

## Course - Office Clerk in Banking System

Module Two : Sales skill, applied management, service design character and professional ethics <i>Place - VPH rectorate, conference hall</i> <i>Beginning - 16:00</i>	
2 Credits	classroom hours 40
	Individual 20
Lecturer - Evoyan D. H.	
Phone number: (+374)91117090, (+374)55110099 E-mail: evoyan@mail.ru	
Course aims: - Make students aware of the types of services in the modern economy, their characteristic features, enhance service quality and sales skills, - To prepare clerks for providing high-quality service and mastering service cultural peculiarities	
<b>Meeting 1: Day ___22-04-2016___. Hours-2-.</b>	
<b>Theme</b> <i>What we mean by saying qualitative service</i>	
<b>Questions under discussion</b> 1. Introduction to service forms. 2. The importance of the service enterprises quality. 3. Issues of service quality improvement.	
<b>Basic concepts</b> Enterprise, service, qualitative services, product evaluation	
<b>Teaching method</b> - frontal, interactive, demonstration	
<b>1. Literature</b> - <ul style="list-style-type: none"> <li>• Грошев А. С., Информатика: Учебник для вузов / А.С. Грошев. – Архангельск, Ар-ханг. гос. техн. ун-т, 2010. – 470 с.</li> <li>• Горяев Ю.А., Информатика: Учебное пособие. – М., МИЭМП, 2005. – с.116</li> <li>• V. Hovsepyan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Hovsepyan V.S., computers are available to everyone, 1997</li> </ul> <b>2. Article-</b> <b>3. Web-site</b> - <ul style="list-style-type: none"> <li>• <a href="http://school.sgu.ru/">http://school.sgu.ru/</a></li> <li>• <a href="http://eduinformatika.ru/moodle/">http://eduinformatika.ru/moodle/</a></li> </ul> <b>4. Video</b> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=DKMfZeUBjAA&amp;hd=1">https://www.youtube.com/watch?v=DKMfZeUBjAA&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=OGWuAH1EywA&amp;hd=1">https://www.youtube.com/watch?v=OGWuAH1EywA&amp;hd=1</a></li> <li>• <a href="http://www.teachvideo.ru/catalog/20">http://www.teachvideo.ru/catalog/20</a></li> </ul> <b>5. Other: slideshows</b> <a href="http://www.slideshare.net/vabajaj/operating-systemppt-1?next_slideshow=1">http://www.slideshare.net/vabajaj/operating-systemppt-1?next_slideshow=1</a>	
<b>Necessary logistical recourses</b> - an auditorium equipped with projector and electronic whiteboards.	
<b>By assimilating the theme the student will know</b> - What is service - How to get high-quality service - What does the qualitative service give	
<b>By assimilating the theme the student will be able to</b> - Distinguish the service quality - Understand the importance of qualitative service.	
<b>Assessment criteria</b> –	

<ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 2: Day</b> <u>22-04-2016</u> <b>. Hours-2-.</b></p>
<p><b>Theme</b> The product and the service proper presentation</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. What are a service and a product</li> <li>2. How to introduce a service and a product</li> <li>3. What does a proper presentation of a product and a service give?</li> </ol>
<p><b>Basic concepts</b> Manufacturing, material and non-material goods, services, applications and products' physical characteristics</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>1. Literature</b></p> <ul style="list-style-type: none"> <li>• Таненбаум Э., Современные операционные системы. 2-е изд. – СПб.: Питер, 2002. – 1040 с.</li> <li>• Карпов В.Е., Коньков К.А., Основы операционных систем – М.: ИНТУИТ.РУ, Интернет-Университет Информационных Технологий, 2005. – 536 с.</li> <li>• Грошев А. С., Информатика: Учебник для вузов / А.С. Грошев. – Архангельск, Арханг. гос. техн. ун-т, 2010. – 470 с.</li> <li>• Юрий Зозуля Windows 7 на 100% - էլեկտրոնային դասագիրք</li> <li>• V. Hovsepyan MS Windows, MS Office (Word, Excel, Access...) software systems</li> </ul> <p><b>1. Article -</b></p> <p><b>2. Web-site -</b></p> <ul style="list-style-type: none"> <li>• <a href="http://school.sgu.ru/">http://school.sgu.ru/</a></li> <li>• <a href="http://eduinformatika.ru/moodle/">http://eduinformatika.ru/moodle/</a></li> </ul> <p><b>3. Video-</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=DKMfZeUBjAA&amp;hd=1">https://www.youtube.com/watch?v=DKMfZeUBjAA&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=OGWuAH1EywA&amp;hd=1">https://www.youtube.com/watch?v=OGWuAH1EywA&amp;hd=1</a></li> <li>• <a href="http://www.teachvideo.ru/catalog/20">http://www.teachvideo.ru/catalog/20</a></li> </ul> <p><b>4. Other - slideshow</b></p> <p><a href="http://www.slideshare.net/vabajaj/operating-systemppt-1?next_slideshow=1">http://www.slideshare.net/vabajaj/operating-systemppt-1?next_slideshow=1</a></p> <p><b>Necessary logistical recourses</b> - an auditorium equipped with projector and electronic whiteboards.</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- The description of the product and the service,</li> <li>- Ways of presentation of the product and type of service.</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Distinguish between product and service,</li> <li>- Comment on forms of product and service,</li> <li>- Explain the need for theoretical knowledge in the framework of professional activities.</li> </ul>
<p><b>Assessment criteria</b> –</p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 3: Day</b> <u>29-04-2016</u> <b>. Hours-2-.</b></p>
<p><b>Theme</b> Price, quality and service. What is important for consumers?</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. What is the price, pricing mechanisms</li> <li>2. The differences in the pricing of goods and services</li> <li>3. How is the dependence between price and quality?</li> </ol>

