

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA NGOẠI NGỮ

ĐỀ THI, ĐÁP ÁN/RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 3, năm học 2023-2024

I. Thông tin chung

Tên học phần:	ĐỌC HIỂU THƯỜNG MẠI READING IN GENERAL BUSINESS		
Mã học phần:	DNN0091	Số tín chỉ:	03
Mã nhóm lớp học phần:	233_DNN0091_01		
Hình thức thi: Trắc nghiệm + Tự luận	Thời gian làm bài:	75	phút
<i>Thí sinh được tham khảo tài liệu:</i>	<input type="checkbox"/> Có	<input checked="" type="checkbox"/> Không	

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO 1	Vận dụng kiến thức các thuật ngữ thuộc các lĩnh vực tiếng Anh thương mại để xử lý các bài đọc thương mại khác nhau.	Trắc nghiệm	30%	1	2đ	PI 4.1 PI 4.3 PI 6.3
CLO 2	Vận dụng kiến thức ngôn ngữ thuộc các lĩnh vực tiếng Anh thương mại để giải quyết các tình huống cụ thể (case study) trong các lĩnh vực thương mại.	Trắc nghiệm + Tự luận	30%	1, 2, 3	Câu 1: 2đ Câu 2: 5đ Câu 3: 3đ	PI 4.1 PI 4.3 PI 6.3
CLO 3	Giải quyết hiệu quả các tình huống (case study) thuộc các lĩnh	Tự luận	40%	2, 3	Câu 2: 5đ Câu 3: 3đ	PI 4.1 PI 4.3 PI 6.3

vực kinh tế, thương mại						
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III. Nội dung câu hỏi thi

Câu hỏi 1: (2 điểm)

Match the 10 business terms with their appropriate definitions (0.2 marks each)

<ol style="list-style-type: none"> 1. Scarcity 2. Opportunity cost 3. Capital goods 4. Mixed economy 5. Entrepreneur 6. Revenue 7. E-commerce 8. Shareholder 9. Flow production 10. Franchise 	<ol style="list-style-type: none"> a. an economy where the resources are owned and controlled by both the private and public sectors b. an individual who has an idea for a business takes the financial risk of starting and managing a new business c. is where large quantities of a product are produced in a continuous process. d. a person or organization who owns shares in a limited company e. there are not enough goods and services to meet the wants of the population f. the amount a business earns from the sale of its products g. a business system where entrepreneurs buy the right to use the name, logo and product of an existing business h. the benefit that could have been gained from an alternative use of the same resource i. a physical goods, such as machinery and delivery vehicles, used by other businesses to help produce other goods and services j. is the online buying and selling of goods and services using computer systems linked to the internet and apps on mobile (cell) phones
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Câu hỏi 2: (5 điểm)

READING COMPREHENSION FOR BUSINESS ENGLISH

ELEVATING BUSINESS ETHICS: NAVIGATING THE MORAL COMPASS OF COMMERCE

In the intricate web of commerce, where transactions occur at the intersection of profit and principle, business ethics emerges as the guiding force, steering organizations toward virtuous

conduct and sustainable success. It encapsulates a set of moral principles, values, and standards that govern the behavior of individuals and institutions within the business realm. In this expansive exploration of business ethics, we delve into its profound significance, its multifaceted impact on stakeholders, and the strategies businesses can employ to cultivate a culture of integrity in today's complex and interconnected world of commerce.

Unveiling the Heart of Business Ethics

At its essence, business ethics embodies the principles of honesty, integrity, fairness, and responsibility. It is about conducting business with a commitment to moral values and ethical standards, even in the face of challenges or temptations. Business ethics extends beyond legal compliance—it represents a higher standard of conduct that reflects an organization's commitment to doing what is right, just, and honorable in all aspects of its operations.

The Strategic Imperative of Business Ethics

Business ethics is not merely a moral imperative; it is also a strategic imperative that influences organizational performance, reputation, and long-term viability. Consider the following ways in which business ethics shapes business outcomes:

Enhanced Reputation and Trust: Ethical behavior builds trust and credibility among stakeholders, including customers, investors, employees, and the wider community. A reputation for integrity can differentiate a business in the marketplace, foster customer loyalty, and attract top talent.

Stakeholder Satisfaction and Loyalty: Prioritizing ethical conduct fosters positive relationships with stakeholders, leading to greater satisfaction, loyalty, and advocacy. Employees are more engaged and committed when they work for an organization that upholds ethical values and treats them with dignity and respect.

Risk Mitigation and Legal Compliance: Adhering to ethical standards helps businesses mitigate legal and regulatory risks, reducing the likelihood of litigation, fines, and reputational damage. By proactively addressing ethical issues and fostering a culture of compliance, organizations can safeguard their reputation and minimize exposure to legal liabilities.

Long-Term Value Creation: Ethical business practices contribute to long-term value creation by promoting sustainability, innovation, and stakeholder engagement. Businesses that prioritize environmental stewardship, social responsibility, and ethical leadership are better positioned to adapt to evolving market trends, mitigate risks, and capitalize on opportunities for growth.

Key Principles of Business Ethics

To foster a culture of integrity within organizations, it is essential to uphold the following core principles of business ethics:

Integrity: Act with honesty, transparency, and consistency in all business dealings. Uphold high ethical standards and adhere to the principles of fairness, truthfulness, and accountability in every decision and action.

Respect: Treat all stakeholders with dignity, respect, and fairness, regardless of differences in background, beliefs, or status. Embrace diversity, equity, and inclusion as fundamental principles that enrich organizational culture and drive innovation and creativity.

Responsibility: Accept accountability for the consequences of decisions and actions. Consider the impact of business activities on stakeholders, society, and the environment, and strive to minimize negative externalities while maximizing positive contributions to the common good.

