

«

– 21 »

05 28.07.2024

Генеральный Директор



ТехИнжиниринг А.К.

образования - 21 ВЕК

LLC "Education technologies -
21 CENTURY"

ИНН 50/011/0000000000
ОГРН 5007003890000
МОСКВА

«

.

1»

2024

1.	3
1.1	3
1.2	4
1.3	5
«	5
2.	6
3.	6
4.	8
4.1	8
4.2	-	8
4.3	9
4.4	10
4.5.	14
5.	21
6.	21
6.1	-	21
6.2	-	21
6.3	22
1.	23
2.	23

1.

«
B1» (—)

29.12.2012 273- «
»;
27 2022 . . 629 "

»;
« - 21 ».

« . 1».
(, ,
,)
, ,
, ,
, - ,
, «
1».

1.1

« B1»,

– B1 (CEFR (The Common European Framework of Reference for Languages) B1

1.2

«

B1»

)

»,

«

13

«

B1»

18

«

B1»

)

4.

)

5.

):

)

)

)

6.

)

)

)

7.

)

)

4.

4.1

1	B1.	32	88	120

4.2

--	--	--	--

4.4

1.	- 10			
	Present Simple and Present Continuous	-	: wh : -	-
2.	- 11			
		: have, had, was, were :		

3. - 9				
	Past Simple and Present Perfect	going to	:	
4. - 9				
	must/have to/ should ()	have to	:	e-mail
			:	
		: used to	;	
5. -9				
	: a, an, the, zero article		:	
			:	

--	--	--	--	--

6. - 10

	-			
--	---	--	--	--

- 2

7. - 11

	: , would :			
--	-------------	--	--	--

8. - 9

	-ing forms and infinitives	:		
--	----------------------------	---	--	--

			-	
9. - 10				
			-	e-mail
10. - 9				
-	,	:	:	
	(Past Simple, Past Continuous, Past Perfect).			
11. - 10				

		:		e-mail
		:		
12.	- 9			
				e-mail
	- 2			

4.5.

- 1.
- 2.
- 3.
- 4. —
- 5.
- 6.
- 7.
- 8.
- 9.

-
:
-ing forms and infinitives

, (Past Simple, Past Continuous, Past Perfect).

:

-

,

;

-

;

-

;

-

;

-

;

-

,

.

«

.

1»

.

,

,

.

.

,

-

.

,

,

,

.

,

,

.

«

».

:

-

,

,

,

,

,

;

-

..

;

-

,

,

-

,

;

-

,

,

,

;

5.

« . 1»

,

.

,

()

,

.

,

.

—

/

,

,

,

,

,

.

,

«

B1»

()

,

,

,

,

(1)

.

.

.

,

.

,

,

,

(),

(2).

65%

65%,

6.

6.1

-

8

(Zoom / MS Teams).

6.2

-

«

1»

2 8

“Market Leader 1”

2-

:

, DVD

Press, Cambridge University Press, McMillan,

-) - :
-) ABBY Lingvo: www.lingvolive.com
-) :
-) www.cambridge.org/cambridgeenglish
-) , www.teachers.tv
-) www.englishrevealed.co.uk
-) www.flo-joe.co.uk
-) Ted Talks www.ted.com

6.3

, - , ()

, , -

, ()

, ()

, -

:

-

1 3 .

1

LISTENING

Track 5

A You will hear two managers, Franco and Diana, talking about putting a team together for a new project. Complete the notes. You will hear the conversation twice.

Project team

- J Stefan: would probably make a very good art director – _____¹, energetic and _____²
- J Miguel: too busy
- J Françoise: _____³ – project manager needs to do a little bit of everything
- J Begonia: very _____⁴ and _____⁵ – ideal for budget controller

Track 6

B Aglizer, a multinational fertiliser producer, has been in negotiations with the government of the island of Tulumbiki. Listen to the radio newscast. Complete the sentences below with the correct alternative - a, b or c. You will hear the newscast twice.

- 6 Negotiations _____.
- a) are ongoing
 - b) have been delayed
 - c) have ended
- 7 Aglizer and the Tulumbiki government were negotiating about _____.
- a) import taxes
 - b) a construction project that was cancelled
 - c) tough laws that apply to foreign businesses
- 8 Aglizer stopped the project because _____.
- a) local people protested
 - b) they failed to raise enough capital
 - c) the government refused to grant permits
- 9 Now the project will _____.
- a) be moved to a different location
 - b) not be allowed to continue

- c) go ahead but be run by a government-owned company
- 10 As a result of the decision,_____.
- a) laws will be changed to make construction projects easier to approve
 - b) Tulumbiki is still seen as a good place for foreign investment
 - c) Aglizer will not be allowed to do business in Tulumbiki in the future

reading

A Read the article and decide whether these statements are true or false.