<p>4. Service role in pricing.</p> <p>5. Consumer preferences price, quality, service relationships</p>
<p><b>Basic concepts</b></p> <p>Cost, expenditure, charges, taxes, overhead charges, profit, quality, service, consumption, goods, services.</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>1. Literature</b></p> <ul style="list-style-type: none"> <li>• Таненбаум Э., Современные операционные системы. 2-е изд. – СПб.: Питер, 2002. – 1040 с.</li> <li>• Карпов В.Е., Коньков К.А., Основы операционных систем – М.: ИНТУИТ.РУ, Интернет-Университет Информационных Технологий, 2005. – 536 с.</li> <li>• Юрий Зозуля Windows 7 на 100% - E-book</li> <li>• V. Novsepyan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Novsepyan V.S., computers are available to everyone, 1997</li> </ul> <p><b>1. Article</b> -</p> <p><b>2. Web-site</b> –</p> <ul style="list-style-type: none"> <li>• <a href="http://school.sgu.ru/">http://school.sgu.ru/</a></li> <li>• <a href="http://www.pc-shporgalka.com/articles_cat22.html">http://www.pc-shporgalka.com/articles_cat22.html</a></li> <li>• <a href="http://eduinformatika.ru/moodle/">http://eduinformatika.ru/moodle/</a></li> <li>• <a href="http://compteacher.ru/windows/windows-for-novichkov/">http://compteacher.ru/windows/windows-for-novichkov/</a></li> </ul> <p><b>3. Video</b> –</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=AXcUraZ8jUk&amp;hd=1">https://www.youtube.com/watch?v=AXcUraZ8jUk&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=z8sb1O3Q5q4&amp;hd=1">https://www.youtube.com/watch?v=z8sb1O3Q5q4&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=uAW78p9DOP0">https://www.youtube.com/watch?v=uAW78p9DOP0</a></li> </ul> <p><b>4. Other</b> - slideshow</p> <p><a href="http://www.slideshare.net/dimayevt/windows-7-46442238">http://www.slideshare.net/dimayevt/windows-7-46442238</a></p> <p><b>Necessary logistical resources</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard.</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- Primary ways of pricing</li> <li>- Price-quality-service economical links,</li> <li>- Factors affecting the price,</li> <li>- The importance of service in pricing.</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Distinguish between prime cost and price,</li> <li>- Understand the relationship between price and product quality,</li> <li>- Analyze service features.</li> </ul>
<p><b>Assessment criteria</b> –</p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 4: Day</b> <u>29-04-2016</u>. <b>Hours</b>-2-.</p>
<p><b>Theme</b></p> <p>Sell and cross-sell, how to sell</p>
<p><b>Question under discussion</b></p> <ol style="list-style-type: none"> <li>1. How to start selling</li> <li>2. Cross-sell, the productivity of the cross-sell,</li> <li>3. How to increase sales effectiveness.</li> </ol>
<p><b>Basic concepts</b></p> <p>Selling, cross-selling, selling stages</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>

<p><b>1. Literature -</b></p> <ul style="list-style-type: none"> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Novseruyan MS Windows, MS Office (Word, Excel, Access...) software systems, 2006</li> <li>• Novseruyan V.S., computers are available to everyone, 1997</li> <li>• Несен А.В., Microsoft Word 2010: от новичка к профессионалу, - серия «Библиотека профессионала», 2011. – 444 с.</li> <li>• Ткаченко В., Word 2007 – это просто!, 2011 - www.lessons – tva.info</li> </ul> <p><b>2. Article -</b></p> <p><b>3. Web-site–</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.lessons-tva.info/">http://www.lessons-tva.info/</a></li> <li>• <a href="http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html">http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html</a></li> <li>• <a href="http://pc-azbuka.ru/">http://pc-azbuka.ru/</a></li> </ul> <p><b>4. Video –</b></p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=7XsgLNIjHdk&amp;hd=1">https://www.youtube.com/watch?v=7XsgLNIjHdk&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=dfzRzsuFz1M&amp;hd=1">https://www.youtube.com/watch?v=dfzRzsuFz1M&amp;hd=1</a></li> <li>• <a href="http://www.teachvideo.ru/course/367">http://www.teachvideo.ru/course/367</a></li> </ul> <p><b>5. Other _____</b></p> <p><b>Necessary logistical recourses –</b> laboratory equipped with personal computers per student, projector and electronic whiteboard.</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- What is selling,</li> <li>- When to start and to end selling,</li> <li>- Why is it necessary to use cross-selling? How effective is it?</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Know the purpose of sale</li> <li>- Know the main stages of the sale</li> <li>- Use cross -sale.</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 5: Day___6-05-2016___. Hours-2-.</b></p>
<p><b>Theme</b></p> <p>When the sale ends, the main stages of the sale.</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. When does the sale begin, the main stages of the sale,</li> <li>2. The separation of sales cycles and their importance,</li> <li>3. What to avoid while selling.</li> </ol>
<p><b>Basic concepts</b></p> <p>Sales, the main stages of sale, sales ethics, customers, consumers, consumer psychology.</p>
<p><b>Teaching method -</b> frontal, interactive, demonstration</p>
<p><b>1. Literature -</b></p> <ul style="list-style-type: none"> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Novseruyan MS Windows, MS Office (Word, Excel, Access...) software systems, 2006</li> <li>• Novseruyan V.S., computers are available to everyone, 1997</li> <li>• Несен А.В., Microsoft Word 2010: от новичка к профессионалу, - серия «Библиотека профессионала», 2011. – 444 с.</li> <li>• Ткаченко В., Word 2007 – это просто!, 2011 - www.lessons – tva.info</li> </ul> <p><b>2. Article -</b></p>

