

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ОБРАЗОВАНИЯ «САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ
ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ»
КОЛЛЕДЖ БИЗНЕСА И ТЕХНОЛОГИЙ**

**Комплект контрольно-оценочных средств
по учебной дисциплине**

**ОГСЭ. 05 Деловой иностранный язык
программы подготовки специалистов среднего звена
по специальности 38.02.03 Операционная деятельность в логистике**

Санкт-Петербург

2020 г.

СОДЕРЖАНИЕ

1.Паспорт комплекта КОС по учебной дисциплине	3
2.Спецификации и варианты оценочных средств для текущей аттестации	10
3. Спецификации и варианты оценочных средств для промежуточного контроля	12

ПАСПОРТ

комплекта КОС по учебной дисциплине «Деловой иностранный язык»

1.1. Общие положения

Контрольно-оценочные средства (КОС) предназначены для контроля и оценки образовательных достижений обучающихся, освоивших программу учебной дисциплины Деловой иностранный язык

КОС включают контрольные материалы для проведения текущего контроля и промежуточной аттестации в форме контрольных работ.

КОС разработаны в соответствии с:

образовательной программой СПО по специальности 38.02.03. Операционная деятельность в логистике

программы учебной дисциплины «Деловой иностранный язык».

1.2. Результаты освоения дисциплины, подлежащие проверке

Результаты обучения (освоенные умения, усвоенные знания)	Наименование элемента умений/знаний
У1	Устное и письменное общение на английском языке на профессиональные и повседневные темы. Использование речевых образцов учебно-трудовой сферы.
У2	Перевод со словарем иностранных текстов профессиональной направленности. Воспроизведение текста, оценка важности информации, определение своего отношения к ней. Чтение аутентичных текстов разных стилей (публицистические, художественные, научно-популярные и технические), используя основные виды чтения (ознакомительное, изучающее, просмотровое/поисковое) в зависимости от коммуникативной задачи.
У3	Пополнение словарного запаса, использование речевых образцов для совершенствования устной речи.
У4	Использование приобретенных навыков письма в практической и профессиональной деятельности, повседневной жизни.
У5	Понимание основного содержания аутентичных аудио- или видеотекстов познавательного характера на темы, предлагаемые в рамках курса, извлечение из них необходимой информации. Воспроизведение диалога в полном соответствии с заданной темой. Демонстрация правильного подбора речевых профессиональных клише.
У6	Распознавание в тексте новых видовременных форм, их систематизация.
З 1	Лексический минимум (1200-1400 ЛЕ), необходимый для чтения и перевода со словарем иностранных текстов профессиональной направленности
З 2	Грамматический минимум по каждой теме УД.
З 3	Характерные особенности фонетики английского языка

3 4	Лингвострановедческая, страноведческая и социокультурная информация, расширенная за счет новой тематики и проблематики речевого общения
3 5	Тексты, построенные на языковом материале повседневного и профессионального общения, в том числе инструкции и нормативные документы по специальностям СПО
ОК1.	Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.
ОК2.	Организовывать собственную деятельность, выбирать типовые методы и способы выполнения профессиональных задач, оценивать их эффективность и качество.
ОК3	Принимать решения в стандартных и нестандартных ситуациях и нести за них ответственность.
ОК4	Осуществлять поиск и использование информации, необходимой для эффективного выполнения профессиональных задач, профессионального и личностного развития.
ОК5	Использовать информационно-коммуникационные технологии в профессиональной деятельности.
ОК6	Работать в коллективе и команде, эффективно общаться с коллегами, руководством, потребителями.
ОК7	Брать на себя ответственность за работу членов команды (подчиненных), результат выполнения заданий.
ОК8	Самостоятельно определять задачи профессионального и личностного развития, заниматься самообразованием, осознанно планировать повышение квалификации.
ОК9	Ориентироваться в условиях частой смены технологий в профессиональной деятельности.

1.3. Распределение оценивания результатов обучения по видам контроля

Код и наименование элемента умений или знаний	Виды аттестации	
	Текущий контроль	Промежуточная аттестация
<p>У1. Устно и письменно общаться на английском языке на профессиональные и повседневные темы.</p> <p>ОК1. Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.</p> <p>ОК9.Ориентироваться в условиях частой смены технологий в профессиональной деятельности.</p>	Комбинированное занятие, форма контроля устная, опрос индивидуальный	Контрольная работа
<p>У2 Переводить со словарем иностранные тексты профессиональной направленности.</p> <p>ОК1. Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.</p> <p>ОК9.Ориентироваться в условиях частой смены технологий в профессиональной деятельности.</p>	Комбинированное занятие, форма контроля устная, опрос индивидуальный	Контрольная работа
<p>У3 Самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас.</p> <p>ОК1. Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.</p> <p>ОК9.Ориентироваться в условиях частой смены технологий в профессиональной деятельности.</p>	Самостоятельная работа. Комбинированное занятие, форма контроля устная, опрос индивидуальный	Контрольная работа
<p>У4 Понимать основное содержание аутентичных аудио- или видеотекстов познавательного характера на темы, предлагаемые в рамках курса, выборочно извлекать из них необходимую информацию. Понимать относительно полно (общий смысл) высказывания на изучаемом</p>	Комбинированное занятие, форма контроля устная, опрос индивидуальный	Контрольная работа

иностранном языке в различных ситуациях общения		
<p>ОК1. Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.</p> <p>ОК9.Ориентироваться в условиях частой смены технологий в профессиональной деятельности.</p>		
<p>У5. Читать аутентичные тексты разных стилей (публицистические, художественные, научно-популярные и технические), используя основные виды чтения (ознакомительное, изучающее, просмотровое/поисковое) в зависимости от коммуникативной задачи</p> <p>ОК1. Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.</p> <p>ОК9.Ориентироваться в условиях частой смены технологий в профессиональной деятельности.</p>	Комбинированное занятие, форма контроля устная, опрос индивидуальный	Контрольная работа
З 1. Лексический минимум (1200-1400 ЛЕ), необходимый для чтения и перевода со словарем иностранных текстов профессиональной направленности	Комбинированное занятие, форма контроля устная, опрос индивидуальный. Задания, сообщения	Контрольная работа
З 2. Грамматический минимум по каждой теме УД.	Комбинированное занятие, форма контроля устная, опрос индивидуальный. Сообщения.	Контрольная работа
З 3. Характерные особенности фонетики английского языка	Комбинированное занятие, форма контроля устная, опрос индивидуальный Самостоятельная работа.	Контрольная работа
З 4. Лингвострановедческая, страноведческая и социокультурная информация, расширенная за счет новой тематики и проблематики речевого общения	Комбинированное занятие, форма контроля устная, опрос индивидуальный.	Контрольная работа

	Доклады, сообщения	
3 5. Тексты, построенные на языковом материале повседневного и профессионального общения, в том числе инструкции и нормативные документы по специальностям СПО	Комбинированное занятие, форма контроля устная, опрос индивидуальный	Контрольная работа

1.4. Распределение типов оценочных средств по элементам знаний и умений текущего контроля

Содержание учебного материала по программе УД	У1	У2	У3	У4	У5	У6	У7	З1	З2	З3	З4	З5	З6	З7
Раздел 1. Вводно-корректирующий курс					3			3	3,9		3			
Тема 1.1. Моя учеба и будущая профессия.														
Тема 1.2. Профессии и специальности в современном мире труда.	3		3	3	3			3	3	3				
Тема 1.3. Введение в логистику			3					3						
Раздел 2 Развивающий курс	3		3	3	3			3	3	3				
Тема 2.1. Профобразование в России.														
Тема 2.2. Профессиональное образование в Англии.	3								3					
Тема 2.3. Профессии в логистике		3	3		3						3	3,12	3	3

Раздел 3. Профессионально-направленный модуль. Тема 3.1. «Личность специалиста и современные требования к ней»			3		3						3	3		
Тема 3.2 Логистическая документация				3			3			3,12	3			
Тема 3.3 Транспорт в логистике				3			3			3,12	3			
Тема 3.4. Логистические услуги	3	3									3			3,12

1.5. Распределение типов оценочных средств по элементам знаний и умений контролируемых на промежуточной аттестации

Содержание учебного материала по программе УД	Тип контрольного задания													
	У1	У2	У3	У4	У5	У6	У7	З1	З2	З3	З4	З5	З6	З7
Раздел 1. Вводно-корректирующий курс									4		4	4		
Раздел 2 Развивающий курс												4		
Раздел 3. Профессионально-направленный модуль.										4				

СПЕЦИФИКАЦИЯ ОЦЕНОЧНЫХ СРЕДСТВ

2.1. Назначение

Спецификацией устанавливаются требования к содержанию и оформлению вариантов оценочного средства практическая работа, контрольная работа, тестовые задания, вопросы для самопроверки, аудирование, устный опрос.