- 11 The meeting in Paris was about opportunities in the fashion business.
- 12 The French government hopes to bring Arab money to France.
- 13 Anne-Marie Idrac is a French investment banker.
- 14 The first time a conference like this was held was ten years ago.
- 15 Arab women have traditionally had a lot of control over money.

Downturn will not stop march of Arab women

By Roula Khalaf

The women gathered in a splendid hotel in the heart of Paris on a recent rainy day. They had arrived in style, some sporting fur coats, others clutching Hermès bags.

Yet this was not a social event nor a fashion show. The guests were some of the Arab world's top businesswomen and their trip to Paris was to learn about business opportunities, even in today's difficult economic times.

They were letting themselves be charmed by the French government, which has suddenly discovered that the wealth of Arab women and their rising profile in the business world represents a good source of capital.

Paris, the businesswomen were told, was now a financial centre. Its important contribution to the asset management business, they said, had turned it into the 'Boston' of Europe. 'It is time to invest with us,' declared Anne-Marie Idrac, minister for foreign trade. 'You are welcome, you are welcome,' she added.

The Paris conference, organised by the Arab International Women's Forum, would have been inconceivable a decade ago.

True, many Arab women, particularly in the oil-rich Gulf, have always controlled big fortunes, largely gained through inheritance. But it is only more recently that they have sought to make their own investment decisions.

It is also in recent years that the club of Arab businesswomen has expanded, creating a new class who have worked their way through family businesses or started their own companies. More confident and determined, Arab businesswomen today are better organised – and more widely heard.

As Fayza Aboulnaga, Egypt's minister of international cooperation, told the conference, the number of women's business associations in her country has grown from a single one in 1995 to as many as 22 today. Higher levels of education as well as economic need have sent more and more women into the workforce. Islamic law, meanwhile, allows women to own property and maintain control over their wealth when they marry. **FT**

B Choose the best answer to each question according to the article.

16 Where have some Arab businesswomen begun work in business?

- a) internships abroad
- b) family businesses
- c) women's business organisations

17 How have Arab businesswomen changed?

- a) They've become wealthier.
- b) They've begun doing business in Europe.
- c) They've become better organised.

18 How many women's business associations were there in Egypt in 1995?

- a) none
- b) one
- c) twenty-two

19 How has education affected Arab women?

- a) It has increased their ability to work.
- b) It has decreased the amount of time they have available to work.
- c) It has doubled their earnings, on average.

20 What does Islamic law say about women's wealth?

- a) Wealthy women should give their money to their husbands.
- b) They are not allowed to control property.
- c) They are allowed to make financial decisions after they are married.

language

A Choose the correct words to complete each sentence.

- 21 You (don't have to / mustn't) smoke here. It's dangerous.
- 22 I (have to / should) get a visa before I go to Libya. I can't get in without one.
- 23 You (must / should) learn about a country's culture before you try to do business there. Otherwise, you may not understand what's going on.
- 24 You (don't have to / shouldn't) make an appointment before you visit the embassy but you may have to wait in a long queue if you haven't got one.
- 25 If you want to improve your English, you (have to / should) try watching some English-language films.

B Complete the sentences using the correct form of the verbs in brackets.

- 26 We can't afford _____ (invest) more money in research this quarter.
- 27 Your new job will involve _____ (communicate) with our local offices.
- 28 After we'd worked all evening, we stopped _____ (have) a pizza at about midnight.
- 29 Warner intends _____ (sign) the contract tomorrow morning.
- 30 The consultants suggested _____ (improve) our cross-cultural communication skills.
- 31 If you _____ (call) me at four o'clock, I'll be in the office.
- 32 If they _____ (order) 10,000, we would give them a bigger discount.
- 33 Will you _____ (deliver) the goods by Friday if we place the order on Monday?
- 34 What would you do if we _____ (cancel) the order?
- 35 If we _____ (not have) our own fleet of trucks, we wouldn't be able to deliver on schedule.

skills

A Complete the dialogue with the phrases (a–e).

- a) I think that's
- b) I was wondering if
- c) My name's
- d) I'm calling about
- e) I'd like to check

A Good morning. _____³⁶ Ahmed Saleh. _____³⁷ your advertisement in *Business News*.

B For Asia sales manager?

A Yes, that's the one. I've been invited for an interview. _____³⁸ you'll be conducting interviews in Singapore as well as Hong Kong.

B That's a good question. Mr Wright, who's running the interviews, splits his time between the two offices.

A Yes, I know. And I'm going to be in Singapore for the next two weeks.

B OK, let me just check.

...

Mr Wright says no problem, just contact the office there to set up the interview.

A Great. Thanks a lot. There's just one other thing _____³⁹. You want someone who can start on 1 June in Hong Kong, right?

