

## **Номинация:**

Преподавание учебного курса и технологии искусственного интеллекта

## **Название методики:**

Искусственный интеллект как соавтор студентов в создании документов деловой переписки

## **Авторы**

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## **ОП и дисциплина**

В настоящий момент, данная разработка используется в курсе “Английский в сфере деловой коммуникации” на 4 курсе программы “Иностранные языки и межкультурная коммуникация” в московском кампусе НИУ ВШЭ.

## **Программа учебной дисциплины**

<https://dp.hse.ru/#/implementation/viewImplementation?implementationId=7523192974&programId=888760>

**Средний балл итоговых оценок студентов по курсу, в рамках которого применяется описываемая практика: 6.4 (2022.2023 уч.г.)**

## **Цифровые инструменты, использующиеся в данном курсе**

- GPT 3.5-4.0 (в любом его проявлении: Poe.com, Chat Openai, Perplexity, Writing Mate, @GPT4Telegrambot) для использования студентами при создании образцов деловой переписки в рамках классной и домашней работы, а также для выборочной проверки работ студентов.

## **Описание разработки**

Данная разработка представляет собой цикл заданий, направленных на развитие письменных речевых умений студентов и создание бизнес-контента с использованием технологий генеративного интеллекта.

## **Использование ChatGPT**

Содержание курса очень насыщено как с информационной, так и с лексической точки зрения, и выполнение больших письменных работ в предыдущие годы было вынесено за рамки аудиторной работы. Однако, как показала практика 2022/23 уч.года, ChatGPT используется студентами для выполнения письменных домашних работ вместо самих студентов, что требует пересмотра подхода к выполнению письменных заданий курса. С учетом популярности инструмента среди студентов и отсутствия методических решений по созданию работ студентами на сегодняшний день, в курс 1 семестра 2023/24 учебного года, с

разрешения академического руководителя программы, была официально внедрена работа с ChatGPT как в классе, так и дома.

В рамках курса, в первом модуле, студентам предлагается написать мотивационное письмо и меморандум. Во втором - бизнес предложение, контракт, письмо-жалобу. Работа строится от знакомства с инструментом и использования чата в качестве источника информации для реализации подхода “к письму через чтение” до полного включения ChatGPT в создание финального продукта.

### **Задание 1: сопроводительное письмо**

В качестве домашнего задания для подготовки к занятию, студентам было предложено посмотреть небольшой видео-разбор структуры сопроводительного письма и изучить необходимый вокабуляр. Студенты также должны были найти актуальную вакансию, которая была бы им интересна и соответствовала их профессиональному опыту.

На занятии, для установки языкового уровня, студенты пишут сопроводительное письмо, основываясь на своем резюме и выбранной позиции, традиционным способом (ручкой на бумаге) без использования каких-либо электронных ресурсов.

После этого, студенты делятся своим опытом в использовании технологий искусственного интеллекта, обсуждают влияние точности формулировки запроса на валидность полученного результата, и делают запрос к ИИ. Итогом работы должна стать небольшая подборка сопроводительных писем на выбранные студентами позиции. Во время занятия, студенты, а также оценивают предложенные ИИ модели сопроводительных писем с точки зрения наиболее востребованных (чаще всего упоминающихся) умений и навыков, используемых языковых клише, структуры написания документа (см. [Приложение 1.1](#): Примеры возможных запросов к ИИ и полученных результатов). Обсуждение проводится на английском языке в небольших группах.

Дома студенты дорабатывают сопроводительное письмо, которое было написано изначально в классе, с учетом языка и структуры, предложенных ИИ. В загружаемый в ЛМС файл (см. Приложение 1.2: Работа студента, выполненная с ИИ) обязательно добавляются:

- Описание вакансии;
- Резюме;
- Фото изначального письма, написанного в классе;
- Примеры, сгенерированные ИИ;
- Итоговый вариант сопроводительного письма.

Итоговая работа оценивается на предмет соответствия жанру, соответствия заявленной позиции, логике построения текста. Использование активного вокабуляра и общая языковая грамотность оцениваются в изначальной версии, написанной в классе.

Соотнесение языка, который студенты использовали в классе для обсуждения задания и загруженная фотография изначального сопроводительного письма, позволяет преподавателю понять насколько самостоятельно было выполнено задание. Если возникают вопросы к академической честности студентов, то на следующем занятии им может быть предложено в течение 15 минут написать еще одно сопроводительное письмо, основываясь на их личном резюме, к вакансии, предложенной преподавателем. Данное задание позволит сравнить оба письма, оценить работу студентов, а также, в зависимости от полученных результатов, скорректировать дальнейшее использование ИИ в курсе.

## Образовательные результаты:

Работа с технологиями генеративного интеллекта	сформировать/развить навык формулировки задачи для ChatGPT
Содержание	дать четкое понимание того, на что именно нужно обращать внимание при написании сопроводительного письма (структура, вокабуляр, грамматика), а также то, как одновременно написать его профессионально и сделать его запоминающимся
Язык	ввести языковые клише и грамматические структуры, соответствующие жанру сопроводительного письма

## Формулировка задания в ЛМС:

Opened: Wednesday, 13 September 2023, 09:30

Due: Tuesday, 19 September 2023, 23:59

Please, upload the following documents:

- a photo of the paper-based cover letter you wrote in class together with the job description of a position you are applying to
- a final typed version of their cover letter written in collaboration with AI
- original samples of cover letters generated by AI
- your CV

Your paper-based letter will be assessed on your language proficiency (grammar, vocabulary range). The final version will be assessed on its task achievement, cohesion, and coherence.

### **Задание 2: меморандум**

Прежде, чем приступить к написанию меморандума, студенты дома до занятия просматривают видео о том, что включает в себя меморандум, какова его структура и языковое наполнение.

В классе студенты в группах обсуждают что именно каждый из них хочет донести до сотрудников своей компании (содержательная сторона) и пишут черновик меморандума в традиционном формате. На этом этапе важно донести до студентов важность написания черновика документа самостоятельно, без использования ИИ, с целью развития языковых навыков и письменных речевых умений.

Содержание документа индивидуально и не может дублироваться, так как оно адаптируется в соответствии с выполняемой в команде ролью: так финансовый директор/менеджер вряд ли будет писать меморандум о проведении собеседований с потенциальными сотрудниками, а менеджер по подбору кадров, в свою очередь, не будет информировать сотрудников о выполнении бюджетного плана.

Внутрикомандное обсуждение позволяет обсудить изначальное содержание меморандума каждого сотрудника, рассмотреть возможность реализации проекта при определенных ограничениях и предложить изменения выдвинутых коллегами предложений с позиции своей должности.

После выполнения задания, студентам предлагается использовать возможности ИИ для проверки грамотности использованных языковых конструкций и улучшении черновика. Предложенные ИИ варианты текста добавляются в документ, загружаемый студентами в

ЛМС. После получения обратной связи от ИИ, студенты решают, какие изменения могут быть внесены, а что нужно оставить как есть и дополняют свой текст в режиме редактирования. Итоговая работа оценивается на предмет связности текста. Соответствие работы жанру, отсутствие грамматических ошибок, использование активного вокабуляра оценивается в изначальном тексте, написанном от руки в классе. Ключевой момент оценивания заключается в том, что итоговая работа должна соответствовать изначальному тексту. Если итоговая работа кардинально отличается от изначального рукописного текста, то за задание выставляется 0.