<p>4. Web-site –</p> <ul style="list-style-type: none"> <li>• <a href="http://www.lessons-tva.info/">http://www.lessons-tva.info/</a></li> <li>• <a href="http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html">http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html</a></li> <li>• <a href="http://pc-azbuka.ru/">http://pc-azbuka.ru/</a></li> </ul> <p>5. Video –</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=7XsgLNjHdk&amp;hd=1">https://www.youtube.com/watch?v=7XsgLNjHdk&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=dfzRzsuFz1M&amp;hd=1">https://www.youtube.com/watch?v=dfzRzsuFz1M&amp;hd=1</a></li> <li>• <a href="http://www.teachvideo.ru/course/367">http://www.teachvideo.ru/course/367</a></li> </ul> <p>6. Other _____</p> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard.</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- Sales phases,</li> <li>- Selling features,</li> <li>- Consumer psychology and consumer interests:</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Distinguish sales phases</li> <li>- Know the sales skills</li> </ul>
<p><b>Assessment criteria</b> –</p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 6: Day 6-05-2016. Hours-2.</b></p>
<p><b>Theme</b></p> <p>Ways of improving the skills of modern synchronic sale</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. Modern methods of sale.</li> <li>2. Ways of improving sales trends.</li> </ol>
<p><b>Basic concepts</b></p> <p>Classic sale, online sale, remote sales, top sales criteria.</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p>1. Literature -</p> <ul style="list-style-type: none"> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Новсеруан MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Уокенбах Джон, Excel 2013. Библия пользователя.: Пер. С англ. – М.: ООО “И.Д.Вильямс”, 2015. – 928 с.</li> <li>• Волков В.Б., Понятный самоучитель Excel 2010. – СПб.: Питер, 2010. – 256с.</li> </ul> <p>2. Article –</p> <p>3. Web-site –</p> <ul style="list-style-type: none"> <li>• <a href="http://www.lessons-tva.info/">http://www.lessons-tva.info/</a></li> <li>• <a href="http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html">http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html</a></li> <li>• <a href="http://pc-azbuka.ru/">http://pc-azbuka.ru/</a></li> <li>• <a href="http://eduinformatika.ru/moodle/">http://eduinformatika.ru/moodle/</a></li> </ul> <p>4. Video –</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=GW7-Dj54KB4&amp;hd=1">https://www.youtube.com/watch?v=GW7-Dj54KB4&amp;hd=1</a></li> <li>• <a href="http://www.teachvideo.ru/course/195">http://www.teachvideo.ru/course/195</a></li> </ul> <p>5. Other _____</p> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector</p>

and electronic whiteboard.
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- classical sale and innovative forms</li> <li>- the directions of innovative sales in accordance with technical progress</li> <li>- sales Productivity</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Know the forms of sale</li> <li>- Theoretically, master innovative forms of sales</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 7: Day ____13-05-2016____. Hours-2-.</b></p>
<p><b>Theme</b> The history of management, definition and necessity</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. The origin and necessity of management,</li> <li>2. The definitions of management,</li> <li>3. The connection with the related sciences.</li> </ol>
<p><b>Basic concepts</b> Management, capital, economy, industry sectors, economics, marketing, psychology</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Новсеруан MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Уокенбах Джон, Excel 2013. Библия пользователя.: Пер. С англ. – М.: ООО “И.Д.Вильямс”, 2015. – 928 с.</li> <li>• Волков В.Б., Понятный самоучитель Excel 2010. – СПб.: Питер, 2010. – 256с.</li> </ul> <ol style="list-style-type: none"> <li>1. Article -</li> <li>2. Web-site <ul style="list-style-type: none"> <li>• <a href="http://www.lessons-tva.info/">http://www.lessons-tva.info/</a></li> <li>• <a href="http://vse-res.h.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html">http://vse-res.h.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html</a></li> <li>• <a href="http://pc-azbuka.ru/">http://pc-azbuka.ru/</a></li> <li>• <a href="http://eduinformatika.ru/moodle/">http://eduinformatika.ru/moodle/</a></li> </ul> </li> <li>3. Video – <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=GW7-Dj54KB4&amp;hd=1">https://www.youtube.com/watch?v=GW7-Dj54KB4&amp;hd=1</a></li> <li>• <a href="http://www.teachvideo.ru/course/195">http://www.teachvideo.ru/course/195</a></li> </ul> </li> <li>4. Other _____</li> </ol> <p><b>Necessary logistical recourses –</b> laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- The necessity of management,</li> <li>- The basic definitions of management,</li> <li>- The need to apply management</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- define management as a science,</li> <li>- Know application areas of the management</li> <li>- Know related sciences of the management</li> </ul>
<p><b>Assessment criteria –</b></p>

<ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 8: Day ___13-05-2016___. Hours-2-.</b></p>
<p><b>Theme</b> Object and subject of management, organizational structure</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. The definition of the object and the subject,</li> <li>2. Company's organizational structure,</li> <li>3. The role of the object and the subject of management</li> </ol>
<p><b>Basic concepts</b> Object of management, subject, organizational structure, hierarchy, subordination</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>5. Literature</b></p> <ul style="list-style-type: none"> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Новсеруан MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Уокенбах Джон, Excel 2013. Библия пользователя.: Пер. С англ. – М.: ООО “И.Д.Вильямс”, 2015. – 928 с.</li> <li>• Волков В.Б., Понятный самоучитель Excel 2010. – СПб.: Питер, 2010. – 256с.</li> </ul> <p><b>6. Article</b> -</p> <p><b>7. Web-site</b>–</p> <ul style="list-style-type: none"> <li>• <a href="http://www.lessons-tva.info/">http://www.lessons-tva.info/</a></li> <li>• <a href="http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html">http://vse-resh.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html</a></li> <li>• <a href="http://pc-azbuka.ru/">http://pc-azbuka.ru/</a></li> <li>• <a href="http://eduinformatika.ru/moodle/">http://eduinformatika.ru/moodle/</a></li> </ul> <p><b>8. Video</b> –</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=GW7-Dj54KB4&amp;hd=1">https://www.youtube.com/watch?v=GW7-Dj54KB4&amp;hd=1</a></li> <li>• <a href="http://www.teachvideo.ru/course/195">http://www.teachvideo.ru/course/195</a></li> </ul> <p><b>9. Other</b> _____</p> <p>Necessary logistical recourses – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- the definition of the subject and the object of management</li> <li>- the role of the object and the subject of management on enterprise organizational form</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- distinguish between subject and object of management</li> <li>- know their role in the management process</li> <li>- know the basic organizational forms</li> </ul>
<p><b>Assessment criteria</b> –</p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 9: Day ___16-05-2016___. Hours-2-.</b></p>
<p><b>Theme</b> American and Japanese marketing models, their usage</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. Introduction to management models.</li> <li>2. The differences and similarities of management models,</li> </ol>

3. The usage of models in practice
<b>Basic concepts</b> Management models, management standards, national mentality, efficiency models
<b>Teaching method</b> - frontal, interactive, demonstration
<b>1. Literature</b> - <ul style="list-style-type: none"> <li>• Новиковский Е.А., Учебное пособие «Работа в MS Office 2007: Word, Excel, PowerPoint» - Барнаул, типография АлтГТУ, 2012. – 230 с.</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Hovsepyan MS Windows, MS Office (Word, Excel, Access...) software systems</li> </ul> <b>2. Article</b> - <b>3. web-site</b> – <ul style="list-style-type: none"> <li>• <a href="http://www.lessons-tva.info/">http://www.lessons-tva.info/</a></li> <li>• <a href="http://vse-resn.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html">http://vse-resn.ru/microsoft-office/144-microsoft-office/1284-uroki-MS-Word-chast-1-video-onlayn-.html</a></li> <li>• <a href="http://pc-azbuka.ru/">http://pc-azbuka.ru/</a></li> <li>• <a href="http://eduinformatika.ru/moodle/">http://eduinformatika.ru/moodle/</a></li> </ul> <b>4. Video</b> - <b>5. Other</b> _____ Necessary <b>logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard
<b>By assimilating the theme the student will know</b> <ul style="list-style-type: none"> <li>- Types of management models</li> <li>- Comparative characteristic features of management models</li> </ul>
<b>By assimilating the theme the student will be able to</b> <ul style="list-style-type: none"> <li>- Distinguish management models,</li> <li>- Know the effectiveness of the models in particular situations.</li> </ul>
<b>Assessment criteria</b> – <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<b>Meeting 10: Day ___16-05-2016___. Hours-2-.</b>
<b>Theme</b> The main stages of management, their analysis
<b>Questions under discussion</b> <ol style="list-style-type: none"> <li>1. Management stages: planning, organization, motivation and control</li> <li>2. The analysis of stages and the importance of management</li> </ol>
<b>Basic concepts</b> Planning, organization, motivation, control.
<b>Teaching method</b> - frontal, interactive, demonstration