2.2. Контингент аттестуемых: (студенты 2, 3 курсов).

2.3. Форма и условия аттестации: текущий контроль проходит в виде выполнения самостоятельных заданий, практической работы, контрольной работы, тестовых заданий, вопросов для самопроверки.

Аттестация проводится в форме контрольной работы по завершению освоения учебного материала учебной дисциплины, при положительных результатах текущего контроля.

2.4. Время выполнения:

Подготовка - 15 мин;
выполнение - 1 час;
оформление и сдача - 15 мин.
всего - 1 час, 30 мин.

2.5. Рекомендуемая литература для разработки оценочных средств и подготовки обучающихся к аттестации:

Библиографическое описание издания (автор, заглавие, вид, место и год издания, кол. стр.)	Основная/ дополнительная литература	Книгообеспеченность	
		Кол-во. экз. в библиот. СПбГЭУ	Электронные ресурсы
Маньковская, З. В. Английский язык в ситуациях повседневного делового общения : учеб. пособие / З.В. Маньковская. - М. : ИНФРА-М, 2019. — 223 с. — (Среднее профессиональное образование).	осн		ЭБС ZNANIUM
Купцова А. К. Английский язык для менеджеров и логистов (В1 - В2) : Учебник и практикум Для СПО / Купцова А. К., Козлова Л. А., Волынец Ю. П. ; под общ. ред. Купцовой А.К. — 2-е изд., испр. и доп. — Электрон. дан. — Москва : Издательство Юрайт, 2019. — 355 с. — (Профессиональное образование).	осн		ЭБС Юрайт
Полякова Т. Ю., Комарова, Л. В. Английский язык в транспортной логистике. — Москва : КноРус, 2019. — 240 с.	осн		ЭБС BOOK.ru.
Карпова Т. А. English for Colleges=Английский язык для колледжей (СПО). Учебное пособие. — Москва : КноРус, 2019. — 280 с.	доп		ЭБС BOOK.ru.

Голубев А. П., Смирнова, И. Б., Кафтайлова, Н. А. Английский язык для экономических специальностей. — Москва : КноРус, 2019 .— 395 с.	доп		ЭБС BOOK.ru.
English for students of economics: Английский язык для студентов-экономистов : учебник / Л. А. Халилова. — 4-е изд., перераб. и доп. — М. : ФОРУМ : ИНФРА-М, 2019. — 383 с. — (Среднее профессиональное образование).	доп		ЭБС ZNANIUM
Голубев А. П., Смирнова, И. Б., Жук, А. Д. Английский язык для всех специальностей .— Москва : КноРус, 2018 .— 280 с.	доп		ЭБС BOOK.ru.
Барановская, Т. А. Английский язык для экономистов (В1–b2) : Учебник и практикум Для СПО / Барановская Т. А. [и др.] .— 2-е изд., пер. и доп .— Электрон. дан. — Москва : Издательство Юрайт, 2019 .— 377 с.— (Профессиональное образование).	доп		ЭБС Юрайт

Интернет-ресурсы:

[www.twirpx.com/file/40784/;](http://www.twirpx.com/file/40784/)

www.ro-to.ru/books/1804823.shtml

www.macmillan.ru

www.lingualeo.ru

2.6.Перечень материалов, оборудования и информационных источников.

Оборудование учебного кабинета:

- посадочные места по количеству обучающихся;
- рабочее место преподавателя;
- комплект учебно-наглядных пособий: плакаты, учебники;

Технические средства обучения:

- видео-аудио материалы;
- мультимедиа.

3. ВАРИАНТЫ ОЦЕНОЧНЫХ СРЕДСТВ

Практическое занятие.

Тема 1.1 Географическое положение Великобритании

Цель: актуализация страноведческого материала

Тест

«Great Britain»

Задание: выберите правильный вариант ответа

1. General information

1) What is the official name of Britain?

1. The United Kingdom of Great Britain and Northern Ireland
2. United Kingdom of Great Britain and Northern Ireland
3. The United Kingdom of the Great Britain and the Northern Ireland

2) What parts does the United Kingdom consist of?

- a) England, Scotland, Wales
- b) England, Scotland, Wales, Ireland
- c) England, Scotland, Wales, Northern Ireland

3) What is the capital of Scotland?

- a) Belfast b) Edinburgh c) Cardiff

4) What is the symbol of England?

- a) the thistle b) the daffodil c) the red rose

5) What is the oldest part of London?

- a) the East End b) the City c) the West End

6) What is the official part of London?

- a) Westminster b) the East End c) the West End

7) What part of London is the symbol of wealth and luxury?

a) the City b) the West End c) the East End

8) What is the mostly working-class part of London?

a) the West End b) the East End c) Westminster

9) What is the national instrument of Scots?

a) the guitar b) the violin c) the bagpipe

10) What is Wales called?

a) A "Land of Dance" b) A "Land of Music" c) A "Land of Songs"

1. Geographical position

1. Where do the British Isles lie?

1. to the East of the continent of Europe
2. to the West of the continent of Europe
3. to the South of the continent of Europe

1. What channel lies between Britain and the continent of Europe?

1. Suez Canal
2. British Channel
3. English Channel

1. What is the highest mountain peak in Britain

1. Snowdon b) Ben Nevis c) the Grampians

1. What mountains are there in England?

1. the Grampians b) the Cambrian Mountains c) the Pennine Chain

1. What is the longest river in Britain

1. The Severn b) the Thames c) the Ob

1. What river is the British capital situated on

1. The Severn b) the Thames c) the Ob

1. What are the largest islands of the British Isles?

1. England and Wales b) Ireland and Britain c) Great Britain and Ireland

1. What is the eastern coast of the British Isles washed by?

1. by the North Sea b) by the Irish Sea c) by the Atlantic Ocean

1. What is the western coast of the British Isles washed by?
 - a) by the North Sea b) by the Irish Sea c) by the Atlantic Ocean
1. Why is it never too hot or too cold in Britain?- Because of...
 1. the sea b) mountains c) forests
1. Political System
 1. What kind of state is Great Britain?
 1. a republic b) a parliamentary monarchy c) an absolute monarchy
 1. What is the head of the state of Great Britain?
 1. the Parliament b) the Queen c) the Prime Minister
 1. When did the Princess Elizabeth come to the throne?
 1. in 1932 b) in 1942 c) in 1952
 1. What are the Houses of British Parliament?
 1. The House of Lords and the House of Commons
 2. The House of Lords and the House of Commons and Senate
 3. Senate and the House of Lords
 1. How many members are there in the House of Lords?
 1. more than 3,000 members
 2. more than 2,000 members
 3. more than 1,000 members
 1. Who heads the government of Great Britain?
 1. The Queen b) the Prime Minister c) the President
 1. How is the Speaker elected?
 1. by all the members of the House of Commons
 2. by all the members of the House of Lords
 3. by the Queen
 1. When do members of each House meet in session?
 1. at the end of May b) at the beginning of September
 - c) at the end of October
- 9) How long do sessions last?

a) for about 100 days a year

b) for about 160 days a year

c) for about 250 days a year

10) Who is the Prime minister Of great Britain nowadays?

a) Theresa May b) Margaret Thatcher c) David Cameron

Критерии оценок

Тестовые задания оцениваются следующим образом: за правильный ответ студент получает 1 балл, за неправильный ответ или его отсутствие – 0 баллов.

