MINISTRY OF SCIENCE AND HIGHER EDUCATION OF RUSSIAN FEDERATION
Federal State Autonomous Educational Institution for Higher Education
"NORTH-CAUCASUS FEDERAL UNIVERSITY"
Pyatigorsk Institute (branch) NCFU

APPROVED BY:

Director of the Pyatigorsk Institute
 (branch) NCFU

_____ T.A. Shebzukhova
«__» _____ 20__

ASSESSMENT FUND
for current control and intermediate certification

(ELECTRONIC DOCUMENT)

By discipline	«Корпоративная культура в туризме / Corporate Culture in Tourism»
Direction of training / specialty:	43.03.02 Tourism / International tourism
Graduate qualification:	bachelor
Mode of study:	full-time
Curriculum:	2021
Studied in 3 term	

Foreword

1. Funds of assessment tools are focused on assessing the achievement of learning outcomes planned in the educational program, and the level of formation of all competencies declared in the educational program.

2. The fund of assessment tools for current control and intermediate certification is developed on the basis of the work program of the discipline «Корпоративная культура в туризме / Corporate Culture in Tourism» in accordance with the educational program in the field of training (43.03.02 Tourism), approved at the meeting of the NCFU Academic Council Protocol _____от «____» _____ 20__.

3. Developed by _____ M.L. Kardanova, Senior Lecturer of Sub-department of T&HB

4. Fund of assessment tools reviewed and approved at the meeting of the sub-department T&HB Protocol № ___ from «__» _____ 20__.

5. Fund of assessment tools agreed with the issuing Sub-department of T&HB Protocol № ___ from «__» _____ 20__.

6. The examination was carried out Fund of assessment tools. The members of the panel who conducted the internal examination:
Chairman   _____I.V.Ogarkova, Acting Head of (graduating) Sub-department of T&HB

_____O.A. Kartasheva, Associate Professor of Sub-department of T&HB

_____Y.V. Chernyh, Director of Travel Agency «Discovery»

7. Expert opinion: The fund of assessment tools for conducting current control and intermediate certification in the discipline «Корпоративная культура в туризме / Corporate Culture in Tourism»corresponds to the work program of the discipline for students in the direction of preparation 43.03.02 Tourism and can be used in the educational process.

Chairman _____I.V.Ogarkova, Acting Head of (graduating) Sub-department of T&HB

_____O.A. Kartasheva, Associate Professor of Sub-department of T&HB

_____Y.V. Chernyh, Director of Travel Agency «Discovery»

8. Term of validity Fund of assessment tools: ___ academic year

Passport of the evaluation Fund
for carrying out the current control and intermediate certification

By discipline   «Корпоративная культура в туризме / Corporate Culture in
                                             Tourism»
Direction of training / specialty: 43.03.02 Tourism / International tourism
Graduate qualification: bachelor
Mode of study: full-time
Curriculum: 2021

Code assessed competency (or parts of it)	Stage formation competence (№ theme) (in accordance with the working program)	Assessment tools and technologies	Type of control, certification (current / intermediate)	Type of control (oral, written or using technical means)	The name of assessment tool	Number of tasks for each level pieces	
						Basic level	Advanced level
UC-5 PC-1 PC-9	1 – 15	interview	current	oral	Questions for the interview	30	15
UC-5 PC-1 PC-9	1 – 15	exam	intermediate	oral	Questions to exam	57	33

Compiler _____ M.L. Kardanova
  (signature)

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APPROVED BY:

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Questions for the interview
of the discipline «Корпоративная культура в туризме / Corporate Culture in Tourism»

Basic level

Theme 1. The concept of ethics as a science.
1. The concept and essence of ethics.
2. Categories of ethics.

Theme 2. Basic Ethical Teachings.
1. Basic ethical religious teachings.
2. Basic ethical philosophical teachings.

Theme 3. Morality as a subject of ethics.
1. Different approaches to the study of morality.
2. The origin and essence of morality.

Theme 4. Content of professional ethics.
1. Principles of personal, professional and global ethics.
2. The concept of "professional ethics".