<p><b>1. Literature -</b></p> <ul style="list-style-type: none"> <li>• Леонов В., PowerPoint 2010 с нуля. — М. : Эксмо, 2010. —320 с.</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Novseryan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Новиковский Е.А., Учебное пособие «Работа в MS Office 2007: Word, Excel, PowerPoint» - Барнаул, типография АлтГТУ , 2012. – 230 с.</li> </ul> <p><b>2. Article -</b></p> <p><b>3. Web-site –</b></p> <ul style="list-style-type: none"> <li>• <a href="http://nashol.com/obuchenie-komputernim-programmam">http://nashol.com/obuchenie-komputernim-programmam</a></li> <li>• <a href="http://www.sngsnick.com/2014/08/microsoft-word-2010.html">http://www.sngsnick.com/2014/08/microsoft-word-2010.html</a></li> </ul> <p><b>4. Video –</b></p> <ul style="list-style-type: none"> <li>• <a href="http://video-lesson.biz/tags/PowerPoint/">http://video-lesson.biz/tags/PowerPoint/</a></li> </ul> <p><b>5. Other _____</b></p> <p><b>Necessary logistical recourses –</b> laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- Main stages of the management,</li> <li>- The sequence and the importance of management stages</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Define the main stages of management,</li> <li>- Understand the process of continuity,</li> <li>- Differentiate the main stages of management</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 11: Day <u>20-05-2016</u>. Hours-2-</b></p>
<p><b>Theme</b> Staff, the mainstreams of management</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. What is a staff,</li> <li>2. How to staff a team,</li> <li>3. The mainstreams of leadership</li> </ol>
<p><b>Basic concepts</b> Staff, involvement, employee, work place, working process, the system of managing staff</p>
<p><b>Teaching method -</b> frontal, interactive, demonstration</p>
<p><b>1. Literature -</b></p> <ul style="list-style-type: none"> <li>• Леонов В., PowerPoint 2010 с нуля. — М. : Эксмо, 2010. —320 с.</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Novseryan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Новиковский Е.А., Учебное пособие «Работа в MS Office 2007: Word, Excel, PowerPoint» - Барнаул, типография АлтГТУ , 2012. – 230 с.</li> </ul> <p><b>2. Article -</b></p> <p><b>3. Website –</b></p> <ul style="list-style-type: none"> <li>• <a href="http://nashol.com/obuchenie-komputernim-programmam">http://nashol.com/obuchenie-komputernim-programmam</a></li> <li>• <a href="http://www.sngsnick.com/2014/08/microsoft-word-2010.html">http://www.sngsnick.com/2014/08/microsoft-word-2010.html</a></li> </ul> <p><b>4. Video –</b></p> <ul style="list-style-type: none"> <li>• <a href="http://video-lesson.biz/tags/PowerPoint/">http://video-lesson.biz/tags/PowerPoint/</a></li> </ul> <p><b>Other _____</b></p> <p><b>Necessary logistical recourses –</b> laboratory equipped with personal computers per student, projector</p>

and electronic whiteboard
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- Give the definition of staff,</li> <li>- Know the main principles of managing staff</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Choose and apply special design for forming presentations</li> <li>- Insert and format texts in the mode of presentation</li> <li>- Insert special types of objects in slides for making presentation picturesque</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 12: Day ____20-05-2016____. Hours-2-.</b></p>
<p><b>Theme</b> The main requirements of a modern manager.</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. The similarities and differences between manager and leader</li> <li>1. The modern requirements for managers</li> </ol>
<p><b>Basic concepts</b> Leader, manager, management style, adjacent sciences, psychology, typology of people</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>1. Literature -</b></p> <ul style="list-style-type: none"> <li>• Леонов В., PowerPoint 2010 с нуля. — М. : Эксмо, 2010. —320 с.</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Novsepyan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Новиковский Е.А., Учебное пособие «Работа в MS Office 2007: Word, Excel, PowerPoint» - Барнаул, типография АлтГТУ , 2012. – 230 с.</li> </ul> <p><b>2. Article -</b></p> <p><b>3. Web-site–</b></p> <ul style="list-style-type: none"> <li>• <a href="http://nashol.com/obuchenie-komputernim-programmam">http://nashol.com/obuchenie-komputernim-programmam</a></li> <li>• <a href="http://www.sngsnick.com">http://www.sngsnick.com</a></li> </ul> <p><b>4. video –</b></p> <ul style="list-style-type: none"> <li>• <a href="http://video-lesson.biz/tags/PowerPoint/">http://video-lesson.biz/tags/PowerPoint/</a></li> </ul> <p><b>5. Other _____</b> Necessary logistical recourses – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- Who is the leader,</li> <li>- Who is the manager,</li> <li>- The requirements of a manager</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Give the descriptive criteria of a leader and a manager</li> <li>- Know the main requirements of a manager</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 13: Day ____23-05-2016____. Hours-2-.</b></p>
<p><b>Theme</b> The choice of management style according to the environment</p>