Оценка «5» (отлично) выставляется за 85-100% правильных ответов (42 – 50 верных ответа)

Оценка «4» (хорошо) выставляется за 65-84% правильных ответов (33 – 41 верных ответа)

Оценка «3» (удовлетворительно) выставляется за 50-64% правильных ответов (25 – 32 верных ответа)

Оценка «2» (неудовлетворительно) выставляется за количество правильных ответов меньше 50% (меньше 15 верных ответов)

Практическое занятие.

Тема 1.2. Столица. Достопримечательности

Цель: чтение лингвострановедческого текста с извлечением полной информации

London

London is the capital of Great Britain, its political, economic and cultural centre. It's one of the largest cities in the world. Its population is more than 9 million people. London is situated on the river Thames. It was founded more than two thousand years ago. London is an ancient city. It appeared at the place where the Roman invaders decided to build a bridge over the Thames. There are four parts in London: West End, East End, the City and Westminster. The City is the oldest part of London, its financial and business centre. There are many offices, companies and banks in this part of the capital. The heart of the City is the Stock Exchange. The Tower of London and St Paul's Cathedral are situated in the City. Westminster is also important part of the capital. It's the administrative centre of London. The Houses of Parliament, the seat of the British Government, are there. Opposite the Houses of Parliament is Westminster Abbey where kings and queens have been crowned and many famous people were buried. The Houses of Parliament are often referred to as the Palace of Westminster. The Towers of the Houses of Parliament stand high above the city. On the highest tower there is the largest clock in the country, Big Ben. Big Ben strikes every quarter of an hour. To the west of Westminster is West End, the richest part of London. It is full of luxury hotels, super-markets, cinemas and concert-

halls. In the centre of the West End the Trafalgar Square is situated with the famous statue of Lord Nelson.

- 1.What is the capital of England ?
- 2.What places of interest can you see in London ?
- 3.What is there in the center of London?
- 4.Are there a lot of people in London ?

Критерии оценок

Чтение оценивается следующим образом:

оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;

оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;

оценка «3» ставится, если студент неточно понял содержание текста, у него совсем не развита языковая догадка;

оценка «2» ставится, если студент не понял текст или понял его неправильно.

Практическое занятие

Тема 1.3 Введение в логистику

Цель: чтение текста профессиональной направленности с извлечением полной информации

Text 1. Прочитайте текст и выполните задание.

The meaning of logistics

Market economy has brought a lot of new business terms into the Russian language. Logistics is one of them. The word 'logistics' dates from the ancient Greek logos – 'ratio, word, calculation, reason' and was used in ancient Greek, Roman and Byzantine empires to denote the military's need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position.

With increasing development of trade and economy, it started to be used in business too. Moving raw materials to manufacturers and then finished goods to customers used to be a simple job for men with strong backs and little education. Today more than ever before senior management of a firm is concerned about improving transportation management and logistics as transportation represents a major expense item and freight transportation accounts for about 6 per cent of gross domestic product of a country.

The goal of transportation is to ensure that all raw materials arrive at the factory at the proper time and in good condition. To achieve that it is necessary to focus on improvements of operations that lead to a better service at the lowest cost. Transportation managers are also

involved in many other operations. They assist marketing by quoting freight rates for salespeople, suggesting quantity discounts that can be based on transportation savings and selecting carriers and routes for reliable delivery of products.

The meaning of logistics is expanding. Now we speak about inbound, internal, outbound logistics, transport logistics, strategic logistics, warehousing logistics, integrated logistics etc. According to the Council of Logistics Management, now one of the world's prominent organizations for logistics professionals, 'logistics is that part of the supply chain process that plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements'. As transport logistics is a major factor in the supply chain process, specialists pay much attention to modes of transport, transport companies' operations as well as to some other activities related to customs clearance, warehousing and safe delivery of goods to final destinations.

Используйте активную лексику для выполнения задания:

ancient - древний	freight rates - процент(доля) груза
denote - означать, показывать	quantity discounts – количественные скидки
concern – иметь отношение	expand – расширять, развивать
expense item – статья расходов	inbound – прибывающий груз
freight – груз, перевозка грузов	outbound – подлежащий отправке груз
gross – валовой, оптовый	warehouse – товарный склад
ensure – обеспечивать, гарантировать	consumption – потребление, расходование

Задание. Найти в тексте следующие слова и выражения на английском языке:

1. деловые отношения, 2) развитие торговли, 3) потребители, 4) (доставить товар) вовремя и в хорошем состоянии, 5) вести к, 6) лучшее обслуживание, 7) при низких затратах, 8) быть вовлеченным в, 9) экономия на транспорте, 10) надежная доставка продукции, 11) планировать, снабжать и контролировать, 12) хранение товара, 13) отвечать требованиям заказчика, 14) уделять внимание, 15) место назначения.
2. **Критерии оценок**
3. Чтение оценивается следующим образом:
4. оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;
5. оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;
6. оценка «3» ставится, если студент неточно понял содержание текста, у него совсем не развита языковая догадка;
7. оценка «2» ставится, если студент не понял текст или понял его неправильно.

Практическое занятие

Тема 2.1 Введение в логистику

Цель: просмотровое чтение текста профессиональной направленности

Factors of logistics (I)

Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements. Industrial logistics is even more specialized and touches a wide range of topics related to plant supervision, demand planning, and production control. Supply chain technology is a critical factor in extracting value. A supply chain strategy is needed to spot the proper supply chain technology. Selecting the right systems requires a careful evaluation process that asks the right questions and spot proper solutions for logistics and industrial logistics. When you're setting up a global distribution network, the decision on where to locate warehouses and how to operate them will be governed by the following 10 factors. Capital investment strategy is at the top of the list of reasons to avoid owning foreign real estate. If it doesn't fit with the strategic goals of the company, a foreign warehouse is not a likely investment. The question you have to answer is this the best use of company capital? That said, many firms will consider the investment in a physical distribution network strategic to serving certain global markets.

Market life cycle is another critical factor. At the early stages of market development, flexibility can be crucial. Markets can develop faster or slower than expected, and scalability can become an issue. Property-developers and third-party providers often have multiple facilities and can expand or contract distribution resources to meet changing needs. On the flip side, many companies in a more mature market situation will want to control their assets/inventory more closely. Combining issues of how company capital is committed in a country or region and meeting customer service demands may dictate ownership over a contract relationship. Speed to market takes two forms — entering the market and serving the market. Contracting for an existing facility with at least the minimum systems and a workforce can accelerate market entry or expansion. Here, entrenched infrastructure is a plus. Operations in port areas, near airports or in “distribution hot spots” may promise logistics capabilities and access to developed transportation infrastructure. Those properties may be difficult or expensive to own because the area is already built up. Many ports and airports may also restrict land ownership.

Questions:

What is supply chain technology needed for?

Why is capital investment strategy at the top of the list of reasons to avoid owning foreign real estate?

What is market life cycle?

Критерии оценок

Чтение оценивается следующим образом:

оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;

оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;

оценка «3» ставится, если студент неточно понял содержание текста, у него совсем не развита языковая догадка;

оценка «2» ставится, если студент не понял текст или понял его неправильно.

