Форма оценочного материала для промежуточной аттестации

Оценочные материалы для промежуточной аттестации по дисциплине

Иностранный язык

Код, направление подготовки	38.03.05 Бизнес-информатика
Направленность (профиль)	Аналитика управления бизнес-процессами
Форма обучения	очная
Кафедра-разработчик	Иностранных языков
Выпускающая кафедра	менеджмента и бизнеса

1. Read the text and complete the gaps with the given words:
   Master, student, Interdisciplinary, speak, support, work, opportunities, valuable, learn, management.

   University life for students of business informatics represents a perfect blend of two worlds - information technology and business administration. This _____ field prepares students to bridge the gap between technical IT specialists and business managers, creating professionals who can _____ both "languages" fluently.

   To succeed as a business informatics ___, you need a balanced skill set. While understanding software development and data structures is important, you must also ___ business concepts like economics, management, and marketing. This combination makes business informatics graduates particularly ___ in today's digitally transformed marketplace.

   The science of business informatics focuses on how information systems ___ business processes. Students ___ how computers and data analytics drive business intelligence, allowing companies to make evidence-based decisions.

   As a field of research, business informatics is aimed at using a systems-analytical approach to integrate the basic concepts of ___ science, organization theory, informatics and economics. Career ___ for business informatics graduates span both IT and business sectors. They may ___ as business analysts, IT consultants, ERP specialists, or digital transformation managers.

2. Read the text and answer the questions:

   1. What two major disciplines does business informatics combine according to the text?
   2. Which specific business concepts must business informatics students master alongside their technical knowledge?
   3. How does business informatics help companies make decisions according to the passage?
   4. What methodological approach does business informatics use as a research field to integrate various concepts?
   5. What career opportunities are available to business informatics graduates as mentioned in the text?

3. Put the verb in brackets into the correct form:
   1. University life for students of business informatics (to represent) a perfect blend of two worlds.
   2. This interdisciplinary field (to prepare) students to bridge the gap between technical IT specialists and business managers.
   3. Last semester, the students (to study) both programming languages and business strategy.
   4. Business informatics graduates (to become) particularly valuable in today's digitally transformed marketplace.
   5. While understanding software development (to be) important, students must also master business concepts.
   6. The science of business informatics (to focus) on how information systems support business processes.
   7. When we visited the lab yesterday, students (to learn) how data analytics drive business intelligence.
   8. Since the beginning of the program, computers and data analytics (to allow) companies to make evidence-based decisions.
   9. As a field of research, business informatics (to aim) at using a systems-analytical approach for many years.
   10. After graduation, many students (to work) as business analysts or IT consultants.
4. Match each term with its definition.

customer, life cycle, management, leadership, research, entrepreneurship, organization, enterprise, experience, economics.

1. A business or company, typically one that is large or complex.
2. The process of controlling, directing, and coordinating activities, resources, and people to achieve organizational goals efficiently.
3. The ability to guide, influence, and inspire others toward achieving a common vision or objective.
4. A person or organization that purchases goods or services from a business.
5. The social science that studies how individuals, businesses, governments, and societies allocate limited resources to satisfy unlimited wants and needs.
6. The systematic investigation and study of materials and sources to establish facts and reach new conclusions.
7. The knowledge or skill acquired through direct participation in events or activities over time.
8. The activity of setting up and running a business, typically involving innovation, risk-taking, and the ability to identify and capitalize on opportunities.
9. The series of stages a product, service, project, or business passes through from introduction to growth, maturity, and eventual decline or renewal.
10. A structured group of people working together for a common purpose.

Семестр 2
Контрольная работа № 2

1. Read the text and complete the gaps with the given words:

Tasks, development, demonstrated, methods, challenges, shape, technology, economy, digitalization, traditional.

Technology has an immense impact on every facet of our lives. From daily ___ to societal functioning, technology serves as a catalyst for change, and economic ____ is no exception. It is reshaping work processes, production ____, and consumption patterns. Technology not only drives innovation and fosters growth opportunities but also presents _____ to traditional models of economic development that professionals are accustomed to.