<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. What is a management style,</li> <li>2. The main types of management style,</li> <li>1. How to choose the right management style according to environment</li> </ol>
<p><b>Basic concepts</b></p> <p>Management style, fields of economics, staff, liberal style, authoritarian style, inner and outer environment of organization</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>1. Literature</b> -</p> <ul style="list-style-type: none"> <li>• Леонов В., PowerPoint 2010 с нуля. — М. : Эксмо, 2010. —320 с.</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> <li>• V. Novseryan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Новиковский Е.А., Учебное пособие «Работа в MS Office 2007: Word, Excel, PowerPoint» - Барнаул, типография АлтГТУ, 2012. – 230 с.</li> </ul> <p><b>2. Article</b> -</p> <p><b>3. Web-site</b> –</p> <ul style="list-style-type: none"> <li>• <a href="http://nashol.com/obuchenie-komputernim-programmam">http://nashol.com/obuchenie-komputernim-programmam</a></li> <li>• <a href="http://www.sngsnick.com">http://www.sngsnick.com</a></li> </ul> <p><b>4. Video</b> –</p> <ul style="list-style-type: none"> <li>• <a href="http://video-lesson.biz/tags/PowerPoint/">http://video-lesson.biz/tags/PowerPoint/</a></li> </ul> <p><b>5. Other</b> _____</p> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- The mainstreams of management style</li> <li>- The problems of the right choice of the management style according to the managed enterprise</li> <li>- How to achieve a good result by choosing the proper management style</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Define the types of management style</li> <li>- Know the criteria of choosing the proper style according to the field management</li> </ul>
<p><b>Assessment criteria</b> –</p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 14: Day ___23-05-2016___, Hours-2-.</b></p>
<p><b>Theme</b></p> <p>The modern issues of applied management</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. Management as a regularly refreshing science,</li> <li>2. The influence of modern scientific and technological progress on management,</li> <li>1. The modern 'war-calls' of applied management</li> </ol>
<p><b>Basic concepts</b></p> <p>Management, technique, technology, scientific and technological progress, economy, resources, staff, inner and outer environment,</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>1. Literature</b> -</p> <ul style="list-style-type: none"> <li>• Хеннер Е.К. и др., Основы компьютерной грамотности: Базовый учебный курс / - М.: Изд. дом «Обучение-Сервис», 2006.</li> <li>• V. Novseryan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> </ul>

<p>2. Article -</p> <p>3. Website –</p> <ul style="list-style-type: none"> <li>• <a href="http://learn4you.ru/Course/Access+2007/">http://learn4you.ru/Course/Access+2007/</a></li> <li>• <a href="http://access-2007.ru/">http://access-2007.ru/</a></li> <li>• <a href="http://video-lesson.biz/videolesson/comp/microsoft/83-videokurs-microsoft-access-2007-2007.html">http://video-lesson.biz/videolesson/comp/microsoft/83-videokurs-microsoft-access-2007-2007.html</a></li> </ul> <p>4. Video –</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=6SRq_tDyaUo&amp;hd=1">https://www.youtube.com/watch?v=6SRq_tDyaUo&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=8Ky83bdAF4Y&amp;hd=1">https://www.youtube.com/watch?v=8Ky83bdAF4Y&amp;hd=1</a></li> </ul> <p>5. Other _____</p> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- Issues of modern management,</li> <li>- How to economize resources by means of management</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Know the issues of modern management</li> <li>- Identify factors affecting management optimization</li> </ul>
<p><b>Assessment criteria</b> –</p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 15: Day ___27-05-2016___. Hours-2-.</b></p>
<p><b>Theme</b> Enterprise, working environment as a system</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. What is an enterprise</li> <li>2. What is a system, the types of a system</li> <li>1. The main elements which are included in the system of enterprise</li> </ol>
<p><b>Basic concepts</b> An enterprise, the branches of economics, a system, open and closed systems, inner and outer environment</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p>1. Literature -</p> <ul style="list-style-type: none"> <li>• Хеннер Е.К. и др., Основы компьютерной грамотности: Базовый учебный курс / - М.: Изд. дом «Обучение-Сервис», 2006.</li> <li>• V. Hovsepyan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> </ul> <p>2. Article -</p> <p>3. Web-site–</p> <ul style="list-style-type: none"> <li>• <a href="http://learn4you.ru/Course/Access+2007/">http://learn4you.ru/Course/Access+2007/</a></li> <li>• <a href="http://access-2007.ru/">http://access-2007.ru/</a></li> <li>• <a href="http://video-lesson.biz/videolesson/comp/microsoft/83-videokurs-microsoft-access-2007-2007.html">http://video-lesson.biz/videolesson/comp/microsoft/83-videokurs-microsoft-access-2007-2007.html</a></li> </ul> <p>4. video–</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=6SRq_tDyaUo&amp;hd=1">https://www.youtube.com/watch?v=6SRq_tDyaUo&amp;hd=1</a></li> <li>• <a href="https://www.youtube.com/watch?v=8Ky83bdAF4Y&amp;hd=1">https://www.youtube.com/watch?v=8Ky83bdAF4Y&amp;hd=1</a></li> </ul> <p>5. Other _____</p> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p>