Практическое занятие

Тема 2.2 Входящая и исходящая логистика.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Factors of logistics (II)

Local infrastructure is an important factor in transportation efficiency, but service frequency and lane balance also come into play. Some operation bases, though centrally located, may not provide adequate transportation service into the destination market, or the lane balance can be so skewed it drives high rates. Beyond the presence of good highways, rail or inland waterway infrastructure, it is important to model the actual or anticipated distribution patterns down to city pairs or lanes. Pan-national distribution may not work from an existing national distribution center. Lane balances and frequency of service come into play, but licensing may also be a factor. Obtaining proper bonds and licenses to receive and store goods and certifying processes that subsequently move goods into another country can be a complex process. Being an established, registered company with ongoing operations in the country is a plus. Entering a market for the first time, you may need to establish close relationships with Customs and other officials until they become comfortable with your operation. The process will flow more easily for established companies, says Kasteel. Local knowledge is critical to success in each of these areas. Labor laws can differ significantly, as can local culture and customs. This isn't always negative – it can provide more flexibility as with the Netherlands where flex workers are common. The market for temporary logistics workers has built up around the numerous transportation and distribution operations in the region, providing a ready supply of experienced, seasonal workers to handle peak demand. Destination knowledge can be another local resource. Establishing pan-national operations demands some knowledge of the complexities of the various destination markets, along with their infrastructure and rules. Finding the right manager with knowledge in all the proper end markets can be a challenge. Key global hubs often have experienced managers working in the industry and certainly attract third-party logistics providers (3PLs) and allied services which offer the same capability.

Questions

Why is it difficult to own logistic facilities?

Why is local infrastructure an important factor in transportation efficiency?

What aspects of local and destination knowledge are critical to success in logistic process?

Критерии оценок

Чтение оценивается следующим образом:

оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;

оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;

оценка «3» ставится, если студент неточно понял содержание текста, у него совсем не развита языковая догадка;

оценка «2» ставится, если студент не понял текст или понял его неправильно.

Практическое. занятие

Тема 2.3 Логистические услуги

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Handling systems

Handling systems are another important consideration. Ownership may be the preferred strategy for highly automated or proprietary systems. When the size of the investment inside the facility rivals or exceeds the cost of the building itself, the risk may be too great for a property developer or 3PL. The expertise required to manage and operate the facility may also be so specialized that the combined effect suggests ownership of the staff and the site. Shoe manufacturer Reebok Ltd. made the decision to own its facility near the port of Rotterdam in large part because it had invested more in the handling systems than the building itself. Property developers and third parties want a risk-based return on their investment. A versatile layout with adequate ceiling height and column spacing to accommodate various storage layouts, plenty of dock doors and provisions for cross docking are lower risk. Dedicated, highly automated systems are expensive to install and operate and may be tenant-specific. Many developing markets have inadequate distribution facilities. Initial development may be focused on manufacturing, and those goods may initially move into export markets. Companies entering those markets may accept sub-distribution facilities because that's all that is available. Many distribution centers or logistics parks are built on speculation, explains AMB's Callaway. Without a specific tenant or strong local demand, infrastructure may be slow to develop and it can be more desirable to allow for flexibility to move out of an available facility and into a more modern, secure logistics park or consolidate smaller operations as new distribution centers are built. Risk management for property developers means diversifying into multiple markets. In areas like China, there has been little speculative development, and existing facilities are poorly designed. China restricts property ownership, and developers wishing to enter the market can own a building but not the land. Instead, they hold a ground lease. Unvoiced preference may be the most difficult factor to consider in global operations (as in domestic site selection). The root cause can be a bias that doesn't want to be spoken or it can be a preference that is not apparent. Offer a location consultant the example of a CEO who fought to keep a plant open in the city where his daughter went to college and they'll respond with tales of the CEO who influenced a siting decision because wife likes to shop in Paris, the executive who honeymooned in London or a host of negative experiences that color the decision process. How a company enters a market may be as important as where it goes. The answers aren't necessarily found on a map. Flexibility to change a decision clearly indicates caution and may support being a tenant over becoming a landlord, at least in the beginning.

Questions:

Why are handling systems important considerations?

What is "logistics park"?

What are initial developments focused on?

What does risk management mean ?

Why is unvoiced preference the most difficult factor to consider?

What influences a siting decision?

Критерии оценок

Чтение оценивается следующим образом:

оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;

оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;

оценка «3» ставится, если студент неточно понял содержание текста, у него совсем не развита языковая догадка;

оценка «2» ставится, если студент не понял текст или понял его неправильно.

Практическое занятие.

Тема 2.4 Профессии в логистике.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Transport companies

Transport companies provide transportation of cargo on various kinds of motor trucking. They can organize transportation of small and oversized cargo on specially equipped vehicles. In longhand short-distance motor trucking companies can offer: commodity transportation from any region in the country, including towns where offices are located, without any end route limitations long-term contractual relationships with over 400 Russian haulers that meet the highest service quality standards and are reliable partners from the point of view of cargo transportation security; vehicle fleet: semitrailers /wagons with capacity of 14 to 120 cubic meters, payload capacity up to 25 tons special rolling stock: thermoses and refrigerator trucks with capacity of 60 to 82 cubic meters; fitting vehicles with mobile communications equipment at customer's request; types of cargo and packing: all characteristics, including dangerous, big-volume and liquid cargoes; standard and non-standard packing. The lines of activity in the field of International motor transportation:

arrangements of cargo transportation from any country in the world in both import and export modes; presence of long-term contractual relationships with more than 250 transport companies in the CTS and over 140 transport companies in Europe, all of which meet the highest standards of service quality and have proved to be reliable partners in regard of cargo transportation security; rolling stock; semitrailers/ wagons with cargo volume of 68 to 120 cubic meters and capacity of up to 22 tons, special rolling stock: thermoses and refrigerator trucks with capacity of 60 to 82 cubic meters; sea containers of any standard , including high-cube; all rolling stock is

provided on CMR conditions types of cargo and packing: all characteristics, including dangerous, big-volume and liquid cargoes; standard and non-.As for railway transportation companies offer a complete range of services such as: calculating charges on privileged tariffs, cargo transportation across Russia and Europe with prearrangements with all railroad authorities, and cross-border forwarding services.

Their services are:

sending cargo from any region, in which the company has local offices, in the shortest time possible;

provision of any kind of railway rolling stock;

en-routetracking of containers/cars with daily reports on date/time of;•passing railway stations along the way;

provision of transit transportation and tariff payments through countries of the CIS, the Baltic Sea, and Europe.

Questions

What can offer a company in long-and short-distance motor trucking?

What can you tell about the vehicle fleet?

How many transport companies are there in the CTS?

What range of services do a company offer for railway transportation?

Критерии оценок

Чтение оценивается следующим образом:

оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;

оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;

оценка «3» ставится, если студент неточно понял содержание понял основное содержание текста, у него совсем не развита языковая догадка;

оценка «2» ставится, если студент не понял текст или понял его неправильно.

Практическое задание.

Тема 2.5Транспорт в логистике.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Companies often waste lots of resources, not aware of the fact that professionally developed logistics schemes could save them lots of money for further investment into their business. A Russian factory had packaging for its products delivered from Moscow in vehicles with non-standard semi-trailer height. This was due to the technological peculiarities of the packaging manufacturer which stacked cargo pallets at a height exceeding that of a standard semi-trailer. On the one hand the manufacturer's wish to increase the amount of cargo carried by one vehicle seems fairly sensible. Yet the appropriate kind of vehicles is quite scarce and expensive, greatly increasing transportation costs. How should these excessive outlays be avoided? It took ATL a series of negotiations to convince the packaging manufacturer to lower pallet height by removing one row of the goods, thus enabling the use of much less costly standard vehicles. The amount of cargo carried by one vehicle was decreased, yet the logistics costs per production unit were also considerably lower.