Образовательные результаты:

Работа с технологиями генеративного интеллекта	- сформировать/развить навык использования технологий генеративного интеллекта с целью проверки языкового оформления текста; - сформировать/развить умение анализа текста на предмет логического построения текста, его стилистического и языкового оформления.
Содержание	дать четкое понимание написания меморандума как жанра деловой переписки, его структуры и языкового наполнения.
Язык	ввести языковые клише и грамматические структуры, соответствующие жанру меморандума.

Формулировка задания в ЛМС:

**Opened:** Wednesday, 11 October 2023, 00:00  
**Due:** Wednesday, 18 October 2023, 23:59

Please, upload the following documents in **.pdf** as a response to this assignment:

- A photo of the paper-based memorandum you wrote in class.
- A typed version of your initial memorandum (the one you fed to the AI) with active vocabulary underlined.
- Your text with AI suggestions **in bold**
- The final version of your memo with active vocabulary underlined

**Note:**

- this is an **individual task**; even though you might consider introducing one change in the company/project, you should regard it from different perspectives.
- the **role of AI** in this task is **to check your text for errors** and **provide you with feedback**. So, even though it is pretty good at improving your texts, AI lacks your critical thinking skills. Thus, please, check its suggestions and improve your text further before uploading the final version.
- your **final version** checked by AI should not be a completely new text; it **must include** your **original ideas** flawlessly put across, with no grammar, vocabulary, spelling or punctuation mistakes.

While assessing your **paper-based memo**, I will focus on **task achievement** and **language proficiency** (grammar, vocabulary range). Cohesion is to be evaluated in your final version.

**Задание 3: бизнес-предложение**

Также как и с предыдущими заданиями, теоретическая часть по правилам написания бизнес-предложения осваивается студентами заранее через записанные и выложенные в лмс преподавателями видео и справочный материал. В классе студенты обсуждают в группе какой именно продукт/услугу они могут предложить другой команде. На данной стадии мозгового штурма, технологии генеративного интеллекта могут быть использованы для сбора дополнительных идей о том, что именно может быть интересно партнерам (см. Приложение 6) и потенциальную рыночную стоимость предлагаемого продукта/услуги. Студенты оценивают предложенные опции и формируют итоговый список.

Следующим шагом является применение полученных знаний о структуре бизнес-предложения на практике. Студенты обсуждают структуру бизнес-предложения и наполнение каждой части (см. [Приложение 3.1](#): Бизнес-предложение: структура текста). На данном этапе черновик может быть выполнен в формате ключевых слов и неполных предложений. Для индивидуализации дальнейшей работы, студентам предлагается разделить между собой предлагаемые продукты/услуги и сфокусироваться на одной из них; услуги не должны повторяться. Во время обсуждения студенты ведут записи индивидуально.

Индивидуальная работа продолжается совместно с ChatGPT, который, по запросу студентов, предлагает дополнительные идеи (вектор 1) (см. [Приложение 3.3](#): Бизнес-предложение вектор 1) или создает бизнес-предложение на основе индивидуального черновика каждого студента (см. [Приложение 3.4](#): Бизнес-предложение вектор 2) (вектор 2). В зависимости от выбранного вектора, задание строится следующим образом:

**Вектор 1.** Студенты делают заметки на листе в формате маркированного списка. Эти заметки могут быть использованы для написания делового предложения в традиционном формате. Документ, который сдается преподавателю для оценивания включает все заметки, которые велись в классе, включая идеи ИИ, и текст бизнес-предложения (см. [Приложение 3.4](#): Пример записей и бизнес-предложения, написанного в соавторстве с ИИ).

**Вектор 2.** Студенты проверяют полученный результат, оценивая его законченность, связность, и, при необходимости, добавляют необходимые аспекты или придают большую индивидуальность тексту. На этом этапе может быть использован элемент взаимооценивания с фокусом на выстраивание общей логики текста и ясности бизнес-предложения. После получения обратной связи от одноклассников, студенты дорабатывают свои индивидуальные бизнес-предложения, добавляя активный вокабуляр курса (см. [Приложение 3.2](#): Бизнес-предложение: активный вокабуляр), языковые клише (formulaic language) и слова-связки. Вся работа ведется в гугл документе в режиме редактирования с фиксацией каждого шага. Итоговая работа оценивается преподавателем на предмет соответствия требованиям жанра, ясности текста и логической стройности.

Критерии оценивания задания включают ведение заметок и использование идей ИИ:

- If AI was used to brainstorm ideas, the ideas were noted in bullet points and later used in the text in the author's words - max points.
- If AI was used to brainstorm ideas, the ideas were noted in bullet points and later used in the text without change - ½ points.
- If AI was used to brainstorm ideas, the ideas were copied in full sentences but the author paraphrased them in the text - ¼ points.
- If AI was used to brainstorm ideas, the ideas were copied in full sentences and used in the text without change (plagiarism) - 0 points => 0 points for the whole task.

Вне зависимости от вектора развития задания, работа проходит через взаимооценивание: бизнес-предложение отправляется студентам-партнерам и презентуется устно во время занятия. Бизнес-партнеры обращают внимание на содержание и то, насколько предложенный продукт/услуга соответствуют их целям - "голосуют кошельком".

Следует отметить, что часть студентов может предпочесть выполнить данное задание без использования технологий генеративного интеллекта. В таком случае, после проведения группового обсуждения, им надо дать возможность написать бизнес-предложение полностью самостоятельно. В осеннем модуле 2023/2024 года в группах А.С. Родоманченко 13 человек писали с ИИ и 6 без, а в группе Е.В. Сорокиной все 11 студентов предпочли писать без идей ИИ.

Образовательные результаты:

Работа с технологиями генеративного интеллекта	- сформировать/развить навык использования технологий генеративного интеллекта с целью генерации идей и решений; - сформировать/развить умение критического анализа текста на предмет уместности предложенных ИИ идей и решений.
Содержание	дать четкое понимание написания бизнес-предложения как жанра деловой переписки, его структуры и языкового наполнения.
Язык	ввести языковые клише и грамматические структуры, соответствующие жанру бизнес-предложения.

#### **Задание 4: контракт**

Учитывая тот факт, что в современном мире контракты очень редко пишутся “с нуля”, технологии генеративного интеллекта могут быть полностью интегрированы в выполнение задания по созданию контракта в рамках курса (см. [Приложение 4](#): Задание 4: Контракт). Дома, как и с предыдущими заданиями, студенты знакомятся с контрактом как жанром деловой документации, нарабатывают языковые клише и грамматические структуры, используемые при написании контрактов, выполняя задания. В классе студенты создают запрос ИИ для формирования шаблона контракта, копируют полученный результат в гугл документ и дорабатывают черновик контракта в группе в режиме редактирования. Условия контрактов обсуждаются партнерами в парах и тройках, после чего группы снова возвращаются “в офис компании” для доработки финальной версии контракта.

С учетом того, что студенты работают изначально с готовым шаблоном, работа по созданию черновика, обсуждению условий и доработки итоговой версии документа может быть выполнена в рамках одного занятия. Итоговая работа оценивается преподавателем с использованием технологий генеративного интеллекта на предмет соответствия требованиям жанра, учета всех необходимых элементов и четкости изложения. Обратная связь, предложенная ИИ, дорабатывается преподавателем и высылается студентам. Всей группе выставляется единая оценка.

