

TRƯỜNG ĐẠI HỌC VĂN LANG  
ĐƠN VỊ: KHOA NGOẠI NGỮ

**ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM**  
**THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 1, năm học 2023-2024**

**I. Thông tin chung**

Tên học phần:	Giao tiếp kinh doanh quốc tế		
Mã học phần:	72ENGL40473	Số tin chỉ:	3
Mã nhóm lớp học phần:	232_72ENGL40473_01		
Hình thức thi: <b>Dự án/Đồ án/Bài tập lớn/Tiểu luận</b>	Thời gian làm bài:	<b>10</b>	Phút/ nhóm
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
<i>Mã SV_Ho va ten SV_.....</i>			

**Cách thức nộp bài (Giảng viên ghi rõ yêu cầu): upload video/ link video bài làm**

**I. 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	Ứng dụng các kiến thức từ vựng, cụm từ tiếng Anh thương mại để giao tiếp trong môi trường kinh doanh	Quay video	25	1	10	
CLO 2	Áp dụng kiến thức tiếng Anh thương mại để giao tiếp và làm việc trong môi trường công ty ở các nước khác nhau.	Quay video	25	1	10	
CLO 3	Giải quyết các tình huống thường	Quay video	25	1	10	

	gặp trong môi trường kinh doanh sáng tạo					
CLO 6	Thể hiện khả năng làm việc theo nhóm hiệu quả.	Quay video	25	1	10	

## II. Nội dung đề bài

### Topic 1:

#### **Read the scenario.**

You work for AIRCON, a Texas-based company which makes air conditioning units for sales in the USA. Following recent market research, the company has decided to expand into Europe – France and Germany – where there are big potential markets for your products.

The Managing Director of AIRCON has asked your team to evaluate some people management ideas create by the company's board to support internationalization. Your task is to discuss some ideas and decide which are most effective and cost-efficient.

#### **Read your role cards. Roleplay the meeting to decide which ideas you agreed on.**

##### **Student A:** Internationalization ideas

- Organize intercultural training seminars in the company so people can learn about German and French business culture.
- Send the management of the company to an international business school to learn about international strategy and leadership.
- Subsidize holidays to France and Germany for staff members to encourage them to experience and learn about the countries.
- Create intranet resources about culture and trade rules / regulations for staff to read and use on a daily basis.
- Select the best Texan staff from the U.S. to go to Germany and France to create local offices there which promote AIRCON and manage sales and marketing.
- Your own idea(s).

##### **Student B:** Internationalization ideas

- Offer in-company language courses to train staff to speak German and French.
- Invite managers from other Texan companies which work internationally to hold 'breakfast meetings' with staff to present and answer questions about working internationally.
- Pay staff to travel to Germany and France to take foreign language courses.
- Recruit a new international sales director for AIRCON with experience of France and Germany, and who can drive international sales and marketing.
- Create a French and German language version of your website and sales literature for potential customers in these new markets.
- Your own idea(s).

##### **Student C:** The meeting facilitator

**Topic 2:**

**Read the scenarios. You are going to discuss each scenario to deal with people you may feel are difficult. One person will be an observer for each discussion.**

**Scenario 1:** You (*A and B*) are colleagues working in the marketing department. It's very busy because the new website is launching at the end of the month.

**Scenario 2:** You (*A and C*) are in the same team meeting every Monday morning. These meetings are not usually very productive.

**Scenario 3:** You (*B and C*) are colleagues in the same department. B was recently promoted to become the team leader.

**Read the role cards and roleplay the three discussions.**

**Student A:**

- *Scenario 1:* You have worked every weekend for the last five weeks so that the new website will be ready by the deadline. However, you need to visit your mother, who has not been feeling well, and would like to take a couple of days off and need to ask Student B to do overtime to cover your absence. You usually get along well with them though don't usually talk about your private lives.
- *Scenario 2:* You think these meetings are a complete waste of time, though you need to be diplomatic not to say that openly. They're too long, not structured, never really have an outcome, and anyway, it's a Monday morning: you're tired from the weekend and feeling stressed as you always have a lot of other things to do on Mondays.

**Student B:**

- *Scenario 1:* You are very committed to this project and making it succeed. You don't have a very good relationship with Student A, but they do their job well and you're happy to keep your relationship functional. You have been working all the weekends since this project started and you are very tired. However, you are holding out until the project ends in a couple of weeks and hope to take a week off, if Student A can do some overtime for you.
- *Scenario 3:* You recently got a promotion to become the team leader of a small team of four people. It's been going well, but one of your team members has become quite difficult. They're older than you and have been with the company longer, but that shouldn't matter. Talk to them and try to find a better way of working together.