The resulting economy amounted to an estimated \$ 70,000, which is quite substantial even for a large company. Most logistics schemes currently employed by businesses nationwide may have disadvantages, the removal of which is going to help optimize the functioning of logistics services and save considerable amounts of financial resources. Talking about a COMPLEX of logistics services, we should mention one of innovations in this field, which indeed helps save customer's money while facilitating the very logistics process for them. Every business that has to do with transportation has logistics specialists among its staff. The company spends resources on such specialist's workplace, salary, social insurance and perquisites. A serious business is impossible without such a specialist and large-scale companies have more than one of those. How can a company make its logistics department work more effectively without spending much resource ? Taking into consideration the fact that average salary of a logistics specialist is approximately \$ 700 and the general practice of having at least two such employees in a company, we arrive to a conclusion that average annual economy amounts to \$ 18,000–20,000 minimum. So why have one or more costly specialists on your payroll, when a professional logistics company is ready to provide all relevant services at a far lower price?

Questions:

What is the benefit of logistics schemes in transport ?

Why is the appropriate kind of vehicle quite scarce and expensive?

What can help to optimize the functioning of logistics services?

Why should transport companies have logistics specialists among its staff ?

What is one of the innovations in the Complex of Logistics Services?

Критерии оценок

Чтение оценивается следующим образом:

оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;

оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;

оценка «3» ставится, если студент неточно понял содержание текста, у него совсем не развита языковая догадка;

оценка «2» ставится, если студент не понял текст или понял его неправильно.

Практическое задание.

Тема 2.6 Логистическая документация.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Working with it means:

cooperating with over 50 long-term partners(sea shipping organizations, seaport forwarders and terminals) in Great Britain, Finland, Western Europe, South Africa, North and South America, Southeast Asia and CIS countries; choosing and developing optimal routes for transporting exported and imported cargoes; precise coordination of activities among all participants of the transportation chain; coordination of traffic routes and transportation arrangements for dangerous and off-clearance loads by marine and railway transport; shortest delivery terms; flawless observation of responsibility conditions during delivery and acceptance end route; freight forwarding services at border crosses within the CIS, including the provision of rolling stock and shifting the load from Soviet gauge railway cars to European-type cars.

Questions

What does “door-to-door «delivery mean?

Where are the main partners of door-to-door delivery situated?

Критерии оценок

Чтение оценивается следующим образом:

оценка «5» ставится, если студент понял основное содержание текста, выделил основную мысль;

оценка «4» ставится, если студент понял основное содержание текста, выделил основную мысль, но у него недостаточно развита языковая догадка;

оценка «3» ставится, если студент неточно понял содержание текста, у него совсем не развита языковая догадка;

оценка «2» ставится, если студент не понял текст или понял его неправильно

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ
УНИВЕРСИТЕТ»
КОЛЛЕДЖ БИЗНЕСА И ТЕХНОЛОГИЙ

Задания для проведения дифференцированного зачёта

Объекты оценивания:

- устная речь:

умение вести диалог в ситуациях официального и неофициального общения в бытовой, социокультурной и учебно-трудовой сферах, информации.

Текст задания: составить диалог по предложенной теме с использованием следующих лексических единиц.

Варианты задания.

Вариант 1.

Лексические единицы для составления диалога

to set up – основывать, устанавливать, учреждать, открывать (магазин)

plant supervision – производственный контроль to extract – извлекать, добывать

critical factor – решающий фактор

global distribution network – глобальная распределительная сеть facilities – сооружения, здания, производственные мощности real estate – недвижимость

warehouse – (товарный) склад, пакгауз to contract for – арендовать

life cycle – цикл долговечности

to commit – 1) финансировать, вкладывать (капитал); 2) брать на себя обязательство; 3) вовлекать, втягивать (напр., ресурсы в производство)

forwarder – экспедиционное агенство, транспортно-экспедицион-ная организация

hub – центр внимания, интереса, деятельности

Вариант 2.

Лексические единицы для составления диалога

handling systems – погрузочно-разгрузочные системы tenant – владелец, наниматель, арендатор

on speculation – 1) наудачу; на риск; 2) с расчетом на выгоду

to diversify – вкладывать капитал в различные предприятия ground lease – аренда земли

bias – 1) отклонение, сдвиг, тенденция; 2) склонность, пристрастие, предубеждение

CEO (chief executive officer) – управляющий высшего ранга (напр., директор-распорядитель)

Объекты оценивания:

аудирование:

понимание основного содержания аутентичных аудио- или видеотекстов познавательного характера

Текст задания: прослушайте текст и воспроизведите основное содержание текста

The meaning of logistics

Market economy has brought a lot of new business terms into the Russian language. Logistics is one of them. The word ‘logistics’ dates from the ancient Greek logos – ‘ratio, word, calculation, reason’ and was used in ancient Greek, Roman and Byzantine empires to denote the military’s need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position.

With increasing development of trade and economy, it started to be used in business too. Moving raw materials to manufacturers and then finished goods to customers used to be a simple job for men with strong backs and little education. Today more than ever before senior management of a firm is concerned about improving transportation management and logistics as transportation represents a major expense item and freight transportation accounts for about 6 per cent of gross domestic product of a country.

The goal of transportation is to ensure that all raw materials arrive at the factory at the proper time and in good condition. To achieve that it is necessary to focus on improvements of operations that lead to a better service at the lowest cost. Transportation managers are also involved in many other operations. They assist marketing by quoting freight rates for salespeople, suggesting quantity discounts that can be based on transportation savings and selecting carriers and routes for reliable delivery of products.

The meaning of logistics is expanding. Now we speak about inbound, internal, outbound logistics, transport logistics, strategic logistics, warehousing logistics, integrated logistics etc. According to the Council of Logistics Management, now one of the world’s prominent organizations for logistics professionals, ‘logistics is that part of the supply chain process that plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers’ requirements’. As transport logistics is a major factor in the supply chain process, specialists pay much attention to modes of transport, transport companies’ operations as well as to some other activities related to customs clearance, warehousing and safe delivery of goods to final destinations.

Объекты оценивания:

Текст задания: прочтите текст и ответьте на вопросы

Вариант 1.

Information Logistics

The effective management of information and communication is a key factor of success in today's information society. The volume of data and the amount of information sources are increasing, information is not available at the right places, and communication processes lack the involvement of the right employees. Information Logistics means applying the "just-in-time" philosophy to the supply of information and communication. In a world where people have to face the ever-rising flood of information, the market for Information Logistics solutions is going to expand rapidly. Information Logistics applications have a wide spectrum: Personalized distribution, evaluation, and processing of information, support of business communication processes, mobile information via digital companions, personalized information services for customers and employees, location-independent information chains and many more. In a nutshell the philosophy of Information Logistics is: "The right information at the right time and place". The research of the Information Logistics Competence Center focuses on the following areas: Smart Healthcare Solutions; Smart Business Solutions; Smart Living Solutions. In these areas, the institute has two approaches: Digital Companions manage a needs-oriented information supply. A Digital Companion is software that supports users in their day-to-day activities and provides them automatically and situation-dependent with relevant information. Communic AID covers all Information Logistics aspects of communication. Communic AID develops Information Logistics applications that offer support in complex communication processes.

Information Logistics offers solutions for the optimization of inhouse communication. Due to the amount of incoming emails, important information is easily overlooked, work is interrupted more and more frequently, and the quality of work is affected. Decision processes become more complex and make more and more experts necessary. Incoming calls require a lot of task switches and affect the employees' concentration. Problems of this kind have to be solved on technological, cultural and organizational level. With Communic AID business the Fraunhofer ISST offers its expertise in improving communication processes in organizations. Information Logistics is innovative technology for the future world of information. Only Information Logistics makes it possible to implement information "just-in-time" and optimize communication processes. The Information Logistics Competence Center was established in 1998 at the Fraunhofer ISST to strengthen the research and development activities in this area. The Fraunhofer ISST develops basic concepts for Information Logistics applications and puts them in practice. At the same time the Information Logistics Competence Center is a think tank with the objective of transforming innovations, in cooperation with partners from industry, into marketable products. Technology: development of Information Logistics applications and components; • adaptation of Information Logistics modules to different IT infrastructures. Business Development: development of business models; technology calendars. Networking: provision of benefits, potentials and technologies of Information Logistics; applications; • development of strategic partnership networks.