#### **Образовательные результаты, на которые нацелена описываемое нововведение**

Использование технологий генеративного интеллекта, позволят познакомить студентов с шаблонами деловой документации, принятыми в бизнес-среде, и помочь в создании собственных текстов с соблюдением строгих лингвистических стандартов. Студенты работают с новым инструментом, который уже довольно прочно вошел в их жизнь, и учатся использовать его в качестве помощника. Кроме того, работая над проектами, которые имеют непосредственное отношение к их культуре и их будущему, студенты развивают критическое и аналитическое мышление, анализируя предложенные ИИ идеи и решения. Использование ИИ в рамках курса делового английского позволяет достичь следующих образовательных результатов:

- разобраться в тонкостях различных жанров деловой переписки;
- развить умения письменного делового общения;
- овладеть деловым английским языком и научиться использовать технологии искусственного интеллекта для достижения поставленных бизнес целей;



- снизить количество случаев плагиата при выполнении письменных работ.

## **Достижение планируемых результатов обучения благодаря использованию описываемой практики**

Внедрение открытого использования технологий генеративного интеллекта в практический курс английского языка находится в процессе апробирования. Однако, уже сейчас можно заметить, что студенты стали более критично настроены по отношению к текстам, генерируемым ИИ, научились замечать шаблонность используемых ИИ фраз и структур, снизилось количество плагиата. Предварительное достижение образовательных результатов, на которые направлена описываемая практика, подтверждается и самими студентами в отзывах (см. Приложение 5).

## **По каким основаниям вы полагаете, что предложенная методика приводит к планируемому результату обучения? \***

Поэтапность введения инструмента, построение работы от простого к более сложному, возможность выбора использования технологий генеративного интеллекта, обратная связь как от ИИ так и от преподавателя ведут к постепенному формированию необходимых умений, повышению автономии в обучении и позволяют адаптировать курс под нужды каждого учащегося.

## **Оценка эффективности использования описываемой практики по итогам реализации курса**

В рамках СОП, курс традиционно получает высокие баллы по критериям “Полезность курса для Вашей будущей карьеры” (4.2 в 2022/23 уч.г., 4.3 в 2021/2022 уч.г.), “Полезность курса для расширения кругозора и стороннего развития” (4.2 и 4.3 соответственно), “Новизна полученных знаний” (4 оба года).

### **Отзывы студентов**

**Вопрос: Что показалось Вам полезным в содержании и организации данного курса (эффективные подходы, интересные темы, формы контроля, значимость для определенных практических задач и т.д.)**

Знания можно применить при будущем трудоустройстве, полезный набор лексики

Интересная структура курса и его содержание, темы и вокабуляр реально применимы к жизни.

интересно было узнать много нового о корпоративной культуре (особенно тем, кто не на МКК), теперь я знаю как вести себя на собеседованиях и как правильно общаться в рабочей среде

Интересные темы, проекты, необычный формат, особенно полезный для студентов не с МКК (различные договоры, бизнес-письма и т. д.)

Курс организован логически, понятным образом; Могу отметить, что курс вдохновил на дальнейшее изучение английского языка в сфере бизнеса

Много интересных и полезных тем

Очень понравился формат разделения на проектные группы и взаимодействие как будто в деловой среде: обсуждение и подписание контрактов, поиск решений "внутри компании", "запуск продукта". Также особенно полезной была работа с лексикой по контракту.

Практичность заданий

“I really enjoyed the course and especially its structure and contents, it was very relevant to our studies and rich in information. Nonetheless, I would appreciate more efficient time management with assigning homework and quicker responses to questions from students.”

“The topics and techniques we have covered definitely contributed to my understanding of the way the business environment functions. Apart from learning new things (vocabulary, approaches, business strategies, negotiation tactics), I've identified my weak points, and working on them in the future will be of high importance to succeed as a professional. “

“The course provides the information (regarding business English topics) that is really difficult to find and to learn on the Internet. “

**Средний балл СОП дисциплины**, в рамках которого применялась описываемая практика: 4.2

**Средний балл СОП преподавателей**, которыми применяется описываемая практика: 4.69  
Родоманченко А.С., 4 Сорокина Е.В.



## Приложения

**Приложение 1.** Задание 1. Примеры результатов различных ИИ приложений на простые и развернутые запросы по написанию сопроводительного письма.

**Инструмент:** @GPT4Tbot

**Запрос:** Please, write me a cover letter for the position of Junior Translator.

**Результат:**

Dear Hiring Manager,

I am writing to express my interest in the Junior Translator position at your company. As a recent graduate with a Bachelor's degree in Translation and Interpretation, I am excited about the opportunity to apply my skills and knowledge in a professional setting.

During my studies, I gained experience in translating documents from English to Spanish and vice versa. I also completed an internship where I translated legal documents and marketing materials for a local law firm. These experiences have given me a strong foundation in translation and have prepared me for a career in this field.

I am proficient in Microsoft Office, SDL Trados, and MemoQ, which are essential tools for translators. I am also familiar with CAT tools and have experience working with translation memories. I am a quick learner and am always eager to learn new skills and techniques.

In addition to my technical skills, I am also highly organized, detail-oriented, and able to work under pressure. I am a team player and enjoy collaborating with others to achieve common goals.

I believe that my skills, experience, and enthusiasm make me a strong candidate for the Junior Translator position at your company. Thank you for considering my application. I look forward to the opportunity to discuss my qualifications further.

Sincerely,

[Your Name]

**Инструмент:** You Write (<https://you.com/apps/details/youwrite>)

**Запрос:** Write a cover letter for the position of junior translator in an international company. The author has the following professional experience: 2 summers of being a leader in a summer camp, 1 year of translation in an agency, an interpreter at 3 conferences, volunteering during University training. Working languages: Spanish, English.

Position requirements include translation and localisation of content and product information; business translation including marketing and customer services; developing good relationships with the SEO manager; support the content executives understanding of market trends.

Position traits: native or fluent English and German, Spanish is desirable but not essential, strong attention to detail, first-time accuracy, positive outlook, proactive approach, happy to multi-task and remain calm under stress, good communication skills.

**Результат:**

Subject: Application for Junior Translator Position

Dear HR Manager,

I am writing to express my interest in the position of junior translator at your international company. I believe that my professional experience and skills make me an ideal candidate for this role.

I have two summers of experience as a leader in a summer camp, one year of translation work with an agency, and I have acted as an interpreter at three conferences during my university training. My working languages are Spanish and English; however, I also possess basic knowledge in German which could be beneficial if required by the job. Additionally, some other

qualities that would make me suitable for this role include strong attention to detail with first-time accuracy; a positive outlook with proactive approach; good communication skills; being able to multi-task while remaining calm under stress etcetera.

This position requires content localisation/translation along with business translations including marketing & customer services support activities such SEO management understanding market trends etceter

**Инструмент:** @GPT4Telegrambot

**Запрос:** Write a cover letter for the position of junior translator in an international company. The author has the following professional experience: 2 summers of being a leader in a summer camp, 1 year of translation in an agency, an interpreter at 3 conferences, volunteering during University training. Working languages: Spanish, English.