Theme 5. Ethics of entrepreneurship.
1. Structure of business ethics.
2. Formation of the ethics of business as a scientific discipline.

Theme 6. Ethical basis of professional activity.
1. Fundamentals of professional activity.
2. The importance of ethics in professional work.

Theme 7. Professional ethics and etiquette in the sphere of tourism.
1. Professional competence of tourist company employee.
2. Levels of competence.

Theme 8. Ethics specialist in the sphere of tourism.
1. Requirements for professional behavior of workers in the contact area.
2. Code of Professional Ethics.

Theme 9. Specificity of the organization of oral forms of business communication.
1. Business communication: types and forms.
2. Specificity of the organization of oral forms of business communication (business conversation, business telephone conversation).

Theme 10. The problem of ethical relations in the team.

1. Socio-psychological characteristics of the working group.
2. Types of relationships in the system leader - subordinate Moral and psychological climate of the team.

Theme 11. Managerial ethics.
1. Ethics and etiquette in the "leader-subordinate" system.
2. Traditional classification of leadership styles: authoritarian, democratic and liberal.

Theme 12. Ethics of partnership relations in the sphere of tourism.
1. Prerequisites for conflict in the process of communication.
2. Rules of conduct in conflict.

Theme 13. Etiquette as a social phenomenon.
1. The history of world etiquette.
2. The requirements of modern etiquette.

Theme 14. Features of business etiquette.
1. Types of receptions and visits.
2. Rules of business etiquette.

Theme 15. Ethics and etiquette of a business person.
1. Image of a modern business man.
2. Gifts among business people.

Advanced level

Theme 1. The concept of ethics as a science.
1. The main stages of the development of ethics.

Theme 2. Basic Ethical Teachings.
1. The main directions of ethics.

Theme 3. Morality as a subject of ethics.
1. The structure of morality.

Theme 4. Content of professional ethics.
1. Social functions of professional ethics.

Theme 5. Ethics of entrepreneurship.
1. Ethical code of the entrepreneur.

Theme 6. Ethical basis of professional activity.
1. Structure of professionalism.

Theme 7. Professional ethics and etiquette in the sphere of tourism.
1. Stages of professionalism.

Theme 8. Ethics specialist in the sphere of tourism.
1. Features of the profession of a specialist in the sphere of tourism.

Theme 9. Specificity of the organization of oral forms of business communication.
1. Business negotiations as the main form of business communication.

Theme 10. The problem of ethical relations in the team.
1. Classification of personality psychotypes.

Theme 11. Managerial ethics.
1. The choice of the optimal leadership style.

Theme 12. Ethics of partnership relations in the sphere of tourism.
1. Rules of conduct in conflict.

Theme 13. Etiquette as a social phenomenon.
1. Features of etiquette in different countries.

Theme 14. Features of business etiquette.
1. The rules of communication at the table.

Theme 15. Ethics and etiquette of a business person.
1. The image of a business man.

1. Criteria for competency assessment.

Assessment "excellent" is given to the student if the theoretical content of the course is mastered completely, without spaces; comprehensively, consistently, clearly and logically harmoniously sets out the material; freely copes with tasks, questions and other types of application of knowledge; uses the additional material in the answer; all the tasks stipulated by the program are completed; the quality of their implementation is estimated by the number of points close to the maximum; analyzes the results; shows independence in completing assignments.

*Assessment «well»*it is presented to the student if the theoretical content of the course has been fully mastered, the necessary practical competencies are basically formed, all the training tasks provided for in the training program are completed, and the quality of their implementation is quite high. The student knows the material firmly, correctly and essentially sets out it, avoiding significant inaccuracies in the answer to the question.

Assessment "satisfactory" is exposed to the student if the theoretical content of the course is partially mastered, but the gaps are not significant, most of the tasks provided by the program are completed, but there are errors, the student admits inaccuracies in answering the question, insufficiently correct wording, there are violations of the logical sequence in the presentation of program material .