Technology will continue to ___ the landscape of economic development, offering fresh prospects for businesses and individuals.

Recent advancements in _____ have had transformative impacts on all industries, either directly or indirectly. To stay competitive and thrive in the evolving ____, industries have had to adapt to these technological advancements, causing shifts in the way many industries function. Technology driven impacts such as automation and ____ have revolutionized processes, disrupted traditional industries and caused significant job displacement. The growing importance of data and analytics has _____ the key role technology now plays in decision-making and reshaping the business landscape. The digitalization of industries, driven by advancements in technology, is transforming ____ processes into digital workflows, enabling businesses to streamline operations, enhance customer experiences, and develop new business models.

2. Read the text again and answer the questions:

1. How does technology influence work processes and production methods according to the text?
2. What challenges does technology present to traditional economic development models?
3. In what ways have recent technological advancements impacted industries?
4. Which specific technology-driven impacts have revolutionized processes and disrupted traditional industries?
5. What role do data and analytics play in the current business landscape according to the text?

3. Put the verb in brackets into the correct form of the Passive voice:

1. Work processes, production methods, and consumption patterns (to reshape) by technology in today's economy.
2. Traditional models of economic development (to present) with new challenges due to technological advancements.
3. The landscape of economic development (to shape) by technology for decades to come.
4. All industries (to impact) by recent technological advancements, either directly or indirectly.
5. Many traditional industries (to disrupt) by automation and digitalization in the past decade.
6. Traditional processes (to transform) into digital workflows as part of the digitalization of industries.
7. New opportunities for companies (to create) by digital platforms, cloud computing, and data analytics.
8. Significant job displacement (to cause) by technology-driven impacts such as automation.
9. The key role of technology in decision-making (to demonstrate) by the growing importance of data and analytics.
10. Customer experiences (to enhance) through the implementation of new digital technologies in many industries.

4. Match each term and its definition: *collaboration, digitalization, employment, advancement, digital literacy, job displacement, data, consumption, artificial intelligence, impact.*

1. The process of converting information, systems, and processes from analog or physical formats into digital formats.
2. Progress or improvement in technology, methods, or knowledge that leads to better performance, capabilities, or understanding in a particular field.
3. The elimination or significant reduction of certain job roles due to technological changes, automation, or economic shifts, forcing workers to seek new employment or skills.
4. The strong effect or influence that something, such as a new technology or policy, has on a situation, system, or group of people.
5. Facts, statistics, and information collected for reference or analysis, often in digital form, that can be processed by computers to reveal patterns, trends, and insights.
6. The using up of goods and services by individuals, businesses, or societies to satisfy needs and wants; in economics, it refers to the purchase and use of products.
7. Computer systems or applications that can perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and language translation.
8. The process of working together with others to achieve shared goals, often involving communication, coordination, and cooperation across individuals, teams, or organizations.
9. The state of having paid work; a contractual relationship between an organization and an individual where work is exchanged for compensation.
10. The ability to find, evaluate, utilize, share, and create content using information technologies and the Internet; the skills needed to effectively use digital devices and navigate the digital world.

Типовые вопросы к зачету

1 семестр
Устное монологическое высказывание (20-25 предложений) по пройденным темам.

1. Students' Life. Higher Education
   IT and Business Studies: How to Succeed as a Student.
   Important Skills for IT Students: Teamwork and Problem-Solving
2. Science and Our World. How Computers and Data Help Businesses.
   Artificial Intelligence in Everyday Life
3. Jobs and Careers. Popular IT Jobs: Analyst, Developer, Consultant.
   Working in IT Companies vs. Freelancing

2 семестр.
Устное монологическое высказывание (20-25 предложений) по пройденным темам.

1. Inventions and Technologies. New Technologies in Business: Cloud, Apps, and AI Online Payment Systems and Digital Money.
2. Social and Environmental Issues.
3. Internet Safety and Personal Data Protection.
4. Eco-Friendly IT: How Companies Save Energy.
5. Academic and Business Communication: How to Write Professional Emails and Reports.
6. Online Meetings and Teamwork Tools (Zoom, Slack, etc.)