Position requirements include translation and localisation of content and product information; business translation including marketing and customer services; developing good relationships with the SEO manager; support the content executives understanding of market trends.

Position traits: native or fluent English and German, Spanish is desirable but not essential, strong attention to detail, first-time accuracy, positive outlook, proactive approach, happy to multi-task and remain calm under stress, good communication skills.

**Результат:**

Dear Hiring Manager,

I am writing to express my interest in the Junior Translator position at your esteemed international company. With my professional experience and language skills, I am confident that I would be a valuable addition to your team.

As a leader in a summer camp for two consecutive summers, I developed excellent communication skills and the ability to work well under pressure. In addition, my one-year experience as a translator in an agency has honed my translation and localization skills, particularly in the areas of marketing and customer services.

I have also served as an interpreter at three conferences, where I have honed my ability to communicate complex ideas clearly and accurately. Additionally, I have volunteered during University training programs, which has helped me develop a proactive approach and strong attention to detail.

My working languages are Spanish and English, and I am confident in my ability to provide accurate and high-quality translations. While I do not have native or fluent German skills, I am eager to learn and improve in this area.

I believe that my positive outlook, proactive approach, and ability to multitask while remaining calm under stress make me an excellent candidate for this position. Moreover, I am confident that my good communication skills will enable me to develop strong relationships with the SEO manager and support the content executives' understanding of market trends.

Thank you for considering my application. I look forward to the opportunity to discuss my qualifications further.

Sincerely,

[Your Name]

**Инструмент:** app.twee.com

**Запрос:** A former letter: a cover letter for the position of Junior Translator. Level C1-C2. Target vocabulary: open-minded, assertive, manage unknowns, read a situation, take on board, give an insight into

**Результат:**

Dear Hiring Manager,

I am writing to apply for the position of Junior Translator that has been advertised on your company

website. I am confident that my skills and experience make me a suitable candidate for this role.

As a recent graduate in Translation Studies, I have developed an **open-minded** approach towards different cultures and languages. I believe that this quality is essential for a translator as it helps to understand the nuances of a language and to convey the intended meaning accurately. In addition, I am **assertive** in my work and always strive to produce high-quality translations that meet the expectations of clients.

One of the challenges of translation is **managing unknowns** in the source text. However, I have learned to **read a situation** carefully and to identify any gaps in my understanding. This allows me to **take on board** feedback from clients and to refine my translations accordingly.

During my studies, I have had the opportunity to work on a variety of texts, including legal, technical and literary documents. This has **given me an insight into** the different styles and registers of language used in various contexts.

I am excited about the prospect of joining your team and contributing to the success of your company. Thank you for considering my application.

Sincerely,

Sophie Lee

Изначальный текст, написанный в классе.

Dear George Mackay,

I ~~is~~ am writing to you as I am interested in the position of a forensic Photographer that Health and Wealth has posted on their job applications website. I want this position because it corresponds to my aspirations for my career path, as well as to my qualifications, on which I will expand shortly.

I am suitable for the position as I ~~have 5 year experience working for different agencies as a photographer, which has helped me to develop expertise in cameras, lighting, editing and printing. Additionally, my latest job post was~~ have developed expertise in working both with digital and film cameras, I can use my own equipment, as well as get easily adapted to any type of camera the company provides me with. Additionally, I have vast knowledge of the intricacies of criminal investigations that I have accumulated over the years in listening to experts in this field talk about <sup>their craft</sup>. Thus, I would not be a menace to tampering of evidence on scenes, as well as any accidental manipulations of victims. Overall, my being accustomed to this field, ~~of work~~ makes my reactions stoic and reliable.

Regarding my personal characteristics, I can state that I am flexible, have quick-thinking, am committed and decisive. I believe that these qualities will undoubtedly help me make me excellent for the job.

I will be awaiting further communication on the matter of my employment.

With regards,

ФИО студента скрыты намеренно

ФИО студента скрыты намеренно

Moscow,

.@mail.ru

+7999

19.09.2023

DEPT OF HEALTH/MENTAL HYGIENE

520 1st Ave, New York, NY 10016

New York, New York, 10016

Dear Hiring Manager,

I am writing to express my strong interest in the position of Forensic Photographer at the DEPT OF HEALTH/MENTAL HYGIENE. As an individual with a passion for photography and a keen interest in criminal investigations, I am confident in my ability to contribute to the agency's mission.

Although I do not possess formal education in forensic photography, I am equipped with three years of full-time paid experience as a professional photographer. This experience has allowed me to develop a strong eye for detail and technical skills required to operate various types of cameras effectively. I am confident that my skill set can be applied to the field of forensic photography with appropriate training.

Equally important, having a basic understanding of criminal investigation protocols, I am well-aware of the significance of maintaining the integrity of evidence and ensuring that no contamination occurs at a crime scene. Additionally, I possess the emotional resilience required for the job.

It is indispensable to mention that currently I reside in Moscow, Russia, but am moving to New York next week. Working as a forensic photographer at DEPT OF HEALTH/MENTAL HYGIENE would provide me with a unique opportunity to combine my passion for

photography with my interest in criminal investigations. I am confident that my willingness to learn will enable me to exceed expectations and contribute effectively to the agency's objectives.

Thank you for considering my application. I am eagerly looking forward to the opportunity of discussing how my skills and enthusiasm align with the requirements of the position further. Should you require additional information or wish to schedule an interview, please do not hesitate to contact me at +7 999 or ; [@mail.ru](mailto: @mail.ru).

Sincerely,

[ФИО студента скрыты намеренно](#)

## ChatGPT versions:

ФИО студента скрыты намеренно

123 Main Street

New York, NY 10001

Phone: (555) 555-5555

DEPT OF HEALTH/MENTAL HYGIENE

520 1st Ave, New York, NY 10016

New York, New York, 10016

Dear Hiring Manager,

I am writing to express my strong interest in the position of Forensic Photographer at the DEPT OF HEALTH/MENTAL HYGIENE. With a background in photography and a keen understanding of criminal investigations, I am confident in my ability to contribute to the agency's mission.

While I do not possess direct experience as a forensic photographer, I have three years of professional photography experience, which has equipped me with the technical skills necessary for this role. I am proficient in operating various camera equipment and have a strong eye for detail. My experience working with cameras has allowed me to develop a deep understanding of composition, lighting, and capturing high-quality images.

Furthermore, I have a solid understanding of criminal investigations and the importance of preserving evidence. Through my previous work experience and personal interest, I have gained knowledge of crime scene protocols and the significance of maintaining the integrity



of photographic documentation. This knowledge ensures that I would approach each assignment with professionalism and care, adhering to citywide forensic imaging procedures.

I am highly motivated and eager to contribute to the agency's efforts in maintaining a high level of photographic quality. I am confident that my dedication and attention to detail will allow me to excel in this position. Additionally, I am a quick learner and adaptable, which will enable me to assist other OCME staff in various photographic projects.

I am excited about the opportunity to join the DEPT OF HEALTH/MENTAL HYGIENE as a Forensic Photographer. My passion for photography combined with my understanding of criminal investigations makes me an ideal candidate for this role. I am eager to contribute my skills and learn from experienced professionals in the field.