**Student C**

- *Scenario 2:* It was your idea to have the team meetings on a Monday morning as a way of updating everyone on each other's week ahead as well as identifying where anyone may need support or have capacity to support others. You think Student A is always very negative and difficult in these meetings, though you need to be diplomatic about how you communicate that. Student A looks bored and disinterested and never really gets involved other than to interrupt or disagree with others.
- *Scenario 3:* You were passed over for promotion recently and the person who got the job is younger than you and joined the company more recently. You also think they're not as committed to the company as you are, and they are just using the company as a step on their career ladder.

**Topic 3:**

**Work in pairs. Roleplay two calls to clarify information in financial documents you sent or received. When making the call, remember to:**

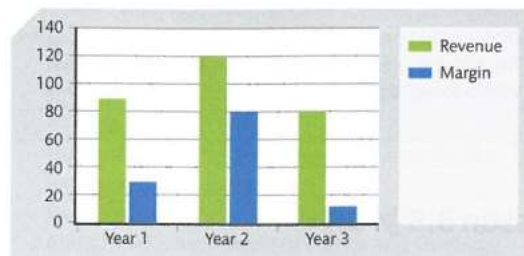
- Say that there is information you want to clarify.
- Use appropriate phrases to ask for clarification.
- Paraphrase to check what you have understood.

**Read your role cards.**

**Student A**

**Task 1 – Financial Forecast for Business Unit TT**

**Look at the information below and prepare to call your partner to ask for clarification.**



You're not sure why everything is going to

stop sales and focus on other areas of the business. Think of one or two points to clarify.

from Year 1 to Year 2. And why is

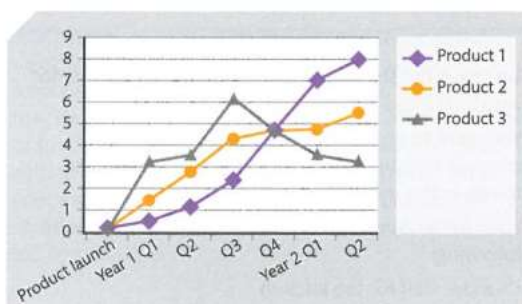
less in Year 3, it's better to simply

**Task 2 – Growth Forecasts**

Your partner calls you to ask for clarification on some points in a growth forecast you sent them earlier. Look at the information below and answer the questions.

You're planning on launching three very different products which should each behave differently and bring returns at different times.

- **Product 1** is one which will take time to generate sales. It is a traditional product with very good levels of quality. However, there are many similar products on the market so it will take time before customers realise that it is better and make the switch from their existing competing products.
- **Product 2** is an year after which rise slightly in Y
- **Product 3** is ve interest in the problems are lil prepare a versic



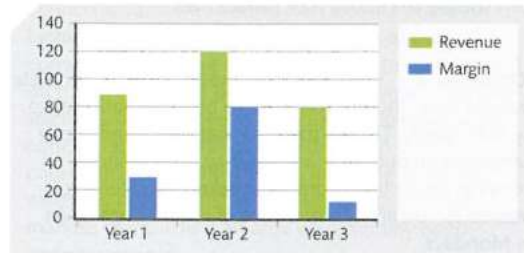
well and consistently over the first and the end of the year. It might even

technology. It is likely to get a lot of as with many versions are, some sales will fall dramatically while we

**Student B:**

**Task 1 – Financial Forecast for Business Unit TT**

Your partner calls you to ask for clarification on some points in a financial forecast you sent them earlier. Look at the information below and answer their questions.



- In Year 1 the revenue is 90 and the margin is 30. This represents a 33 percent margin.
- In Year 2 there is a significant increase in revenue to 120. However, the margin has also increased to 80, which represents a 66 percent margin. This means that the costs will be 40 percent of the revenue.
- Finally, in Year 3 there will be a downturn as the market becomes mature. More marketing and sales costs will be needed to keep the revenue at a level of around 80. These additional costs in Year 3 will mean a sharp fall in margin to around 15. Still, it's better than nothing and worth it before this business unit becomes unprofitable in Year 4 and we stop sales.

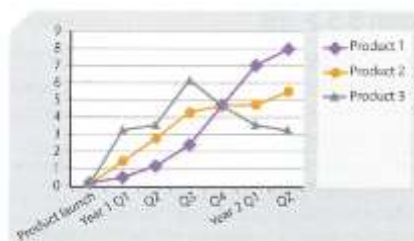
ch represents a 33 percent margin. 33 percent to 120. Margins should be made in Year 1. This means that they will likely increase the margin potential to 80.

**Task**

**2 - Growth Forecasts**

Look at the revenue information below and prepare to call your partner to ask for clarification.