Questions

1. What is the key factor of success in today's information society?

- 2.What does Information Logistics mean?
- 3.Is the market for Information Logistics solutions going to expand rapidly?
- 4.What is a spectrum of Information Logistics applications?
- 5.What is the philosophy of Information Logistics?
- 6.What are the two approaches of the institute?
- 7.What is a Digital Companion ?
- 8.What does Communic AID cover?
- 9.What does Information Logistics offer?
- 10.When was the Information Logistics Competence Center established ?
- 11.What is the purpose of this center?

Объекты оценивания:

письменная речь:

заполнение анкет, сообщение сведений о себе

Текст задания: заполните анкету для устройства на работу

Структура резюме или CV на английском языке Каждый документ имеет свою структуру, которой нужно придерживаться.

1. Personal information (личная информация) В правом верхнем углу в начале резюме нужно разместить свою фотографию хорошего качества. Слева от фото укажите основную информацию о себе. Этот раздел состоит из следующих пунктов:

Name Имя и фамилия на английском языке. Если у вас есть загранпаспорт, выпишите эти данные из него буква в букву

Address Адрес обычно пишется в таком порядке: номер дома и название улицы, номер квартиры, город, почтовый индекс, страна. Пример: 201 Lenina Street, apt. 25, Moscow, 215315, Russia. Phone number

Номер телефона. Укажите свой номер в международном формате, ведь работодатель может звонить вам из другой страны.

Marital status Семейное положение: замужем/женат (married), не замужем/не женат (single), в разводе (divorced).

Date of birth Дата рождения. Рекомендуем написать месяц буквами, так как за рубежом есть разные форматы написания дат. Чтобы не возникло путаницы, напишите, например: 25th July 1985. Помните, названия месяцев в английском пишутся с большой буквы

Email Адрес электронной почты: your.name@gmail.com

Personal information

Name Ivan Ivanov

Nationality Russian

Date of birth 25th July 1985

Address 201 Lenina Street, apt. 25, Moscow, 215315, Russia

Phone number home: +7-XXX-XXX-XXXX mobile: +7-XXX-XXX-XXXX

Marital status Single

Hobby music

Email your.name@gmail.com

Personal information (личная информация)

Name

Nationality

Date of birth

Address

Phone number

Marital status

Hobby

. Email

Объекты оценивания:

грамматический материал;

распознавание видовременных форм глагола.

Текст задания: выберите правильную форму глагола

Вариант 1.

1. The central government of Great Britain sits in the Houses of Parliament in Westminster.

- a) Present Simple Active Voice (A.V); b) Present Perfect A.V;
c) Present Progressive (Continuous) A.V; d) Past Simple A.V.

1. Wales had become part of the English administrative system by the 16th century

- a) Past Simple A.V; b) Past Perfect A.V;
c) Past Progressive (Continuous) A.V; d) Present Perfect A.V.

1. Britain is also helping to develop the Western European Union.

- a) Present Simple A.V; b) Past Simple A.V;
c) Present Progressive (Continuous) A.V;
d) Past Progressive (Continuous) A.V.

1. Britain and other NATO member states have been working with the new democracies of Central Europe, Russia.

- a) Present Perfect A.V; b) Present Simple A.V;
c) Present Progressive (Continuous) A.V;
d) Present Perfect Progressive (Continuous) A.V

1. We shall remember the description of the London Bridge.

- a) Past Simple A.V; b) Present Simple A.V;
- c) Future Simple A.V; d) Future Perfect A.V.

1. Many great Englishmen were buried in Westminster Abbey: Newton, Darwin and others.

- a) Past Simple P.V; b) Past Perfect P.V;
- c) Past Progressive (Continuous) P.V;
- d) Past Perfect Progressive (Continuous) P.V.

1. The Houses of Parliament - the seat of the British Parliament, is officially known as the Palace of Westminster.

- a) Present Perfect P.V; b) Present Progressive (Continuous) P.V;
- c) Present Simple P.V; d) Present Perfect Progressive (Continuous).

Вариант 2.

1. Britain constitutes the greater part of the British Isles.

- a) Present Perfect Active Voice (A.V);
- b) Present Progressive (Continuous) A.V.;
- c) Present Simple A.V.; d) Past Simple A.V.

1. The Government of Britain has also ratified the agreement reducing the level of European conventional forces.

- a) Present Simple A.V.; b) Present Perfect A.V.;
- c) Present Progressive A.V.; d) Past Simple A.V.

1. Britons maintained an independent existence in the areas now known as Wales and Cornwall.

- a) Past Perfect A.V.; b) Past Simple A.V.;
- c) Past Progressive A.V.; d) Present Simple A.V.

1. New industries and towns are growing up in the Highlands.

- a) Present Simple A.V.; b) Present Perfect A.V.;
- c) Present Progressive A.V.; d) Past Progressive A.V.

5. Britain is fully committed to the principles of the United Nations and its Charter.

a) Present Simple Passive Voice (P.V). b) Present Perfect P.V.;

c) Present Progressive P.V.; d) Past Simple P.V.

6. During the reign of Elizabeth I, a series of campaigns was waged against Irish insurgents.

a) Past Perfect P.V.; b) Past Progressive P.V.;

c) Past Simple P.V.; d) Present Simple P.V.

7. Scotland was mainly inhabited by the Picts.

a) Past Progressive P.V.; b) Future Simple P.V.;

c) Present Simple P.V.; d) Past Simple P.V.

B. Перепишите и письменно переведите данные выше предложения на русский язык.

II. A. Русскими эквивалентами для выделенных слов являются.

1. The Queen ***can conclude*** treaties, declare war and make peace.

a) может заключать; b) могла заключить;

c) смогла заключить; d) должна заключить

1. The Normans ***might use*** the churches as fortresses or places of refuge.

a) могут использовать; b) смогут использовать;

c) могли использовать; d) можно использовать

1. London weather ***may be*** unpredictable.

a) можно быть; b) может быть.

c) сможет быть; d) должна быть

4. The Queen ***must see*** all Cabinet documents.

a) может смотреть; b) должна смотреть;

c) могла смотреть; d) будет должна посмотреть.

5. People ***are allowed to get*** inside the Tower to see the works of Big Ben.

a) разрешат войти; b) разрешили войти;

c) разрешают войти; d) могут войти

В. Перепишите и письменно переведите данные выше предложения на русский язык.

III. А. Определите, каким причастием (Participle I или Participle II) являются выделенные слова в следующих предложениях: а) Participle I; б) Participle II

1. The word "Britain" derives from Greek and Latin names probably **stemming** from a Celtic original.
2. The first two rows of seats are **occupied** by the leading members of both parties (front benches).
3. In the 6th century, the Scots from Ireland (or Scotia) settled in what is now Argyll, **giving** their names to the present day Scotland.
4. MPs were the ordinary people, **bringing** their experience into Parliament.
5. There are seven towns **called** Paris in the United States and six **called** Moscow, but only four **called** London.

В) Перепишите и письменно переведите данные выше предложения на русский язык.

IV. А. Выберите английские эквиваленты для слов, стоящих в скобках:

1. In the USA (много) places are named after American presidents.
a) much b) many c) little d) few
1. In 1185 John was sent to govern Ireland, but in (несколько) months he returned, covered with disgrace, because he offended the loyal chiefs.
a) many b) little c) a little d) a few
1. (Мало) is known about this ancient town.
a) little b) few c) much d) a few
1. In the British museum you can get (много) information on history, literature and archeology.
a) many b) much c) little d) few
1. My friend speaks English (немного).
a) few b) little c) a little d) a few

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ
УНИВЕРСИТЕТ»
КОЛЛЕДЖ БИЗНЕСА И ТЕХНОЛОГИЙ

ТЕСТЫ

Тема 1.1 Введение в логистику

Цель: чтение текста профессиональной направленности с извлечением полной информации

Text 1. Прочитайте текст и выполните задание.