Thank you for considering my application. I have attached my resume for your review. I would welcome the opportunity to discuss my qualifications further and demonstrate my commitment to this position in an interview.

Sincerely,

[ФИО студента скрыты намеренно](#)

ФИО студента скрыты намеренно

Moscow,

@mail.ru

+7999

17.09.2023

DEPT OF HEALTH/MENTAL HYGIENE

520 1st Ave, New York, NY 10016

New York, New York, 10016

Dear Hiring Manager,

I am writing to express my interest in the position of Forensic Photographer at the DEPT OF HEALTH/MENTAL HYGIENE. As an individual with a passion for photography and a keen interest in criminal investigations, I am confident in my ability to contribute to the agency's mission.

Although I do not possess specific experience or formal education in forensic photography, I am equipped with three years of full-time paid experience as a professional photographer. This experience has allowed me to develop a strong eye for detail, an understanding of composition, and technical skills required to operate various types of cameras effectively. I am confident that my existing skill set can be easily applied to the field of forensic photography with appropriate training.

Equally important, my background in photography has instilled in me a sense of responsibility and confidentiality when dealing with sensitive subjects. Having a basic understanding of criminal investigation protocols, I am well-aware of the significance of maintaining the integrity of evidence and ensuring that no disruptions or contamination occur

at a crime scene. Additionally, I possess the emotional resilience required to handle challenging situations that may arise during the course of my duties.

Working as a forensic photographer at DEPT OF HEALTH/MENTAL HYGIENE would provide me with a unique opportunity to combine my passion for photography with my interest in criminal investigations. I am confident that my dedication, adaptability, and willingness to learn will enable me to exceed expectations and contribute effectively to the agency's objectives.

Thank you for considering my application. I am eagerly looking forward to the opportunity of discussing how my skills and enthusiasm align with the requirements of the position further. Should you require additional information or wish to schedule an interview, please do not hesitate to contact me at [Phone Number] or [Email Address].

Sincerely,

ФИО студента скрыты намеренно

## Приложение 2. Задание 2. Меморандум

Изначальный текст студентки, созданный без использования ИИ. Жирным шрифтом выделен активный вокабуляр курса:

### MEMORANDUM

**DATE: October 17, 2022**

**TO: All Office Employees**

**FROM:** ФИО студента скрыты намеренно

**SUBJECT: Obtainment of fringe benefits**

---

It was decided to **prompt a change** and provide **fringe benefits** to those employees who are in need of them.

As a **forward-thinking company**, we have always **prioritized** mental well-being of our employees. In this regard, it seems appropriate to us to **foster an atmosphere** of support at the work place and provide fringe benefits to those who currently experience any psychological difficulties such as personal issues or harsh family circumstances.

**Precedence** is also given to the workers with **aggravating** mental conditions, e.g. burnout or depression. These measures will hopefully enable you to **get back on track** and **bring your mind into greater harmony with your body**. Moreover, they can greatly assist you in **boosting the motivation and engagement**.

**To unfold the idea into action steps**, we have signed agreements with several organizations that provide health service. Thus, the list of the certificates available at the moment includes:

- gym workouts
- yoga classes
- meditation practices - spa treatments
- massage sessions

To obtain this fringe benefit, you must follow the following steps:

- 1) Fill out the form with your full name, job position in the company, email address and phone number. Application deadline is November 1st, as we unfortunately cannot provide every employee with a free certificate.
- 2) Print the completed form and submit it to the office of the Chief Accounting Manager.
- 3) In the case of remote employment, the employee is allowed to send the form to the following email address: fringe.benefits@gmail.com
- 4) Wait for a response letter that will be sent to the specified email address. Normally, you will receive a reply within 7 business days.
- 5) In case of receiving a positive response, contact the office of the Chief Accountant Manager to select 1 or 2 certificates from the list.

**It bears repeating** that the number of certificates is limited! Handing in the form after the deadline will undoubtedly **get in the way** of a successful certificate obtainment. Therefore,

we kindly ask you to apply in advance. Should you have any questions or proposals, please **reach out to** us.

Thank you for your cooperation! We truly hope you will **embrace** our proposition.

Best wishes.

ФИО студента скрыты намеренно

Chief Manager of the Accounting Department

### **Запрос к ChatGPT:**

Please, check the following document. Pay attention to the correct use of grammatical structures, lexical collocations, and punctuation. Provide corrections in the following form: 1. a sentence with a mistake -> correct sentence.

**Обратная связь от ChatGPT.** Жирным шрифтом выделены изначальные формулировки и изменения, предложенные чатом:

- 1) It **was** decided to **prompt** a change and provide fringe benefits **to those employees** who are in need of them. -> It **has been** decided to **initiate** a change and provide fringe benefits **to employees** who are in need of them.
- 2) As a forward-thinking company, we have always prioritized **mental** well-being of our employees. -> As a forward-thinking company, we have always prioritized **the mental** well-being of our employees.
- 3) In this regard, it seems appropriate **to us** to foster an atmosphere of support **at the work place** and provide fringe benefits to those who currently **experience** any psychological **difficulties such** as personal issues or **harsh** family circumstances. -> In this regard, it seems appropriate **for us** to foster an atmosphere of support **in the workplace** and provide fringe benefits to those who **are** currently **experiencing** any psychological **difficulties, such** as personal issues or **difficult** family circumstances.
- 4) Precedence is also given to **the workers** with aggravating mental conditions, **e.g.** burnout or depression. -> Precedence is also given to **workers** with aggravating mental conditions, **such as** burnout or depression.
- 5) These measures will hopefully enable you to get back on track and **bring your mind into greater harmony with your body**. Moreover, they can greatly assist you in boosting **the motivation** and engagement. -> These measures will hopefully enable you to get back on track and **bring greater harmony between your mind and body**. Moreover, they can greatly assist you in boosting **motivation** and engagement.
- 6) To **unfold the idea into action steps**, we have signed agreements with several organizations that provide health **service**. -> To **put this idea into action**, we have signed agreements with several organizations that provide health **services**.
- 7) Thus, the list of **the certificates available** at the moment includes: - gym workouts - yoga classes - meditation practices - spa treatments - massage sessions -> Thus, the list of **available certificates** at the moment includes: gym workouts, yoga classes, meditation practices, spa treatments, and massage sessions.

8) In the case of remote employment, the employee is allowed to send the form to the following email address: fringe.benefits@gmail.com -> In the case of remote employment, the employee is allowed to send the form to the following email address: fringe.benefits@gmail.com.

9) Wait for a response letter that will be sent to the specified email address. Normally, you will receive a reply within **7** business days. -> Wait for a response letter that will be sent to the specified email address. Normally, you will receive a reply within **seven** business days.

10) It bears repeating that the number of certificates is limited! Handing in the form after the deadline will undoubtedly **get in the way of a successful** certificate obtainment. -> It bears repeating that the number of certificates is limited! Handing in the form after the deadline will undoubtedly **hinder successful** certificate obtainment.

11) Therefore, we kindly ask you to apply in advance. **Should** you have any questions or proposals, please reach out to us. -> Therefore, we kindly ask you to apply in advance. **If** you have any questions or proposals, please reach out to us.