- You're not sure why there is such a difference in performance between the three products over the 11/2 year period. **Product 1** seems to be very slow to grow up until Q3, but then starts to outperform the other two products at Q4 of the first year. You don't understand its very fast growth in Q3.
- **Product 2** seems to perform well and grow steadily throughout the period. What makes it different and more consistent than the other two products?
- **Product 3** seems very erratic and unstable. It is characterised by very fast growth and an almost equally fast decline. This doesn't seem to make sense.



**Topic 4:**

**Work in pairs. Decide your roles and prepare your negotiating positions and roleplay the two scenarios.**

**Scenario 1:** You are colleagues in a marketing department. The team is very busy because a new website is being launched at the end of the month.

*Role A:* You want to take three days off to go to a friend's wedding abroad, but it will mean that your colleague (*Role B*) will have to do overtime.

**Scenario 2:**

*Role A:* You want to buy ten interactive projection screens for your company meeting rooms. They cost \$2,000 each but your budget is only \$15,000.

*Role B:* You are the interactive projection screen salesperson. You can usually only give a maximum 12 percent discount on orders between five and ten units.

**Hướng dẫn sinh viên trình bày:**

- Sinh viên làm video có độ dài 8-10 phút
- Sinh viên làm bài theo nhóm, mỗi nhóm từ 2-3 thành viên
- Tất cả các thành viên trong nhóm phải có mặt trong video
- Sinh viên cần ăn mặc lịch sự phù hợp với tình huống
- Sinh viên ghi rõ thông (tên, mã SV) ở đầu video.

**Tiêu chí chấm điểm và thang điểm (Rubric):****PROJECT NHÓM CUỐI KỲ**

Tiêu chí	Trọng số (%)	Tốt 8.0 - 10	Khá 6.5-7.9	Trung bình 5.0-6.4	Yếu/Kém <5.0
Nội dung	25	Nội dung hình huống rất chi tiết, giải quyết vấn đề một cách hợp lý và thuyết phục, thu hút.	Nội dung tình huống đầy đủ, giải quyết vấn đề khá tốt và có kết mở rõ ràng	Nội dung tình huống khá đơn giản, giải quyết vấn đề đặt ra nhưng chưa đầy đủ	Nội dung tình huống sơ sài, đơn giản, không giải quyết được vấn đề
Ngôn ngữ	25	Vận dụng linh hoạt các cụm từ, cấu trúc câu đã học, phù hợp với tình huống đưa ra và hầu như không hề có lỗi sai.	Vận dụng tốt, khá linh hoạt các cụm từ, cấu trúc câu đã học và có một số lỗi sai nhưng không đáng kể	Có vận dụng các từ, cụm từ và cấu trúc câu đã học nhưng vẫn còn một vài lỗi sai	Sử dụng từ vựng, cụm từ không phù hợp với tình huống, sai ngữ pháp cơ bản nhiều.

Phân chia công việc	25	Có sự phân chia công việc (trong credit), và vai diễn đồng đều giữa các thành viên nhóm, các thành viên có sự hỗ trợ lẫn nhau trong video tình huống.	Phân chia công việc (trong credit), và vai diễn đồng đều giữa các thành viên, tuy nhiên chưa thể hiện rõ sự gắn kết của các thành viên	Phân chia công việc và vai diễn chưa đồng đều (trong credit), một số thành viên làm quá nhiều việc và một số thành viên nói quá ít trong clip	Phần credit của clip không thể hiện sự phân chia công việc và vai diễn trong nhóm, một số thành viên hầu như không làm gì, không thể hiện vai trò trong clip tình huống
Trình bày (đóng vai, bối cảnh)	25	Giọng nói rõ ràng, tự nhiên, thu hút, thể hiện tốt nhân vật trong tình huống; bối cảnh rất phù hợp với chủ đề, có sự đầu tư.	Giọng nói rõ ràng, thể hiện khá tốt nhân vật trong tình huống một cách tự nhiên, bối cảnh phù hợp với chủ đề, có sự đầu tư.	Giọng nói thể hiện đúng tinh thần của nhân vật trong tình huống nhưng thiếu tự nhiên, bối cảnh phù hợp với chủ đề nhưng đơn giản, thiếu sự đầu tư.	Giọng nói không tự nhiên, thiếu sức sống, không thể hiện đúng tình huống đưa ra, bối cảnh sơ sài, không phù hợp.

TP. Hồ Chí Minh, ngày 08 tháng 03 năm 2024

**P. Trưởng bộ môn**



**ThS. Cao Thị Xuân Tú**

**Giảng viên ra đề**



**ThS. Nguyễn Huy Cường**