B Yes, that's right.

A Thanks. _____⁴⁰ everything.

B Good luck with the interview!

B Match the statements (41–45) with the best replies (a–e).

- | | |
|---------------------------------------|---------------------|
| 41 I got the job! | a) Help yourself. |
| 42 Thanks for your help. | b) Bad luck. |
| 43 Do you mind if I have some coffee? | c) Congratulations! |
| 44 Let me buy lunch. | d) No, it's on me. |
| 45 I heard that Ray has lost his job. | e) Not at all. |

Vocabulary

A Match the sentence beginnings (46-52) with the best endings (a-g).

46 When I was promoted, my new job was tough. I was really thrown in at the

47 We're planning a party to break the

48 When I gave a client a really big discount, I got into

49 Jim and I agree about a lot of things but we don't see eye to

50 Visiting the factories in South China was a real

51 I don't speak Korean, so whenever I visit the Seoul office, I feel like a fish out of

52 The new manager in Dubai gets on with the area manager like

- a) water.
- b) deep end.
- c) a house on fire.
- d) eye-opener for the sales team.
- e) ice with the new employers.
- f) eye about the issue of bonuses.

g) hot water with my boss.

B Choose the best words to complete these sentences.

53 When high _____ are charged on imports, the market isn't really free.

- a) barriers b) tariffs c) quotas

54 _____ are a feature of protected markets.

- a) Open Borders b) Developing industries c) Restrictions

55 Governments _____ markets by lifting barriers to trade.

- a) liberalise b) subsidise c) compete

56 _____ of foreign goods is driving domestic companies out of business.

- a) Regulation b) Customs c) Dumping

57 We're trying to _____ a team of people to work in the Bahrain office.

- a) assemble b) make c) check

58 We can _____ the candidates, then interview five of them.

- a) train b) shortlist c) advertise

59 I had to take a _____ to assess my mental ability.

- a) probationary period b) psychometric test c) résumé

60 I filled out the _____ and gave it to the interviewer.

- a) curriculum vitae b) application form c) covering letter

writing

A You work for a printing firm. You recently received the quote below for some computer hardware. Write a brief letter of reply (40-50 words), accepting the quote

B You work for Va-Va-Voom Toys, a toy manufacturer. You receive this note from your boss asking you to order some LED bulbs. Write an email (120-140 words) to Mary Ong.

2

LISTENING

Track 8

A Listen to the speaker talking about working abroad. Choose the correct answer - a, b or c - to the questions below. You will hear the recording twice.

1 What is the speaker talking about?

- a) Her travels in the UK, China and Brazil.
b) Her experience of culture shock while working in the UK.
c) Differences in the banking business around the world.

2 What does she say about US-UK differences?

- a) They are big and cause a lot of misunderstandings.

- b) There aren't any real differences.
 - c) They don't seem big but there are a lot of them.
- 3 What does she think of British food?
- a) She doesn't always understand the names of food.
 - b) It's no different from American food.
 - c) It usually isn't very good.
- 4 What problems has she had with language?
- a) People often don't understand her.
 - b) Some accents can be a bit difficult for her to understand.
 - c) A lot of people don't speak good English.
- 5 What does she say about driving?
- a) She hasn't tried driving in the UK yet.
 - b) It isn't easy but she can do it.
 - c) It's no problem at all.

Track 9

B You will hear five short conversations. Match each conversation (6 -10) with a situation (a-e). You will hear the conversations twice.

- a) calling about a job
 - b) making an appointment
 - c) negotiating
 - d) meeting someone for the first time
 - e) talking about a problem
- 6 Conversation 1 _____
- 7 Conversation 2 _____
- 8 Conversation 3 _____
- 9 Conversation 4 _____
- 10 Conversation 5 _____

reading

A Read the article and decide if the statements are true or false.

- 11 DSM is planning to change its name to reflect its changing business focus.

- 12 The company has a long history of expansion and change.
- 13 Coal is still a core part of DSM's business.
- 14 Mr Sijbesma feels that R&D leads the business and that management comes second.
- 15 Education, according to Mr Sijbesma, is a good way to change company culture and behaviour.

Innovation and inspiration

By Michael Steen

DSM still goes by the initials that stood for Dutch State Mines when it was founded more than a century ago. The letters are one of a few things that haven't changed for a company that has been in a continual state of transformation throughout most of its history.

The coal mines in the south of the Netherlands are now closed. But, even when coal was central to its business, DSM expanded into fertilisers as a way of using the ammonia produced during coal processing operations. Over the decades, the focus shifted to plastics and, later, chemicals. Today, it is once again reinventing itself, this time seeking out the higher-margin and less cyclical sectors of life sciences and material sciences.

The company has tried to attract the finest technical minds and put research and development at the heart of the business. But, argues Feike Sijbesma, chief executive, a greater focus on good management is just as important.

