

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 THƯƠNG 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 checked="" 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. break-even point 2. hierarchy 3. business plan 4. labor productivity 5. franchise 6. profit 7. sole trader 8. promotion 9. laissez-faire leadership 10. private limited companies 	<ol style="list-style-type: none"> a. a detailed written document outlining the purpose and aims of a business b. is a business owned by one person c. is a business based upon the use of the brand names, promotional logos and trading methods of an existing successful business. d. the number of levels in an organizational structure e. is the level of sales at which total costs are equal to total revenue f. is the surplus after total costs have been subtracted from revenue g. a measure of the efficiency of workers by identifying the output per worker h. makes the broad objectives of the business known to employees, but then they are left to make their own decisions and organise their own work i. where marketing activities aim to raise customer awareness of a product or brand, generating sales and helping to create brand loyalty j. businesses owned by shareholders but they cannot sell shares to the public
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Câu hỏi 2: (5 điểm)

READING COMPREHENSION FOR BUSINESS ENGLISH

ENTREPRENEURSHIP: THE CATALYST OF INNOVATION AND ECONOMIC GROWTH

Entrepreneurship, the art of transforming an idea into a thriving business, stands at the heart of economic progress and innovation. It represents a dynamic and innovative process that not only fuels personal and professional growth but also contributes significantly to the economy by creating jobs,

generating revenue, and fostering a competitive marketplace. In today's rapidly evolving global landscape, understanding the role and impact of entrepreneurship has never been more crucial.

The Essence of Entrepreneurship

At its core, entrepreneurship is about identifying opportunities and turning them into viable business ventures. Entrepreneurs are the risk-takers, visionaries, and problem-solvers who challenge the status quo and drive societal advancements. They possess a unique blend of creativity, resilience, and a relentless pursuit of their goals, often turning obstacles into stepping stones.

Key Characteristics of Successful Entrepreneurs

Innovation: Successful entrepreneurs consistently seek out new ideas and innovative solutions. They are not afraid to think outside the box and disrupt traditional business models. Innovation can manifest in various forms, such as introducing groundbreaking products, improving services, or streamlining processes.

Risk-Taking: Entrepreneurship inherently involves risk. Whether it's financial, market, or reputational risk, entrepreneurs must navigate uncertainty and make decisions that can make or break their ventures. Effective risk management and a calculated approach to decision-making are crucial.

Resilience: The entrepreneurial journey is fraught with challenges and setbacks. Resilience is the ability to persevere in the face of adversity, learn from failures, and adapt to changing circumstances. It's this grit and determination that often distinguishes successful entrepreneurs from the rest.

Vision: Entrepreneurs are forward-thinkers with a clear vision of what they want to achieve. This vision acts as a guiding star, helping them stay focused and motivated, even when the path is arduous.

Leadership: Building a successful business requires strong leadership skills. Entrepreneurs must inspire and motivate their teams, build a positive organizational culture, and make strategic decisions that drive growth.

The Economic Impact of Entrepreneurship

Entrepreneurship plays a pivotal role in economic development and job creation. Startups and small businesses are the lifeblood of the economy, driving innovation and competition. Here are some ways in which entrepreneurship impacts the economy:

Job Creation: Small and medium-sized enterprises (SMEs) are significant contributors to job creation. According to the Small Business Administration, SMEs account for 64% of new private-sector jobs in the United States. By creating employment opportunities, entrepreneurs help reduce unemployment rates and stimulate economic activity.

Innovation and Technological Advancement: Entrepreneurs are at the forefront of innovation, developing new technologies and processes that enhance productivity and improve quality of life. Their contributions drive technological progress and can lead to the creation of entirely new industries.

Economic Diversification: A robust entrepreneurial ecosystem contributes to economic diversification by reducing dependency on a single industry or sector. This diversification can make economies more resilient to shocks and fluctuations.

Increased Competition: Entrepreneurship fosters a competitive marketplace, which can lead to lower prices, better quality products, and improved customer service. Competition also drives companies to continually innovate and improve their offerings.

Global Reach: Entrepreneurs often look beyond domestic markets, exploring international opportunities and contributing to globalization. By entering global markets, they can access new customers, resources, and growth prospects.

The Societal Impact of Entrepreneurship

Beyond the economic benefits, entrepreneurship has profound societal impacts:

Social Change and Problem-Solving: Entrepreneurs often address pressing social issues through innovative solutions. Social entrepreneurship, in particular, focuses on creating businesses that solve societal problems, such as poverty, education, and healthcare. These ventures strive to achieve social good while remaining financially sustainable.

Community Development: Entrepreneurs contribute to the development of local communities by creating businesses that provide essential goods and services. They often engage in philanthropy, support local causes, and play an active role in community development initiatives.

Empowerment and Inclusion: Entrepreneurship provides opportunities for individuals from diverse backgrounds to achieve economic independence and empowerment. It can break down barriers, offering women, minorities, and other underrepresented groups the chance to create their own businesses and participate fully in the economy.

Cultural Influence: Entrepreneurs often shape culture by introducing new trends, products, and ways of thinking. They influence consumer behavior, create new markets, and contribute to the cultural fabric of society.

