Dear Mr. Sawyer,

2. I look forward to hearing from you.

Yours sincerely,
Simon Tramp
Sales Manager

3. Thank you for your letter. I am afraid that we have a problem with your order. Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until November. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?

4. James Sawyer, Sales Manager,
Electro Ltd,
Perry Road Estate,
Oxbridge UN54 42KF

5. Pine Estate,
Bedford Road,
Bristol, UB28 12BP
Telephone 9036 174369
Fax 9036 36924
6 August 2005

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 3.

А. Расположите части делового письма в правильном порядке

1. Thank you for your letter of October the 10th together with the kind invitation to participate in the Symposium on History of Chemistry to be held in Missoula next year. I shall be happy to participate in the gathering and would be prepared to give a talk on "Alchemy".

I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

2. Institute of Chemistry
St. Petersburg, Russia
September 12, 2010

3. Yours sincerely,
V. Yakovlev

4. Dr. R.H. Lookenbill
Chairman
Organizing Committee
Montana University
USA

5. Dear Doctor Lookenbill,

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

ВАРИАНТ 2.

Задание 1.

А. Расположите части делового письма в правильном порядке

1. We thank you for your letter dated the 29th September and are pleased to send you our latest catalogue and the current price list. We shall send you a special offer as soon as we have your exact requirements.

2. Yours faithfully,

Sally Blinton

Sales Manager

3. Messrs Dickson & King,

9 Newgate Street,

London

4. George Finchley & Sons,

68 Bond Street,

London

4 October 2009

5. Dear Sirs,

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 2.

А. Расположите части делового письма в правильном порядке

1. Dear Mr. McPherson,

2. Recently I've learned that the Hyde Park Group routinely recruits and hires college graduates. Having lived in the Kansas City area for ten m years, I am very familiar with your organization and its reputation for being a leader in the management consulting industry and I am certain that my education and experience would compliment the Hyde Park Group's tradition of excellence.

3. Thank you for your consideration.

Yours sincerely,

La Rhonda S. Jackson

Kansas Community College Graduate

4. Mr. Clarence T. McPherson Recruiting Specialist CD

The Hyde Park Group
92401 South Broadway, Suite 140
Kansas City, MO 64154

5. 627 North Grand Boulevard

St. Louis, MO 63105
3 August 2008

В. Укажите порядковый номер выбранной вами части

1	2	3	4	5

С. Укажите тему письма. (SUBJECT)

Задание 3.

Определите, к какому виду делового документа относится представленный ниже отрывок (выберите один вариант ответа)

.....
I am very much interested with the job position that is available in the ABC Company that's why I am writing. The job position in the ABC Company is exactly what I am looking for as this will surely fit my skills.
I can surely give a job help with the company because of my experiences before. I will try my best to meet the expectation of the company given with the enough chance.
Included with the letter is my bio data that will serve as my references in the future.
You can find my contact number in the resume and as well as my educational and working experience history. I am very much interested for a chance of meeting you to discuss further on what I can do to give contribution to the company. I am indeed grateful to the time you have spent in reading my letter.
.....

Задание 4.

Какая информация опущена после адреса отправителя в письме №1?

- a) Тема письма b) Обращение c) Приложение d) Дата

№ 1

Dr. R.H. Lookenbill Chairman Organizing Committee Montana University USA Institute of Chemistry St. Petersburg, Russia
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Dear Doctor Lookenbill,

Thank you for your letter of October the 10th together with the kind invitation to participate in the Symposium on History of Chemistry to be held in Missoula next year.

I shall be happy to participate in the gathering and would be prepared to give a talk on "Alchemy".

I enclose my preliminary registration form and will send an abstract of my paper before the end of the year.

.....
V. Yakovlev

Задание 5. Выберите подходящее вступительное обращение (приветствие) для письма №2:

- a) Sir b) Mr. John c) Dear John d) Hello John

№2

671 Hw 81st. Street 52

London

GM 71408

October 4, 2008

Thanks for your letter about my old friend. I arrived in London last month, everything is fine. My new apartment has got one bedroom, a big living room, a kitchen and a bathroom. I started my new job two weeks ago

With love

Kate

ЗАКРЫТЫЙ (ЛЕКСИЧЕСКИЙ) ТЕСТ

ВАРИАНТ 1.

Задание: Подберите соответствие (глагол-определение)

1. to buy	a. to ask for payment for goods or services
2. to sell	b. to get something by paying money
3. to manufacture	c. to make goods to sell from raw materials
4. to pay	d. to give something to someone in exchange for money
5. to finance	e. to grant or obtain the use of property, land, machinery etc for a fixed period
6. to lend	f. to obtain or supply money for a business or other activity
7. to borrow	g. to give someone a sum of money on the understanding that it will be paid back with interest after a fixed period
8. to rent	h. to pay money for the use of land, or an office, machinery etc
9. to charge	i. to give money to someone for something
10. to lease	j. to receive money from a person, a bank or organization and agree to pay it back later, usually with interest

ВАРИАНТ 2.

Задание: Подберите соответствие (глагол-определение)

1. to demand	a. to make, grow or provide something
2. to supply	b. to become less in amount or quantity
3. to trade	c. to need or require something
4. to produce	d. to buy and sell goods, services or securities
5. to increase	e. to buy and use goods, services, energy, or natural materials
6. to lower	f. to provide a person or an organization with a product or a service
7. to consume	g. to buy something, especially something big or expensive
8. to cost	h. to plan and control how much you spend
9. to purchase	i. to become or make something greater in number, quantity, size etc
10. to budget j. to be the price of something	j. to be the price of something