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ОПЫТ ОБУЧЕНИЯ НА КОНКРЕТНЫХ ПРИМЕРАХ

В данной работе изложены результаты обучения студентов третьего курса Томского политехнического университета с помощью учебных примеров. Так как данные студенты получают экономическую специальность, была выбрана близкая им тема. Хотя в условиях современной рыночной экономики проблемы поиска инвесторов, составления бизнес-плана и презентации проекта являются актуальными для специалистов в любой области.

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CASE STUDY TEACHING EXPERIENCE

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Abstract. The paper presents the practical experience of work with the third year students of Tomsk Polytechnic University in the mode of case study. The students being economists, the stress is on the topic close to their speciality. But in modern market economy problems of finding investors, business plan composing and project presentation are vital for a specialist in any field.

Key words and phrases: venture; investors; make profit; take risks; business plan; benefits; market share; presentation plan.

1. Case study should be defined as a research strategy, an empirical inquiry that investigates a phenomenon within its real-life context. "The case study is a research approach, situated between concrete data taking techniques and methodologic paradigms" [www.http://en.wikipedia.org/wiki/Case_Study]. Case studies "identify appropriate strategies for the resolution of the 'case', weigh the pros and cons of the remedial options/strategies and recommend and present a rationale for the best resolution" [www.studygs.net/casestudy.htm].

The case study contains a realistic writing task in the form of a written (and later delivered) presentation. A sample based on third year Tomsk Polytechnic University students' presentations is offered. Students of economic engineering department are offered to use their own language command to solve a practical problem - finding a way to increase the capital or finding new investors for their business. They should make two unequal groups: the first one is the group 3X - three friends who have enough money to invest; the second group consists of small subgroups of two persons each. They are entrepreneurs who want to expand their businesses or start a completely new original one.

Step I

Tasks for Entrepreneurs

You can find three possible models of presenting your business:

- a profitable well-known company aiming to increase the assets by selling shares;
 - a start-up business looking both for qualified personnel (managers, labour force) and a capital to penetrate into new markets;
 - an imaginary original new business, a venture, but promising high profit due to its novelty.
1. Choose a partner to work with.
 2. Look through two presentations and a sketch of a novel idea. Select the version to your taste.
 3. Pay attention to the items to touch them in your own presentation.
 4. Make a plan of your presentation and distribute roles in collecting and presenting information with your partner.
 5. At home make a draft of your presentation (figures may be real or imaginary).
 6. Start working with the words and expressions for the presentation.

Investors

3X is run by a group of extremely rich people of various nationalities who made their fortunes in the computer and financial services industries. They are willing to take risks and back projects interesting for them. However they also expect to make money, usually by taking a stake in the business or a share of the profits. A team of investors will be considering several proposals. After hearing presentations from companies, 3X will decide which projects it will invest in, and how much money it will give to each one. They have \$6 million to invest in the projects.

Tasks for Investors

1. Look through two presentations and one sketch of a novel idea to set your priorities.
2. You have enough money to invest. What suits you best:
 - fixed dividends of a well-known company;
 - participation in the development of a new company with a perspective to become not only an investor, but a member of the Board of Directors;
 - a venture with a possibility to lose your money and a chance to get profit and become the President of the company.
3. Pay attention to the items of a presentation. You are supposed to ask questions if the items are not dealt with by a presenter. Remember you are going to make profit not to waste money.

Items of a presentation [Marsden, Hopkins, Potter]

1. The Business

A description of the business - What does it do? Who is it for?

2. The Product or Service

What are the advantages of the product or service? What need does it fill? What are its unique features?

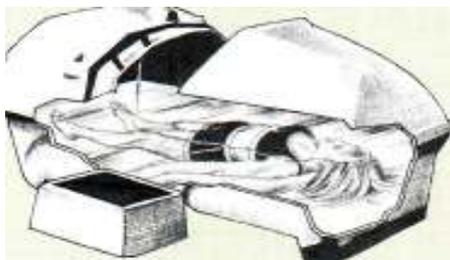
3. Marketing

Who are the existing or target customers? Who are the competitors? What are the competing products, if any? What about pricing policy?

4. Finance

Try to persuade a possible investor that your business is/will be profitable. To make your own business plan use the given model of Profit and Loss Account.

Model 1. NOTATION TANK CENTRE



At these centres, stressed business people can float in tanks and forget about their problems. Other services will include advice about diet and skin care, a solarium, and sunbeds, etc. Amount required: £2 million, to finance premises, equipment, staff and promotion.