<ul style="list-style-type: none"> <li>- What is an enterprise</li> <li>- What is a system</li> <li>- What is a working environment</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Give the definition of an enterprise</li> <li>- Know system and its types</li> <li>- Understand what the working environment is</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 16: Day ___27-05-2016___. Hours-2-.</b></p>
<p><b>Theme</b> The official look formation in modern enterprises</p>
<p><b>Question under discussion</b></p> <ol style="list-style-type: none"> <li>1. Employee as a separate cell of collective</li> <li>2. What is an official look, how is it formed</li> <li>1. Why is official look formation important in enterprises</li> </ol>
<p><b>Basic concepts</b> Employee, collective, enterprise, workplace, official look, service, customer</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<ol style="list-style-type: none"> <li>1. Literature - <ul style="list-style-type: none"> <li>• Хеннер Е.К. и др., Основы компьютерной грамотности: Базовый учебный курс / - М.: Изд. дом «Обучение-Сервис», 2006.</li> <li>• V. Hovsepyan MS Windows, MS Office (Word, Excel, Access...) software systems</li> <li>• Спиридонов О.В., Microsoft Office 2007 для пользователя. 2010. – 1097 с.</li> </ul> </li> <li>2. Article -</li> <li>3. website – <ul style="list-style-type: none"> <li>• <a href="http://learn4you.ru/Course/Access+2007/">http://learn4you.ru/Course/Access+2007/</a></li> <li>• <a href="http://access-2007.ru/">http://access-2007.ru/</a></li> <li>• <a href="http://video-lesson.biz/videolesson/comp/microsoft/83-videokurs-microsoft-access-2007-2007.html">http://video-lesson.biz/videolesson/comp/microsoft/83-videokurs-microsoft-access-2007-2007.html</a></li> </ul> </li> <li>4. Video -</li> <li>5. Other _____</li> </ol> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- What is an official look,</li> <li>- How is official look formed,</li> <li>- Why is it necessary to form official look</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Know the role of employee in enterprise</li> <li>- Understand the principles and importance of official look formation</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 17: Day ___30-05-2016___. Hours-2-.</b></p>
<p><b>Theme</b> Workplace, description and adaptation</p>

<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. What is a workplace</li> <li>2. The description of the workplace</li> <li>3. The adaptation of an employee, his routine</li> </ol>
<p><b>Basic concepts</b> Enterprise, employee, workplace, adaptation of an employee</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>1. Literature</b> -</p> <ul style="list-style-type: none"> <li>• Хеннер Е.К. и др., Основы компьютерной грамотности: Базовый учебный курс / - М.: Изд. дом «Обучение-Сервис», 2006.</li> <li>• Интернет. Учебник./Муртазин Э.В. – М.: ДМК, 1999. – 416 с.</li> </ul> <p><b>2. Article</b></p> <p><b>3. website</b> –</p> <ul style="list-style-type: none"> <li>• <a href="http://www.neumeka.ru/internet_obuchenie.html">http://www.neumeka.ru/internet_obuchenie.html</a></li> <li>• <a href="http://www.neumeka.ru/elektronnaya_pochta.html">http://www.neumeka.ru/elektronnaya_pochta.html</a></li> <li>• <a href="http://compteacher.ru/nets/1331-internet-dlya-nachinayuschih-ch.1-video-obuchenie.html">http://compteacher.ru/nets/1331-internet-dlya-nachinayuschih-ch.1-video-obuchenie.html</a></li> <li>• <a href="http://www.specialist.ru/course/int1">http://www.specialist.ru/course/int1</a></li> <li>• <a href="http://edu-nn.ru/e-mail.html">http://edu-nn.ru/e-mail.html</a></li> </ul> <p><b>4. Video</b>  <a href="http://subscribe.ru/group/internet-dlya-nachinayuschih-polzovatelej/18153/">http://subscribe.ru/group/internet-dlya-nachinayuschih-polzovatelej/18153/</a>  <a href="https://www.youtube.com/watch?v=pIl0yHOykAY&amp;hd=1">https://www.youtube.com/watch?v=pIl0yHOykAY&amp;hd=1</a>  <a href="https://www.youtube.com/watch?v=UsW8v70clM&amp;hd=1">https://www.youtube.com/watch?v=UsW8v70clM&amp;hd=1</a>  <a href="http://edu-nn.ru/e-mail.html">http://edu-nn.ru/e-mail.html</a></p> <p><b>5. Other</b> _____</p> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- What is a workplace</li> <li>- Description of a workplace</li> <li>- The adaptation of an employee, his routine</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Know what is a workplace</li> <li>- Understand what is adaptation and why is it important</li> </ul>
<p><b>Assessment criteria</b> –</p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 18: Day</b> <u>30-05-2016</u>. <b>Hours</b>-2-.</p>
<p><b>Theme</b> Professional ethics, how to achieve it</p>
<p><b>Question under discussion</b></p> <ol style="list-style-type: none"> <li>1. What are professional ethics</li> <li>2. Why are professional ethics important</li> <li>3. How to achieve the rise of professional ethics</li> </ol>
<p><b>Basic concepts</b> Enterprise vision, economic profit and result, professional ethics, staff complex development</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard</p>
<p><b>By assimilating the theme the student will know</b></p>