Trustworthiness: Build trust through reliability, competence, and ethical behavior. Honor commitments, fulfill obligations, and communicate openly and honestly with stakeholders, demonstrating a commitment to transparency and integrity in all interactions.

Compliance: Adhere to legal and regulatory requirements, as well as industry standards and best practices. Implement robust compliance programs, ethical guidelines, and internal controls to ensure adherence to ethical standards and mitigate the risk of misconduct or noncompliance.

Strategies for Promoting Ethical Behavior

To embed ethical values into the fabric of an organization and foster a culture of integrity, leaders can implement the following strategies:

Lead by Example: Demonstrate ethical leadership by modeling integrity, fairness, and ethical decision-making in all aspects of business operations. Set clear expectations for ethical behavior and hold individuals accountable for upholding ethical standards and values.

Provide Training and Education: Offer comprehensive training programs and educational resources to raise awareness of ethical issues and equip employees with the knowledge, skills, and tools to identify and address ethical dilemmas effectively.

Foster Open Communication: Create a culture of transparency, trust, and open communication where employees feel empowered to raise ethical concerns, ask questions, and seek guidance without fear of retaliation or reprisal.

Establish Ethical Codes and Policies: Develop and communicate clear codes of conduct, ethical policies, and organizational values that outline expected standards of behavior and provide guidance on ethical decision-making in various contexts and situations.

Reward Ethical Behavior: Recognize and reward employees who demonstrate exemplary ethical behavior and contribute to a culture of integrity and accountability. Incentivize ethical conduct through performance evaluations, promotions, bonuses, and other forms of recognition and reinforcement.

Embracing Innovation and Continuous Improvement

As the business landscape evolves and new challenges emerge, organizations must remain vigilant and proactive in their efforts to promote ethical behavior and uphold integrity. By embracing innovation, embracing change, and continuously improving ethical practices and processes, businesses can adapt to evolving market dynamics, anticipate emerging risks, and seize opportunities for growth and advancement.

In the complex and interconnected world of business, where decisions have far-reaching consequences and stakeholders demand accountability and transparency, business ethics serves as the moral compass that guides organizations toward principled conduct and responsible stewardship. By embracing ethical principles, fostering a culture of integrity, and prioritizing the well-being of all stakeholders, businesses can create value for society while achieving their strategic objectives and securing a prosperous and sustainable future for generations to come.

Based on the text above, answer the following questions: (1 point each question)

1. In your opinion, why is business ethics important?
2. How can leaders effectively demonstrate ethical leadership within organizations?

3. What are some practical steps that organizations can take to foster a culture of integrity and ethical behavior among their employees?
4. What can businesses do to strike a balance between economic objectives and ethical considerations?
5. What role does innovation play in continuously improving ethical practices within organizations?

Câu 3: (03 điểm)

CASE STUDY (1 point each question)

Sasha rents a market stall selling jewellery. She makes most of the jewellery herself but she also buys in items from large manufacturers. She hires a sales assistant who receives a small payment for each item she sells.

Sasha wants to expand her business and she has found out that there is an empty shop near her home. The fixed costs of the shop are three times greater than those of the market stall.

1. Identify **two** variable costs in this case.
2. Identify **two** fixed costs that Sasha has.
3. Outline **two** ways in which Sasha could reduce the break-even level of sales from her market stall.

ĐÁP ÁP VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
I. Tự luận			
Câu 1		2.0	
Question 1	e	0.2	
Question 2	h	0.2	
Question 3	i	0.2	
Question 4	a	0.2	
Question 5	b	0.2	
Question 6	f	0.2	
Question 7	j	0.2	
Question 8	d	0.2	
Question 9	c	0.2	
Question 10	g	0.2	
Câu 2	Theo rubric chấm thi	5.0	
Câu 3	Theo rubric chấm thi	3.0	
	Điểm tổng	10.0	

RUBRIC ĐÁNH GIÁ PHẦN TỰ LUẬN

Tiêu chí	Trọng số (%)	Tốt (8.5-10 điểm)	Khá (7-8.4 điểm)	Trung bình (5.5-6.9 điểm)	Yếu/Kém (4-5.4 điểm)
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Câu hỏi kiến thức	50	Đúng từ trên 80%	Đúng từ 65-79%	Đúng từ 50-64%	Đúng từ 35-49%
Câu hỏi case study	50	<ul style="list-style-type: none"> - Trả lời đầy đủ các câu hỏi của case study. - Các câu trả lời có lời giải thích tốt, hợp lý. 	<ul style="list-style-type: none"> - Trả lời hầu hết các câu hỏi. - Các câu trả lời có đưa các lời giải thích. Tuy nhiên, vài chỗ chưa hợp lý và cần mở rộng thêm. 	<ul style="list-style-type: none"> - Trả lời tương đối đầy đủ các câu hỏi. - Các câu trả lời có cố gắng đưa giải thích. Tuy nhiên, phần lớn lời giải thích không hợp lý. 	<ul style="list-style-type: none"> - Không thể trả lời câu hỏi hoặc chỉ trả lời một phần của câu hỏi. - Các câu trả lời chỉ đưa ra quan điểm cá nhân.

Sinh viên bị điểm 0 khi đạo văn trên 20% hoặc gian lận (do hệ thống thi ghi nhận): Copy – paste bài làm/tài liệu sẵn có vào ô làm bài tự luận.

TP. Hồ Chí Minh, ngày 06 tháng 06 năm 2024

Trưởng bộ môn

Giảng viên ra đề



T.S Nguyễn Hải Long

Th.S Nguyễn Ngọc Nguyễn