The meaning of logistics

Market economy has brought a lot of new business terms into the Russian language. Logistics is one of them. The word 'logistics' dates from the ancient Greek logos – 'ratio, word, calculation, reason' and was used in ancient Greek, Roman and Byzantine empires to denote the military's need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position.

With increasing development of trade and economy, it started to be used in business too. Moving raw materials to manufacturers and then finished goods to customers used to be a simple job for men with strong backs and little education. Today more than ever before senior management of a firm is concerned about improving transportation management and logistics as transportation represents a major expense item and freight transportation accounts for about 6 per cent of gross domestic product of a country.

The goal of transportation is to ensure that all raw materials arrive at the factory at the proper time and in good condition. To achieve that it is necessary to focus on improvements of operations that lead to a better service at the lowest cost. Transportation managers are also involved in many other operations. They assist marketing by quoting freight rates for salespeople, suggesting quantity discounts that can be based on transportation savings and selecting carriers and routes for reliable delivery of products.

The meaning of logistics is expanding. Now we speak about inbound, internal, outbound logistics, transport logistics, strategic logistics, warehousing logistics, integrated logistics etc. According to the Council of Logistics Management, now one of the world's prominent organizations for logistics professionals, 'logistics is that part of the supply chain process that plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements'. As transport logistics is a major factor in the supply chain process, specialists pay much attention to modes of transport, transport companies' operations as well as to some other activities related to customs clearance, warehousing and safe delivery of goods to final destinations.

Используйте активную лексику для выполнения задания:

ancient - древний	freight rates - процент(доля) груза
denote - означать, показывать	quantity discounts – количественные скидки
concern – иметь отношение	expand – расширять, развивать
expense item – статья расходов	inbound – прибывающий груз
freight – груз, перевозка грузов	outbound – подлежащий отправке груз

gross – валовой, оптовый	warehouse – товарный склад
ensure – обеспечивать, гарантировать	consumption – потребление, расходование

Задание. Найти в тексте следующие слова и выражения на английском языке:

1. деловые отношения, 2) развитие торговли, 3) потребители, 4) (доставить товар) вовремя и в хорошем состоянии, 5) вести к, 6) лучшее обслуживание, 7) при низких затратах, 8) быть вовлеченным в, 9) экономия на транспорте, 10) надежная доставка продукции, 11) планировать, снабжать и контролировать, 12) хранение товара, 13) отвечать требованиям заказчика, 14) уделять внимание, 15) место назначения.

Тема 1.2. Введение в логистику

Цель: просмотровое чтение текста профессиональной направленности

Factors of logistics (I)

Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements. Industrial logistics is even more specialized and touches a wide range of topics related to plant supervision, demand planning, and production control. Supply chain technology is a critical factor in extracting value. A supply chain strategy is needed to spot the proper supply chain technology. Selecting the right systems requires a careful evaluation process that asks the right questions and spot proper solutions for logistics and industrial logistics. When you're setting up a global distribution network, the decision on where to locate warehouses and how to operate them will be governed by the following 10 factors. Capital investment strategy is at the top of the list of reasons to avoid owning foreign real estate. If it doesn't fit with the strategic goals of the company, a foreign warehouse is not a likely investment. The question you have to answer is this the best use of company capital? That said, many firms will consider the investment in a physical distribution network strategic to serving certain global markets.

Market life cycle is another critical factor. At the early stages of market development, flexibility can be crucial. Markets can develop faster or slower than expected, and scalability can become an issue. Property-developers and third-party providers often have multiple facilities and can expand or contract distribution resources to meet changing needs. On the flip side, many companies in a more mature market situation will want to control their assets/inventory more closely. Combining issues of how company capital is committed in a country or region and meeting customer service demands may dictate ownership over a contract relationship. Speed to market takes two forms — entering the market and serving the market. Contracting for an existing facility with at least the minimum systems and a workforce can accelerate market entry or expansion. Here, entrenched infrastructure is a plus. Operations in port areas, near airports or in “distribution hot spots” may promise logistics capabilities and access to developed transportation infrastructure. Those properties may be difficult or expensive to own because the area is already built up. Many ports and airports may also restrict land ownership.

Questions:

What is supply chain technology needed for?

Why is capital investment strategy at the top of the list of reasons to avoid owning foreign real estate?

What is market life cycle?

Тема 1.3. Входящая и исходящая логистика.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Factors of logistics (II)

Local infrastructure is an important factor in transportation efficiency, but service frequency and lane balance also come into play. Some operation bases, though centrally located, may not provide adequate transportation service into the destination market, or the lane balance can be so skewed it drives high rates. Beyond the presence of good highways, rail or inland waterway infrastructure, it is important to model the actual or anticipated distribution patterns down to city pairs or lanes. Pan-national distribution may not work from an existing national distribution center. Lane balances and frequency of service come into play, but licensing may also be a factor. Obtaining proper bonds and licenses to receive and store goods and certifying processes that subsequently move goods into another country can be a complex process. Being an established, registered company with ongoing operations in the country is a plus. Entering a market for the first time, you may need to establish close relationships with Customs and other officials until they become comfortable with your operation. The process will flow more easily for established companies, says Kasteel. Local knowledge is critical to success in each of these areas. Labor laws can differ significantly, as can local culture and customs. This isn't always negative – it can provide more flexibility as with the Netherlands where flex workers are common. The market for temporary logistics workers has built up around the numerous transportation and distribution operations in the region, providing a ready supply of experienced, seasonal workers to handle peak demand. Destination knowledge can be another local resource. Establishing pan-national operations demands some knowledge of the complexities of the various destination markets, along with their infrastructure and rules. Finding the right manager with knowledge in all the proper end markets can be a challenge. Key global hubs often have experienced managers working in the industry and certainly attract third-party logistics providers (3PLs) and allied services which offer the same capability.

Questions

Why is it difficult to own logistic facilities?

Why is local infrastructure an important factor in transportation efficiency?

What aspects of local and destination knowledge are critical to success in logistic process?

Тема 1.4. Логистические услуги

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Handling systems

Handling systems are another important consideration. Ownership may be the preferred strategy for highly automated or proprietary systems. When the size of the investment inside the facility rivals or exceeds the cost of the building itself, the risk may be too great for a property developer or 3PL. The expertise required to manage and operate the facility may also be so specialized that the combined effect suggests ownership of the staff and the site. Shoe manufacturer Reebok Ltd. made the decision to own its facility near the port of Rotterdam in large part because it had invested more in the handling systems than the building itself. Property developers and third parties want a risk-based return on their investment. A versatile layout with adequate ceiling height and column spacing to accommodate various storage layouts, plenty of dock doors and provisions for cross docking are lower risk. Dedicated, highly automated systems are expensive to install and operate and may be tenant-specific. Many developing markets have inadequate distribution facilities. Initial development may be focused on manufacturing, and those goods may initially move into export markets. Companies entering those markets may accept sub-par distribution facilities because that's all that is available. Many distribution centers or logistics parks are built on speculation, explains AMB's Callaway. Without a specific tenant or strong local demand, infrastructure may be slow to develop and it can be more desirable to allow for flexibility to move out of an available facility and into a more modern, secure logistics park or consolidate smaller operations as new distribution centers are built. Risk management for property developers means diversifying into multiple markets. In areas like China, there has been little speculative development, and existing facilities are poorly designed. China restricts property ownership, and developers wishing to enter the market can own a building but not the land. Instead, they hold a ground lease. Unvoiced preference may be the most difficult factor to consider in global operations (as in domestic site selection). The root cause can be a bias that doesn't want to be spoken or it can be a preference that is not apparent. Offer a location consultant the example of a CEO who fought to keep a plant open in the city where his daughter went to college and they'll respond with tales of the CEO who influenced a siting decision because wife likes to shop in Paris, the executive who honeymooned in London or a host of negative experiences that color the decision process. How a company enters a market may be as important as where it goes. The answers aren't necessarily found on a map. Flexibility to change a decision clearly indicates caution and may support being a tenant over becoming a landlord, at least in the beginning.