Model 2. LAMA

Aim

To attract new investors
To attract new qualified managers
To attract labour force

Plan

About the company
Market share
Business plan
Benefits
Products

About the company

Our company was founded in 1999. We are a leading firm of the Moscow foodstuffs market. We have recently penetrated the Tomsk market. The Company "LAMA" has reached success in production and selling of dairy and meat products. "LAMA" is constantly improving its production.

We want to increase the market share in Tomsk, that's why we need new labour force and investments.

Advantages of our product

–Price is lower than with our competitors.
–Our product is of better quality.
–Our product is useful and safe for your health.

Benefits to employees

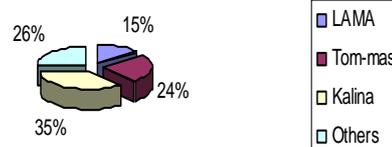
Competitive salary
25 days' holiday
Private health insurance
Relocation assistance
Non-contributory pension

Business Plan [Pace revised program...]

	I year	II year	III year
Total sales	50,000	100,000	150,000
Cost of material	48,000	85,000	135,000
Operating expenses:			
Salaries	2,000	5,000	5,500
Payroll taxes and benefits	0,520	1,300	1,430
Utilities	0,800	0,900	1,000
Depreciation	0,500	0,500	1,000
Net profit (loss)	-1,820	7,300	6,070



Market share



Model 3. ASTON MARTIN

Aston Martin has enough perspectives for future. The market share of this company is increasing year to year. Demand is exceedingly high. So, it allows fixing the appropriate prices. Today Aston Martin has 120 representatives in 28 countries, including Russia. In our country Aston Martin sells such models as DB9, DBS, Vantage V8 and V8 Roadster.



Aston Martin DB5 - 1963

Enjoyed fame as the first Bond car, but with its beautiful profile and searing performance, the DB5 would have become an English icon.

History

The Aston Martin is one of the most famous English companies, which specializes in output of very expensive sport cars. This company is a branch of Ford Motor Company.

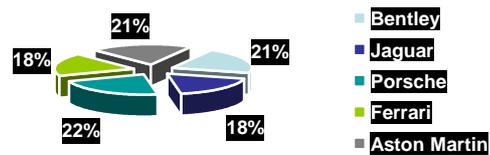
Aston Martin V12 Vantage Rs

The founders of this mark are Laynell Martin and Robert Bamford. In 1914 they created one sport-car with 1.4-litre motor. And a year before Laynell Martin won the day in some races on Aston Clinton hill. So, after this they decided to call their new car "Aston Martin".



Aston Martin Rapide

Market share in Europe



Step II*Discuss the following questions with your partner*

- 1 What is a 'presentation'?
- 2 For what purposes are presentations made in business?
- 3 What makes a presentation effective?
- 4 What is the worst presentation you have ever experienced?
- 5 Even experienced presenters can make mistakes during a presentation. Can you give any examples from first-hand knowledge [Cotton, Robbins]?

Pay attention to the plan of a presentation. Choose five items you consider to be obligatory in every presentation. Work independently of your partner, then compare and discuss both variants. Try to convince your partner. Use the following expressions.

I am of the same opinion.	I don't think so.
Quite right.	I'm afraid I don't agree.
So do I.	I think you are mistaken here.
That's it.	Rubbish (informal).

Plan of a presentation

1 outline the major benefits of the new models	7 thank and conclude
2 invite questions	8 comment on market trends
3 introduce the subject of the presentation	9 outline the purpose and structure of the presentation
4 sum up the main benefits of the object	10 sum up the statistics
5 welcome everyone	11 mention handouts/graphics
6 present some statistics	

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www.studygs.net/casestudy.htm

ОПЫТ ОБУЧЕНИЯ НА КОНКРЕТНЫХ ПРИМЕРАХ**Фомин Сергей Анатольевич**

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Аннотация. В данной работе изложены результаты обучения студентов третьего курса Томского политехнического университета с помощью учебных примеров. Так как данные студенты получают экономическую специальность, была выбрана близкая им тема. Хотя в условиях современной рыночной экономики проблемы поиска инвесторов, составления бизнес-плана и презентации проекта являются актуальными для специалистов в любой области.

Ключевые слова и фразы: рискованное предприятие; инвесторы; получать прибыль; брать на себя риск; бизнес-план; выгода; доля рынка; план презентации.