### Приложение 3. Задание 3. Бизнес предложение: мозговой штурм

Инструмент: @GPT4Tbot

**Запрос:** Imagine, that you are a CEO of a PR company and you are about to sign a contract with a furniture company. What products and services can you provide them with? Come up with at least 10 ideas and range them in the order of plausability: from the most to the least probable one.

**Результат:**

- 1) Social media management and advertising campaigns to promote their furniture products.
  - 2) Content creation services such as blog posts, articles, and videos showcasing their furniture collections.
  - 3) Event planning and coordination for furniture trade shows and exhibitions.
  - 4) Public relations services to increase brand awareness and reputation through media coverage and influencer partnerships.
  - 5) Branding and design services to create a cohesive visual identity for their company and products.
  - 6) Market research and analysis to identify target audiences and improve product offerings.
  - 7) Website design and development to create a user-friendly online store for their furniture products.
  - 8) Email marketing campaigns to promote sales and new product launches.
  - 9) Customer service training and support to improve customer satisfaction and loyalty.
  - 10) Employee training and development programs to enhance the skills and knowledge of their staff.
- The plausibility of each idea may vary depending on the specific needs and goals of the furniture company, as well as their budget and resources.

Инструмент: @GPT4Telegrambot

**Запрос:** Imagine, that you are a CEO of a dancing studio and you are about to sign a contract with an EFL school. What products and services can you provide them with? Come up with at least 10 ideas and range them from the most to the least expensive one. Where possible, provide the cost in rubles per hour.

**Результат:**

As the CEO of a dancing studio, I am excited to offer the following products and services to the EFL school:

1. Dance classes for students - ranging from ballet to hip hop (500 rubles per hour)
2. Dance workshops for teachers - to help them incorporate movement into their lessons (1000 rubles per hour)
3. Custom choreography for school performances (5000 rubles per performance)
4. Dance-themed team-building activities for staff (2000 rubles per hour)
5. Renting our studio space for school events (5000 rubles per day)
6. Hosting dance competitions for the school (10,000 rubles per competition)
7. Dance performances at school assemblies or events (5000 rubles per performance)
8. Private dance lessons for teachers or staff (1000 rubles per hour)
9. Dance-themed birthday parties for students (5000 rubles per party)
10. Dance-themed merchandise for the school store (prices vary)

We understand that budget is a concern, which is why we offer a range of options to fit any budget. We believe that incorporating dance into the school curriculum can have a positive impact on students' physical health, mental well-being, and academic success. We look forward to working with the EFL school to bring the joy of dance to their students and staff.



# English for Business Communication

## A proposal report



### A good proposal should have:

#### Introduction

- provides background information on the situation
- explicitly states the purpose and content of the proposal

#### Proposal

- gives the information relevant to the reason for the proposal in detail under separate headings

#### Conclusion

- summarises all points mentioned above
- explains why the suggested solution is the right one

#### Recommendations

- suggests future action

### Points to consider:

Proposals are written with a particular purpose and reader in mind. Thus, your proposal report should explicitly indicate who it is written to, who it is written by, the subject of the report, and the date.

*TO: Olivia Smith, PR Director, Here and There Company  
FROM: Kaliis O'Donnel, Researcher, 4U Company  
SUBJECT: Measures for a broader audience attraction  
DATE: October 5th, 2021*

### A proposal report

is a type of informative piece of writing. It presents plans, decisions or suggestions with regard to possible future courses of action for approval by those superior at work or partners.



# English for Business Communication

A proposal report



## Useful language

### To begin a proposal:

- The purpose/aim/intent of this proposal is to outline/present/discuss the ...
- This report contains the (relevant) information/details of ... which were requested ...
- This proposal contains details of/outlines our intended course of action/ intentions concerning...
- This proposal is based on detailed results from surveys and information gained from ...
- The data included in this report was obtained/gathered by means of ...

### To end a proposal:

- To conclude/To sum up/In conclusion, our intention is to ...
- The advantage(s) of the proposed approach would be that ...
- By implementing these changes, the company will benefit from ...
- On the whole, it would seem that...
- I feel certain that the course of action proposed above will answer the needs of the company / result in...
- The only/obvious conclusion to be drawn from the data/information given above is that ...

### To provide recommendations:

- It is (therefore) believed/apparent/obvious (that) ... would be ideal for ...
- On the basis of the findings presented above, it would seem ...
- I (strongly) recommend/would suggest that ...
- Our recommendation is that ... should be ...
- I recommend that the best course of action would be ...



**Приложение 3.3 Вектор 1.** Процесс создания бизнес-предложения с в традиционном формате с идеями, сгенерированными ChatGPT

TO: TEA marketing agency

FROM: Smart Money team

SUBJECT: Comprehensive business management solution

DATE: 08.11.2023

This proposal is based on the issues your team raised during our last meeting, particularly the topic of ~~scaling the business~~ and experiencing a lack of clear accounting of finances and cost statistics, as well as not receiving reporting on integrations. At the moment the market is getting more and more competitive, so it is imperative for market agencies to utilize certain tools to increase the demand for their services and outperform the competition. It is a great opportunity for our team to showcase our multi-functional application for effective business management.

We believe our proposal can empower your marketing agency significantly. The key benefits and solutions to your situation are the following:

- Maintaining detailed cost accounting and financial planning: our application provides access to a personal consultant analyst to provide guidance and answer the questions.
- More informed advertising and marketing decisions: we implement neural network to ~~analyze~~ track the costs of campaigns and obtain data on effectiveness, which allows to tap into profitable projects.
- Integration with advertising networks: our app will help to collect data and pick up on dynamics of advertising campaigns.

The budget of this proposal might include software development and testing, and also user interface design. The timeline may vary based on the complexity, starting from 8-10 weeks period.

We suggest initiate a pilot implementation of the application, specifically two-month trial basis. Following a trial basis, we'll be able to conduct a comprehensive review and fix any bugs.

By implementing our application and offered changes, the agency will be able to optimize costs and deliver value to their customers, also maximising results.



To - TEA marketing agency

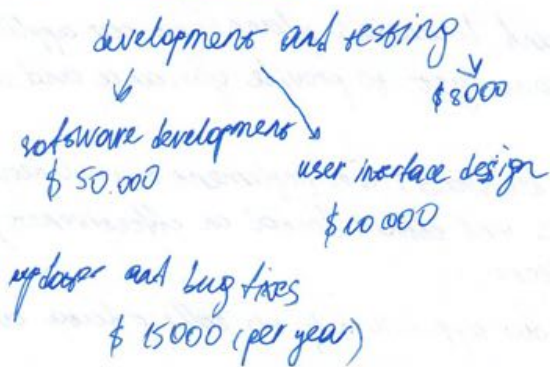
Problem - The company is scaling the business and has experienced a lack of clear accounting of finances and cost statistics; not receiving reporting on integrations

- Solution -
- 1) maintaining detailed cost accounting and fin. planning (consultant) <sup>analysis</sup>
  - 2) more informed advertising and marketing decisions, tapping into profitable projects (neural netw. to analyse demand & pick up on dynamics of <sup>others campaigns</sup>)
  - 3) ~~develops~~ integration with advertising networks (stack costs of campaigns + data on effectiveness).

Rec. - initiate a pilot implementation of ... two-months trial basis following the trial p, we'll conduct review

Conc. - by implementing changes, your c.: optimize operations, deliver value.