Assessment "unsatisfactory" is exposed to the student if he does not know a significant part of the program material, makes significant mistakes, hesitates, performs practical work with great difficulty, the necessary practical competencies are not formed, most of the training tasks provided for in the training program are not completed, the quality of their implementation is estimated by the number of points close to the minimum.

2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is assessed in the course of ongoing monitoring and intermediate certification.

Current control

№	Type of activity of students	Terms of implementation	Amount of points
	3 term		
1.	Interview on themes 1-5	5 week	15

2.	Interview on themes 6-9	10 week	20
3.	Interview on themes 10-15	15 week	20
		Total for 3 term	**55**
		Total	**55**

The maximum possible score for the entire current control is set equal to 55. The current control measure is considered «pass» if a student got not less than 60% of the established maximum score. Rating score applied to the student for the current control measure, passed by a student on control activities schedule, is defined as follows:

Level of control task completion	Rating score
Excellent	100
Good	80
Satisfactory	60
Unsatisfactory	0

3. Methodological materials that determine the procedures for assessing knowledge, skills and (or) experience of activities that characterize the stages of formation of competencies.

The procedure for conducting this assessment event includes the selection and study of literature on the Theme of interviews, a brief summary of the material studied.

The interview allows you to check the formation of competence UC-5 - the ability to perceive the intercultural diversity of society in socio-historical, ethical and philosophical contexts, PC-1 - the ability to organize the work of performers, make decisions on the organization of tourist activities, PC-9 the ability to carry out internal and external professional communications.

To prepare for this assessment exercise of an increased level, it is necessary to prepare and present a detailed summary. Revealing the content of questions of a higher level, it is necessary to demonstrate an understanding of the essence of the stated.

In preparation for the interview, the student is given the right to use the materials prepared by him

During the interview, the following are assessed: the ability to conduct a conversation, the level of knowledge of the material, literacy, the sequence of presentation of the material.

Evaluation sheet

№	F.N.O.	The level of technical knowledge	Correctness of speech	Logic	Completeness of response	Assessment
1.						

Compiler _____ M.L. Kardanova
 (signature)

«____» _____ 20__

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Questions for the exam
of the discipline «Профессиональная этика и этикет в международном туризме/
Professional ethics and etiquette in international tourism»

Basic level

To know: 1. Differentiation of the concepts "ethics, morality, morality".
2. The concept and essence of ethics.
3. Sections of ethics.
4. Categories of ethics.
5. Basic directions of ethics.
6. Basic ethical religious teachings.
7. Basic ethical philosophical teachings.
8. Origin and essence of morality.
9. The structure of morality.
10. Functions of morals.
11. Types and features of moral standards.
12. The concept of "professional ethics".
13. Content of professional ethics.
14. Types of professional ethics.
15. Social functions of professional ethics.
16. Formation of the ethics of business as a scientific discipline.
17. Structure of business ethics.
18. Religion and business.
19. The concept of competence.
20. The essence of professionalism.
21. Socio-psychological characteristics of the working group.
22. Types of relationships in the executive-subordinate system.
23. Ethics and etiquette in the "leader-subordinate" system.
24. Traditional classification of leadership styles: authoritarian, democratic and liberal.
25. Basic concepts of etiquette.
26. Types of etiquette.
27. Requirements of modern etiquette.

28. Types of business cards and their use.

To be able, to master:
29. Fundamentals of professional activity.
30. Ethics summary.
31. Supporting the level of competence.
32. Requirements for professional behavior of workers in the contact area.
33. The essence of professional ethics of service workers.
34. Ethics and business phone etiquette.
35. Business conversation.
36. Ethical features of a business conversation.
37. Negotiations.
38. Moral and psychological climate of the team.
39. The concept of corporate culture.
40. Corporate image.
41. Choosing the best management style.
42. Prerequisites for conflict in the process of communication.
43. The strategy of behavior in a conflict situation.
44. Prevention of stress in business communication.
45. Methods to relieve psychological stress in conflict.
46. Features of non-verbal communication in different countries.
47. Gifts in the business world, tips, flowers.
48. Rules of business etiquette.
49. The concept of presentation.
50. Peculiarities of business communication and etiquette among different peoples.
51. Types of receptions and visits.
52. Organization of receptions (cocktail, lunch, fourchette, tea).
53. The basic rules of table etiquette.
54. Features of communication at the table.
55. Image of a modern business man.
56. Appearance of employees.
57. Registration of business cards.