'Innovation, coming up with new products and launch concepts and business models, is one of the main drivers of our strategy,' Mr Sijbesma says. 'The whole idea about our business education starts with our strategy ... You need a lot of technical knowledge but you also need to change the company in terms of culture and behaviour.'

The company wants to create managers who can show inspirational leadership. Mr Sijbesma defines this as combining 'authenticity and vulnerability with clear direction'. DSM now works with four business schools – IMD in Switzerland, Wharton and Babson University in the US and RSM in Rotterdam – and sends top executives to all four schools to develop leadership skills, gain industry insight and work on special projects that can feed into overall corporate strategy.

The links with the universities help graduate recruitment. It also puts its executives in contact with other business people. 'Our executives get to meet people from other companies and learn a lot from them during these leadership discussions about industry developments.

'The programmes are focussed on two things: personal leadership skills and business elements,' Mr Sijbesma says. He adds that learning is a key part of his drive to transform the group into an innovative life science and material science company.

'What we want to do with this whole learning architecture and with those universities is to make a stronger foundation to support or speed up this whole change process,' he says. **FT**

B Match the statements (26–30) with the replies (a–e).

- | | |
|--|-------------------------------------|
| 26 Nice to see you again, Sam. | a) Nice to meet you. |
| 27 Alex, this is Natalie. | b) Not too bad, thanks. |
| 28 I don't think our strategy is working. | c) Maria, how are you? |
| 29 How are you? | d) No problem. |
| 30 Could I call him and mention your name? | e) Let's consider another approach. |

vocabulary

A Match the sentence beginnings (31–40) with the best endings (a–j).

- | | |
|--|---|
| 31 Awareness of a brand is | a) being in a very bad situation. |
| 32 The American word 'freeway' is | b) being thrown in at the deep end. |
| 33 Downsizing is | c) called price fixing. |
| 34 A video advert being sent from friend to friend by e-mail is | d) how familiar people are with it, or with its logo or slogan. |
| 35 The difference between the price of a product and the cost of producing it is | e) an example of viral advertising. |
| 36 Being given a very difficult task with little preparation time is | f) called a tariff. |
| 37 A probationary period when you start a job is | g) usually three months long. |
| 38 A tax on imported goods is | h) the profit margin. |
| 39 If competing companies agree to hold prices at a certain level, it's | i) when a company reduces the number of people it employs. |
| 40 Being on the ropes means | j) 'motorway' in British English. |

language

A Complete the article using the correct form of the verbs in brackets

JD steps across the Channel to buy Chausport

By Samantha Pearson

JD Sports Fashion kicked off its plans for international expansion by _____⁴¹ (buying / to buy) Chausport, a French sportswear chain, for ~~€~~8m cash, or roughly £7m.

The UK's third-biggest sportswear retailer by turnover said it would acquire all 78 stores and share capital of Chausport, which _____⁴² (is based / bases) in northern France, and inherit its net debt of €2m.

Young shoppers – less affected by the recession than their parents – _____⁴³ (did continue / have continued) to queue for popular brands of trainers and tracksuits in the downturn, allowing JD _____⁴⁴ (performing / to perform) better than some on the British high street.

The company _____⁴⁵ (was saying / said): 'This strategic acquisition gives JD the opportunity for further growth by entering a new and sizeable European market outside of its established bases in the UK and Ireland.' **FT**

B Find and correct the error in each sentence.

- 46** You shouldn't to ask for a discount.
- 47** We decided outsource the design work to a firm in India.
- 48** Where do you go right now?
- 49** I'm leaving now and I give you a lift if you like.
- 50** I don't know if we will be hire a new sales assistant this quarter.

writing

A You have received the following e-mail. Write a short letter (50–60 words) to Mr Espen.

To: Len Smothers

From: Eva Martens

Dear Len,

I'm in Shanghai. I have an appointment on Thursday morning in Hong Kong with Tomas Espen. I was supposed to send him some drawings ahead of the meeting. They're on my desk. Please could you post them to him and apologise for not sending them earlier? Ask him to call me on my mobile if he wants to talk about them ahead of the meeting. I'm not sure if he's got my number, so could you give it to him, please?

Thanks.

Eva

B You work for a PR consultancy. You have been asked to write a press release (120–140 words) for Healthy Planet Organic Gardens, a chain of garden centres. Use the notes you made during a recent meeting with the company.

Press release

-) Going nationwide, with new stores opening this year in Manchester, Edinburgh and Cardiff (London store very successful in first three years)
-) Stores educate and inform (gardening great way for kids to learn about the natural world + every store has nature education centre/library)
-) London location being expanded: add in-house garden design service using the latest CAD (computer assisted design) software.

Gardening a family activity; also produces healthy food

)