AT



timeline

project planning / requirements gathering (2 weeks)

soft. dev, design (10 weeks)

quality assurance (2 weeks)

may vary based on site complexity

user doc. preparation (1 week)

Peer - review

CA problem +  
solution +  
results +  
benefits +

Organisation  
§  
reading +  
style +

## Изначальный самостоятельный текст студентки:

**From:** ФИО студента скрыты намеренно

**To:**

Being one of the few teams specializing in creating, testing and implementing onboarding programmes, we would be delighted to undertake the case of [REDACTED] and help your company to translate a positive employer image, establish a clear and sustainable corporate culture. Our services would be of exceptional use for you for the following reasons:

- [REDACTED] is known to have a multicultural workforce while engaging in international business;
- Our project team consists of professionals that have obtained and applied degrees in cross-cultural communication

Based on our market research and LI cross-profile analysis of your company, [REDACTED] has been expanding rapidly and experiencing an unexpected influx of potential employees from different parts of the world. In this proposal we offer a way of helping you manage the unknowns of the situation.

### Proposal

Our action plan for this partnership consists of three main stages:

#### *1. Creating the onboarding program*

This stage includes labour market research, within your sector and the in-depth analysis of the operation style, tapping into the core values and corporate culture of [REDACTED]. All the data compiled during this process would help us create a unique onboarding program tailored specifically to your company's needs.

#### *2. Testing*

During this stage a trial run will be held on a group of employees in order to ensure the accuracy and the highest quality of the final product by tweaking it after receiving feedback.

#### *3. Implementation*

This is the final stage where all the materials, web pages and algorithms created for the company's onboarding process are handed over to the responsible parties within the company. Once the program is implemented, our team steps down until our services are solicited again.

### Conclusion

We believe that our vast experience and unique expertise will be the key factor in favour of this fruitful partnership with [REDACTED]. Since our company, much like ourselves, has recently penetrated the international market during an unstable time, it is our belief that the 3-step plan introduced above would help your company fuse a stable corporate culture and

practice and, as a result, stay ahead of the game as a reliable provider of relocation services and boost your earnings.

## Возможный черновик первоначального текста:

**From:** ФИО студента скрыты намеренно

**To:** [REDACTED]

**About us:** specialising in creating, testing and implementing onboarding programmes

**What we know about [REDACTED]:** has been expanding rapidly, experiences an unexpected influx of employees from different parts of the world.

**Aim:** to help [REDACTED] to translate a positive employer image, establish a clear and sustainable corporate culture

**Reasons to work with us:** our project team consists of professionals that have obtained and applied degrees in cross-cultural communication

## Proposal

Our action plan:

1. *Creating the onboarding program:* include labour market research, in-depth analysis of the operation style, core values and corporate culture of [REDACTED]. As a result we'll create a unique onboarding program tailored to the company's needs.

2. *Testing:* run a trial to ensure the accuracy and quality of the product and receive feedback.

3. *Implementation:* all the materials, web pages and algorithms created by us for the company are handed over and our team steps down until [REDACTED] need us again.

## Conclusion

Our solution is the right one as we have vast experience and unique expertise; believe that our 3-step plan introduced above will help [REDACTED] to fuse a stable corporate culture and practice, stay ahead of the game and boost earnings.

## Recommendations

Suggest future action



## Возможная работа с ИИ

Инструмент: @GPT4Telegrambot

### Запрос 1:

Complete a business proposal from the outline below. Use full sentences. Keep headings and subheadings. Provide additional information where necessary.

#### The outline:

**From:** ФИО студента скрыты намеренно

**To:** | ФИО студента скрыты намеренно

**About us:** specialising in creating, testing and implementing onboarding programmes

**What we know about** [REDACTED]: has been expanding rapidly, experiences an unexpected influx of employees from different parts of the world.

**Aim:** to help [REDACTED] to translate a positive employer image, establish a clear and sustainable corporate culture

**Reasons to work with us:** our project team consists of professionals that have obtained and applied degrees in cross-cultural communication

#### Proposal

Our action plan:

1. Creating the onboarding program: include labour market research, in-depth analysis of the operation style, core values and corporate culture of [REDACTED]. As a result we'll create a unique onboarding program tailored to the company's needs.
2. Testing: run a trial to ensure the accuracy and quality of the product and receive feedback.
3. Implementation: all the materials, web pages and algorithms created by us for the company are handed over and our team steps down until [REDACTED] need us again.

#### Conclusion

Our solution is the right one as we have vast experience and unique expertise; believe that our 3-step plan introduced above will help [REDACTED] to fuse a stable corporate culture and practice, stay ahead of the game and boost earnings.

#### Recommendations

Suggest future action

### Результат 1:

We recommend that [REDACTED] consider implementing regular cultural awareness training for their employees to maintain a diverse and inclusive workplace. Additionally, they may want to consider periodic evaluations of their onboarding program to ensure it continues to meet the evolving needs of the company and its employees. We would be happy to discuss these options further and provide any necessary support.

### Запрос 2:

Imagine that you are a CEO of a company creating and implementing onboarding programmes. Write a business proposal for your partner, the [REDACTED] company, offering them to make a program for them. Organize it into 4 sections: Introduction where you explicitly state the purpose and content of the proposal; Proposal itself where you give

what exactly you are going to do; Conclusion with an explanation why the suggested solution is the right one; and Recommendations where you suggest their future actions.

## **Результат 2:**

Dear \_\_\_\_\_,

ФИО студента скрыты намеренно

As a CEO of a company that specializes in creating and implementing onboarding programs, I am excited to offer our services to you. Our goal is to help you create a comprehensive onboarding program that meets the needs of your company and employees. In this proposal, we will outline our suggested approach and explain why we believe it is the right solution for your company.

### **Proposal:**

Our proposed onboarding program for \_\_\_\_\_ will consist of several components. First, we will conduct a thorough analysis of your current onboarding process to identify any gaps or areas for improvement. Based on our findings, we will develop a customized program that addresses the specific needs of your company.

One key component of our program will be regular cultural awareness training for your employees. This training will help to maintain a diverse and inclusive workplace and ensure that all employees feel valued and respected. We will also provide ongoing support to your HR team to ensure that they have the resources they need to effectively implement the program.

Additionally, we recommend periodic evaluations of the onboarding program to ensure that it continues to meet the evolving needs of the company and its employees. We will work with your HR team to identify any necessary updates or changes and make adjustments as needed.

### **Conclusion:**

We believe that our proposed onboarding program is the right solution for \_\_\_\_\_. Our approach is tailored to meet the specific needs of your company and employees, and we are committed to providing ongoing support to ensure its success. By implementing regular cultural awareness training and periodic evaluations, we can help you maintain a diverse and inclusive workplace that supports the growth and success of your business.

### **Recommendations:**

In addition to implementing our proposed onboarding program, we recommend that \_\_\_\_\_ continue to prioritize diversity and inclusion in all aspects of your business. This includes ongoing training and education for employees at all levels, as well as policies and practices that promote equity and fairness. We would be happy to discuss these recommendations further and provide any necessary support.