Challenges Facing Entrepreneurs

Despite its many rewards, entrepreneurship is not without challenges. Aspiring entrepreneurs must navigate various obstacles, including:

Access to Capital: Securing funding is a common hurdle for startups. Entrepreneurs must explore various financing options, such as venture capital, angel investors, crowdfunding, and bootstrapping, to raise the necessary capital.

Regulatory Environment: Navigating complex regulations and compliance requirements can be daunting for new businesses. Entrepreneurs need to stay informed about legal and regulatory changes that affect their industry.

Market Competition: Entering a crowded market requires a strong value proposition and a clear competitive advantage. Entrepreneurs must conduct thorough market research and develop strategies to differentiate their offerings.

Talent Acquisition: Attracting and retaining skilled talent is critical for business success. Entrepreneurs must create a compelling employer brand and foster a positive workplace culture to attract top talent.

Sustainability: Building a sustainable business model that balances profitability with social and environmental responsibility is increasingly important. Entrepreneurs must consider the long-term impact of their decisions on society and the planet.

Strategies for Aspiring Entrepreneurs

To navigate the complex landscape of entrepreneurship, aspiring business owners should consider the following strategies:

Conduct Thorough Market Research: Understanding the market, including customer needs, preferences, and behaviors, is crucial. Entrepreneurs should invest time in market research to identify gaps and opportunities.

Develop a Solid Business Plan: A comprehensive business plan serves as a roadmap for the business. It outlines the mission, vision, goals, target market, competitive analysis, marketing strategy, and financial projections. A well-thought-out plan can attract investors and guide the business through its early stages.

Leverage Technology: Embracing technology can streamline operations, enhance productivity, and improve customer experiences. Entrepreneurs should stay abreast of technological trends and integrate relevant tools and platforms into their business models.

Build a Strong Network: Networking with other entrepreneurs, industry experts, and potential investors can provide valuable insights, support, and opportunities. Joining entrepreneurial communities and attending industry events can facilitate these connections.

Focus on Customer Experience: Delivering exceptional customer experiences can set a business apart from its competitors. Entrepreneurs should prioritize customer satisfaction, gather feedback, and continually refine their offerings based on customer needs.

Stay Agile and Adaptable: The business landscape is constantly changing, and entrepreneurs must be willing to pivot and adapt to new circumstances. An agile approach allows businesses to respond quickly to market shifts and emerging trends.

Prioritize Financial Management: Sound financial management is critical for business sustainability. Entrepreneurs should keep a close eye on cash flow, manage expenses wisely, and seek professional financial advice when needed.

Entrepreneurship is the engine of economic growth and innovation, driving progress and improving quality of life. By fostering a culture of creativity, risk-taking, and resilience, entrepreneurs can overcome challenges and seize opportunities. As the global landscape continues to evolve, the importance of entrepreneurship will only grow, making it essential for aspiring entrepreneurs to cultivate the skills and mindset needed to succeed in this dynamic and rewarding field.

Entrepreneurs are not just business owners; they are innovators and change-makers who contribute significantly to society. Their ventures create jobs, drive technological advancements, and address social challenges, making the world a better place. As we look to the future, supporting and nurturing the next generation of entrepreneurs will be key to sustaining economic growth and fostering a more inclusive and innovative global economy.

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

1. How do you think entrepreneurs can balance the need for constant innovation with the risks associated with trying out new and untested ideas?
2. In what ways do you think entrepreneurship contributes to the economic development of a community?
3. How can governments better support entrepreneurs to maximize their contribution ?
4. What are some strategies that aspiring entrepreneurs can use to overcome the common challenges of accessing capital and navigating regulatory environments?
5. How important is leadership in the success of a startup, and what qualities do you think are essential for an entrepreneur to effectively lead and motivate their team?

Câu 3: (03 điểm)

CASE STUDY (1 point each question)

Sasha is a hotel manager. She has 30 employees and they are divided into teams working in the following departments: kitchen; restaurant; hotel reception; housekeeping (room cleaning). Two of the hotel receptionists have been trained by Sasha in some aspects of hotel management. A modern hotel has recently opened two kilometres away. Sasha wants to improve the motivation of all the employees and is thinking of introducing a bonus. She thinks it will make the hotel more profitable.

1. Outline **two** levels in Maslow's hierarchy of needs experienced by the hotel workers.
2. Explain **two** benefits to the hotel of having well-motivated employees.
3. Do you think introducing a **bonus** is the best way to improve the motivation of the employees at the hotel? Justify your answer.

ĐÁP ÁP VÀ THANG ĐIỂM

Phân câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
I. Tự luận			
Câu 1		2.0	
Question 1	e	0.2	
Question 2	d	0.2	
Question 3	a	0.2	
Question 4	g	0.2	
Question 5	c	0.2	
Question 6	f	0.2	
Question 7	b	0.2	
Question 8	i	0.2	
Question 9	h	0.2	
Question 10	j	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)
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 08 tháng 06 năm 2024

Trưởng bộ môn

Giảng viên ra đề



T.S Nguyễn Hải Long

Th.S Nguyễn Ngọc Nguyên