Questions:

Why are handling systems important considerations?

What is "logistics park"?

What are initial developments focused on?

What does risk management mean ?

Why is unvoiced preference the most difficult factor to consider?

What influences a siting decision?

Тема 1.5. Профессии в логистике.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Transport companies

Transport companies provide transportation of cargo on various kinds of motor trucking. They can organize transportation of small and oversized cargo on specially equipped vehicles. In longhand short-distance motor trucking companies can offer: commodity transportation from any region in the country, including towns where offices are located, without any end route limitations long-term contractual relationships with over 400 Russian haulers that meet the highest service quality standards and are reliable partners from the point of view of cargo transportation security; vehicle fleet: semitrailers /wagons with capacity of 14 to 120 cubic meters, payload capacity up to 25 tons special rolling stock: thermoses and refrigerator trucks with capacity of 60 to 82 cubic meters; fitting vehicles with mobile communications equipment at customer's request; types of cargo and packing: all characteristics, including dangerous, big-volume and liquid cargoes; standard and non-standard packing. The lines of activity in the field of International motor transportation:

arrangements of cargo transportation from any country in the world in both import and export modes; presence of long-term contractual relationships with more than 250 transport companies in the CTS and over 140 transport companies in Europe, all of which meet the highest standards of service quality and have proved to be reliable partners in regard of cargo transportation security; rolling stock; semitrailers/ wagons with cargo volume of 68 to 120 cubic meters and capacity of up to 22 tons, special rolling stock: thermoses and refrigerator trucks with capacity of 60 to 82 cubic meters; sea containers of any standard , including high-cube; all rolling stock is provided on CMR conditions types of cargo and packing: all characteristics, including dangerous, big-volume and liquid cargoes; standard and non- .As for railway transportation companies offer a complete range of services such as: calculating charges on privileged tariffs, cargo transportation across Russia and Europe with prearrangements with all railroad authorities, and cross-border forwarding services.

Their services are:

sending cargo from any region, in which the company has local offices, in the shortest time possible;

provision of any kind of railway rolling stock;

en-routetracking of containers/cars with daily reports on date/time of;•passing railway stations along the way;

provision of transit transportation and tariff payments through countries of the CIS, the Baltic Sea, and Europe.

Questions

What can offer a company in long-and short-distance motor trucking?

What can you tell about the vehicle fleet?

How many transport companies are there in the CTS?

What range of services do a company offer for railway transportation?

Тема 1.6. Транспорт в логистике.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Transport Logistics(I)

Companies often waste lots of resources, not aware of the fact that professionally developed logistics schemes could save them lots of money for further investment into their business. A Russian factory had packaging for its products delivered from Moscow in vehicles with non-standard semi-trailer height. This was due to the technological peculiarities of the packaging manufacturer which stacked cargo pallets at a height exceeding that of a standard semi-trailer. On the one hand the manufacturer's wish to increase the amount of cargo carried by one vehicle seems fairly sensible. Yet the appropriate kind of vehicles is quite scarce and expensive, greatly increasing transportation costs. How should these excessive outlays be avoided? It took ATL a series of negotiations to convince the packaging manufacturer to lower pallet height by removing one row of the goods, thus enabling the use of much less costly standard vehicles. The amount of cargo carried by one vehicle was decreased, yet the logistics costs per production unit were also considerably lower.

The resulting economy amounted to an estimated \$ 70,000, which is quite substantial even for a large company. Most logistics schemes currently employed by businesses nationwide may have disadvantages, the removal of which is going to help optimize the functioning of logistics services and save considerable amounts of financial resources. Talking about a COMPLEX of logistics services, we should mention one of innovations in this field, which indeed helps save customer's money while facilitating the very logistics process for them. Every business that has to do with transportation has logistics specialists among its staff. The company spends resources on such specialist's workplace, salary, social insurance and perquisites. A serious business is impossible without such a specialist and large-scale companies have more than one of those. How can a company make its logistics department work more effectively without spending much resource ?Taking into consideration the fact that average salary of a logistics specialist is approximately \$ 700 and the general practice of having at least two such employees in a company, we arrive to a conclusion that average annual economy amounts to \$ 18,000–20,000minimum. So why have one or more costly specialists on your payroll, when a professional logistics company is ready to provide all relevant services at a far lower price?

Questions:

What is the benefit of logistics schemes in transport ?

Why is the appropriate kind of vehicle quite scarce and expensive?

What can help to optimize the functioning of logistics services?

Why should transport companies have logistics specialists among its staff ?

What is one of the innovations in the Complex of Logistics Services?

Практическое задание.

Тема 1.7. Логистическая документация.

Цель: чтение текста профессиональной направленности с извлечением основного содержания

Working with it means:

cooperating with over 50 long-term partners(sea shipping organizations, seaport forwarders and terminals) in Great Britain, Finland, Western Europe, South Africa, North and South America, Southeast Asia and CIS countries; choosing and developing optimal routes for transporting exported and imported cargoes; precise coordination of activities among all participants of the transportation chain; coordination of traffic routes and transportation arrangements for dangerous and off-clearance loads by marine and railway transport; shortest delivery terms; flawless observation of responsibility conditions during delivery and acceptance end route; freight forwarding services at border crosses within the CIS, including the provision of rolling stock and shifting the load from Soviet gauge railway cars to European-type cars.

Questions

What does “door-to-door «delivery mean?

Where are the main partners of door-to-door delivery situated?

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
**«САНКТ-ПЕТЕРБУРГСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ
УНИВЕРСИТЕТ»**
КОЛЛЕДЖ БИЗНЕСА И ТЕХНОЛОГИЙ

Темы рефератов, докладов, сообщений

Логистика в жизни людей.

Профессии в логистике.

Товар. Виды товаров. Речевые штампы.

Рынок, виды рынков. Рыночная экономика.

Логистические операции. Их виды.

Логистическая документация

Финансирование. Правила финансирования.

Транспортная логистика.

Маркетинг. Элементы маркетинга.

Реклама товаров.

Задачи менеджера.

Деловая переписка.

Азбука рынка, словарь делового человека.

Особенности написания делового письма.

КРИТЕРИИ ФОРМИРОВАНИЯ ОЦЕНКИ ПО КАЖДОМУ ОЦЕНОЧНОМУ СРЕДСТВУ

Оценка	Требования к знаниям <i>(дописать оценку в соответствии с компетенциями, привязать к дисциплине)</i>
«отлично»	Оценка «отлично» выставляется студенту, если он глубоко и прочно усвоил программный материал, исчерпывающе, последовательно, четко и логически стройно его излагает, умеет тесно увязывать теорию с практикой, свободно справляется с задачами, вопросами и другими видами применения знаний, причем не затрудняется с ответом при видоизменении заданий, использует в ответе материал монографической литературы, правильно обосновывает принятое решение, владеет разносторонними навыками и приемами выполнения практических задач.
«хорошо»	Оценка «хорошо» выставляется студенту, если он твердо знает материал, грамотно и по существу излагает его, не допуская существенных неточностей в ответе на вопрос, правильно применяет теоретические положения при решении практических вопросов и задач, владеет необходимыми навыками и приемами их выполнения.
«удовлетворительно»	Оценка «удовлетворительно» выставляется студенту, если он имеет знания только основного материала, но не усвоил его деталей, допускает неточности, недостаточно правильные формулировки, нарушения логической последовательности в изложении программного материала, испытывает затруднения при выполнении практических работ.
«неудовлетворительно»	Оценка «неудовлетворительно» выставляется студенту, который не знает значительной части программного материала, допускает существенные ошибки, неуверенно, с большими затруднениями выполняет практические работы. Как правило, оценка «неудовлетворительно» ставится студентам, которые не могут продолжить обучение без дополнительных занятий по соответствующей дисциплине.