Advanced level

To know:
1. The main stages of the development of ethics.
2. The morale of modern times.
3. Religious ethical teaching of Confucius.
4. Philosophical ethical teaching of Leo Tolstoy.
5. Different approaches in the study of morality.
6. Theories of the origin of morality.
7. Principles of personal ethics.
8. Principles of professional ethics.
9. Principles of World Ethics.
10. Conditions for the formation of civilized ethics.
11. Modern concepts of business ethics.
12. Deontological ethics of business.

13. Professional maturity of the working group.

14. The problem of leadership.

15. Classification of personality psychotypes.

16. The notion of corrective behavior of the manager.

17. The history of world etiquette.

18. The value of a business card in the business world.

To be able, 19. The ethical code of the entrepreneur.

to master: 20. Levels of competence.

21. Stages of professionalism.

22. Code of Professional Ethics.

23. Professional behavior of workers in the service sector.

24. Tactical methods of negotiation.

25. Ways to improve the ethical level of the organization.

26. Ways to improve the ethical level of the organization.

27. The role of the leader in the formation of the team.

28. Rules of conduct in conflict situations.

29. Individual strategy and tactics of stress-resistant behavior.

30. International etiquette.

31. Importance of accounting for the ethical and psychological characteristics of business in different countries.

32. Ethics of diplomatic reception.

33. Culture of business clothes.

1. Criteria for competency assessment:

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2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is

assessed in the course of ongoing monitoring and intermediate certification.

Current control

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Unsatisfactory	0

Interim assessment

The interim assessment in the form of exam provides compulsory examination procedure, and evaluated 40 scores out of 100. If the student's rating score for discipline at the end of the semester is 60, then the program automatically adds 32 bonus points and puts the mark "excellent". The affirmative exam answer of the student is assessed by the rating scores range from 20 to 40 ($20 \leq \text{Exam} \leq 40$), less than 20 scores is «unsatisfactory».

Rating Exam Rating Scale 5-point system

Rating score for the discipline	Five-pointrating
35 – 40	Excellent
28 – 34	Good
20 – 27	Satisfactory

The final grade for the discipline studied in one semester is determined by the sum of the points scored for work during the semester, and the points obtained when passing the exam:

Discipline Rating Scale 5-point rating

Rating score for the discipline	Five-pointrating
88 – 100	Excellent
72 – 87	Good
53 – 71	Satisfactory
<53	Unsatisfactory

3. Methodological materials that determine the procedures for assessing knowledge, skills and (or) experience, characterizing the stages of formation of competencies

The examination procedure is carried out in accordance with the Regulation on the ongoing monitoring of academic performance and intermediate certification of students in higher

education educational programs - undergraduate programs, specialty programs, master's programs - in NCFU.

The exam ticket includes 3 questions. The student has 30 minutes to prepare for the answer to the exam ticket.

The exam procedure allows you to check the formation of competence UC-5 - the ability to perceive the intercultural diversity of society in socio-historical, ethical and philosophical contexts, PC-1 - the ability to organize the work of performers, make decisions on the organization of tourist activities, PC-9 the ability to carry out internal and external professional communications.

Basic level questions allow to identify students' knowledge of the basic terms and concepts of the discipline, the basic professional ethics and etiquette in international tourism.

Questions of an advanced level allow to reveal the students' possession of the skills of professional behavior of an employee in the tourism sector, rules of etiquette.

The student must be ready to fully and reasonably answer the questions of the examination card. The student is given 30 minutes to prepare to answer the exam ticket.

Evaluation sheet

№	F.N.O.	The level of technical knowledge	Correctness of speech		Logic	Completeness of response	Assessment
1.							

Compiler _____ M.L. Kardanova
 (signature)

«____» _____ 20__