<ul style="list-style-type: none"> <li>- What is a vision of enterprise</li> <li>- What are professional ethics</li> <li>- How to achieve the rise of professional ethics.</li> </ul>
<p><b>By assimilating the theme the student will be able to</b></p> <ul style="list-style-type: none"> <li>- Understand the vision of modern enterprise and economic profit</li> <li>- Evaluate the importance of professional ethics in serving system</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 19: Day ___03-06-2016___. Hours-2-.</b></p>
<p><b>Theme</b> Dress code , brand, slogan, Description and their roles</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. What are dress code, brand and slogan</li> <li>2. How to choose elements in harmony with enterprise</li> </ol>
<p><b>Basic concepts</b> Dress code, brand, slogan, enterprise, economic activities, service quality</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<ol style="list-style-type: none"> <li>1. Literature -</li> <li>2. Article – <ul style="list-style-type: none"> <li>• <a href="http://www.teryra.com/view_articl.php?id=101">http://www.teryra.com/view_articl.php?id=101</a> – « Многофункциональное устройство - что это такое? Какой МФУ лучше купить для дома и офиса?»</li> </ul> </li> <li>3. Web-site– <a href="http://www.compgramotnost.ru/sostav-computera/chto-takoe-skanner-i-kak-im-polzovatsya">http://www.compgramotnost.ru/sostav-computera/chto-takoe-skanner-i-kak-im-polzovatsya</a></li> <li>4. Video – <a href="https://www.youtube.com/watch?v=Tsc8CNd-pKk&amp;hd=1">https://www.youtube.com/watch?v=Tsc8CNd-pKk&amp;hd=1</a></li> <li>5. Other -</li> </ol> <p><b>Necessary logistical recourses</b> – laboratory equipped with personal computers per student, projector and electronic whiteboard.</p>
<p><b>By assimilating the theme the student will know</b></p> <ul style="list-style-type: none"> <li>- Definitions of dress code, brand, and slogan</li> <li>- The importance of the service quality depending on the preferable policy of enterprise</li> </ul>
<p><b>By mastering the theme the student can</b></p> <ul style="list-style-type: none"> <li>- Understand the description of the policy chosen by enterprise</li> </ul>
<p><b>Assessment criteria –</b></p> <ul style="list-style-type: none"> <li>- competence in software material, the degree of assimilation,</li> <li>- participation in discussions,</li> <li>- Logicality, completeness, objectivity, culture of stating of responses.</li> </ul>
<p><b>Meeting 20: Day ___03-06-2016___. Hours-2-.</b></p>
<p><b>Theme</b> What does the enterprise gain by forming official and professional image?</p>
<p><b>Questions under discussion</b></p> <ol style="list-style-type: none"> <li>1. The strategic profit of enterprise in forming official and professional image</li> <li>2. The policy of the formation of professional image in modern enterprises</li> </ol>
<p><b>Basic concepts</b> Enterprise, human resources, official look, service policy</p>
<p><b>Teaching method</b> - frontal, interactive, demonstration</p>
<ol style="list-style-type: none"> <li>1. Literature - <ul style="list-style-type: none"> <li>• Хеннер Е.К. и др., Основы компьютерной грамотности: Базовый учебный курс / -</li> </ul> </li> </ol>

М.: Изд. дом «Обучение-Сервис», 2006.

- Интернет. Учебник./Муртазин Э.В. – М.: ДМК, 1999. – 416 с.

2. Article –

- [http://www.teryra.com/view\\_articl.php?id=101](http://www.teryra.com/view_articl.php?id=101) – « Многофункциональное устройство – что это такое? Какой МФУ лучше купить для дома и офиса?»

3. Web-site–

- [http://www.neumeka.ru/internet\\_obuchenie.html](http://www.neumeka.ru/internet_obuchenie.html)
- [http://www.neumeka.ru/elektronnaya\\_pochta.html](http://www.neumeka.ru/elektronnaya_pochta.html)
- <http://compteacher.ru/nets/1331-internet-dlya-nachinayuschih-ch.1-video-obuchenie.html>
- <http://www.specialist.ru/course/int1>
- <http://edu-nn.ru/e-mail.html>
- <http://www.compgramotnost.ru/sostav-computera/chto-takoe-skanner-i-kak-im-polzovatsya>

4. Video –

- <http://subscribe.ru/group/internet-dlya-nachinayuschih-polzovatelej/18153/>
- <https://www.youtube.com/watch?v=pIl0yHOykAY&hd=1>
- <https://www.youtube.com/watch?v=UsW8v70cIM&hd=1>
- <http://edu-nn.ru/e-mail.html>
- <https://www.youtube.com/watch?v=Tsc8CNd-pKk&hd=1>

5. Other \_\_\_\_\_

**Necessary logistical recourses** – laboratory equipped with personal computers per student, projector and electronic whiteboard.

**By assimilating the theme the student will know**

- Necessity of the official and professional image formation in enterprise and the profit of enterprise in it

**By assimilating the theme the student will be able to**

- Understand the principles and importance of official image formation of enterprise

**Assessment criteria** –

- competence in software material, the degree of assimilation,
- participation in discussions,
- Logicality, completeness, objectivity, culture of stating of responses.