## **Запрос 3:**

Create a new version of the business proposal created above and introduce the following changes:

1. include labour market research, in-depth analysis of the operation style, core values and corporate culture of [REDACTED] in the first component of the onboarding program;
2. Add a section on running a trial to ensure the accuracy and quality of the product and receive feedback after the cultural awareness training section;
3. Add the implementation stage which implies that all the materials, web pages and algorithms created by us for the company will be handed over and our team will step down until [REDACTED] need us again before the section on periodic evaluations of the onboarding program.

### **Результат 3:**

Dear [REDACTED],

ФИО студента скрыты намеренно

As a CEO of a company that specializes in creating and implementing onboarding programs, I am excited to offer our services to you. Our goal is to help you create a comprehensive onboarding program that meets the needs of your company and employees. In this proposal, we will outline our suggested approach and explain why we believe it is the right solution for your company.

### **Proposal:**

Our proposed onboarding program for [REDACTED] will consist of several components. Firstly, we will conduct labour market research and an in-depth analysis of the operation style, core values and corporate culture of [REDACTED]. This will enable us to identify any gaps or areas for improvement in the current onboarding process. Based on our findings, we will develop a customized program that addresses the specific needs of your company.

One key component of our program will be regular cultural awareness training for your employees. To ensure its accuracy and quality, we recommend running a trial before implementing it company-wide. After the cultural awareness training section, we will gather feedback from participants to make necessary adjustments.

Additionally, we recommend periodic evaluations of the onboarding program to ensure that it continues to meet the evolving needs of the company and its employees. During the implementation stage, all materials, web pages and algorithms created by us for the company will be handed over, and our team will step down until [REDACTED] needs us again.

We will work with your HR team to ensure that they have the resources they need to effectively implement the program. We are committed to providing ongoing support to ensure its success.

### **Conclusion:**

We believe that our proposed onboarding program is the right solution for [REDACTED]. Our approach is tailored to meet the specific needs of your company and employees, and we are committed to providing ongoing support to ensure its success. By conducting labour market research and an in-depth analysis of the operation style, core values and corporate culture of [REDACTED], implementing regular cultural awareness training and

periodic evaluations, we can help you maintain a diverse and inclusive workplace that supports the growth and success of your business.

**Recommendations:**

In addition to implementing our proposed onboarding program, we recommend that [REDACTED] continue to prioritize diversity and inclusion in all aspects of your business. This includes ongoing training and education for employees at all levels, as well as policies and practices that promote equity and fairness. We would be happy to discuss these recommendations further and provide any necessary support.

## Возможный финальный вариант в режиме редактирования после работы с ChatGPT и учетом изначального чернового плана бизнес-предложения:

ФИО студента скрыты намеренно

Dear \_\_\_\_\_;

From: ...

To:

As a CEO of ~~one of the few teams a company that specializes~~ in creating, testing and implementing onboarding programs, I am ~~delighted~~~~excited~~ to undertake the case of Rights4U and offer our services to your help your company to translate a positive employer image and establish a clear and sustainable corporate culture. Our goal is to help you create a comprehensive onboarding program that meets the needs of your company and employees. Based on our market research and LI cross-profile analysis of your company, Rights4U has been expanding rapidly and experiencing an unexpected influx of potential employees from different parts of the world. In this proposal, we will outline our suggested approach and explain why we believe it is the right solution for your company to manage the unknowns of the situation.

### Proposal:

Our proposed onboarding program for Rights4U will consist of several components. Firstly, we will conduct labour market research and an in-depth analysis of the operation style, core values and corporate culture of Rights4U. This will enable us to identify any gaps or areas for improvement in the current onboarding process. Based on our findings, we will develop a customized program that is tailored to ~~addresses~~ the specific needs of your company.

One key component of our program will be regular cultural awareness training for your employees. To ensure its accuracy and the highest quality, we recommend running a trial before implementing it company-wide. After the cultural awareness training section, we will gather feedback from participants to make necessary adjustments.

Additionally, we recommend periodic evaluations of the onboarding program to ensure that it continues to meet the evolving needs of the company and its employees. During the implementation stage, all materials, web pages and algorithms created by us for the company's onboarding process ~~will be handed over to the responsible parties within the company. Once the program is fully implemented, and our team will step down until our services are solicited Rights4U needs us again.~~

We will work with your HR team to ensure that they have the resources they need to effectively implement the program. We are committed to providing ongoing support to ensure its success.

### Conclusion:

We are ~~certain~~~~believe~~ that our proposed onboarding program is the right solution for Rights4U. Our approach is tailored to meet the specific needs of your company and employees, and we are committed to providing ongoing support to ensure its success. By conducting labour market research and an in-depth analysis of the operation style, core values and corporate culture of Rights4U, implementing regular cultural awareness training and periodic evaluations, we can help you maintain a diverse and inclusive workplace that

supports the growth and success of your business. Our action plan would help your company fuse a stable corporate culture and practice and, as a result, stay ahead of the game as a reliable provider of relocation services and boost your earnings.

We believe that our vast experience and unique expertise will be the key factor in favour of this fruitful partnership with Rights4U.

**Recommendations:**

In addition to implementing our proposed onboarding program, we recommend that Rights4U continue to prioritize diversity and inclusion in all aspects of your business. This includes ongoing training and education for employees at all levels, as well as policies and practices that promote equity and fairness. We would be happy to discuss these recommendations further and provide any necessary support.

#### Приложение 4. Задание 4: Пример контракта, сгенерированного ИИ

Инструмент: @GPT4Tbot

Запрос: Write a contract between a construction site and a logistic company

Результат:

ChatGPT & Midjourney | New bot, [27 июля 2023 г., 10:43:09]:

#### CONTRACT AGREEMENT BETWEEN CONSTRUCTION SITE AND LOGISTIC COMPANY

This Contract Agreement (“Agreement”) is made and entered into on [Date] by and between [Construction Site Name], a company organized and existing under the laws of [State], with its principal place of business at [Address], hereinafter referred to as “Construction Site”, and [Logistic Company Name], a company organized and existing under the laws of [State], with its principal place of business at [Address], hereinafter referred to as “Logistic Company”.

WHEREAS, Construction Site is engaged in the construction of a building project located at [Address], and requires the services of Logistic Company for the transportation of materials, equipment, and supplies to and from the construction site.

WHEREAS, Logistic Company is a professional logistics service provider that specializes in the transportation of goods, materials, and equipment, and has the necessary expertise, experience, and resources to provide such services to Construction Site.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the parties agree as follows:

1. **Scope of Services:** Logistic Company shall provide transportation services to Construction Site for the delivery of materials, equipment, and supplies to and from the construction site. The services shall include but not limited to loading, unloading, transportation, and storage of goods.
2. **Term:** This Agreement shall commence on [Date] and shall continue until the completion of the construction project or until terminated by either party upon thirty (30) days written notice.
3. **Compensation:** Construction Site shall pay Logistic Company for the services rendered under this Agreement at the rates agreed upon by both parties. Payment shall be made within thirty (30) days after receipt of an invoice from Logistic Company.
4. **Responsibilities of Construction Site:** Construction Site shall provide Logistic Company with all necessary information regarding the delivery schedule, location, and quantity of materials, equipment, and supplies to be transported. Construction Site shall also ensure that the delivery area is accessible and safe for Logistic Company’s personnel and vehicles.

5. Responsibilities of Logistic Company: Logistic Company shall provide qualified personnel, suitable vehicles, and equipment necessary to perform the services under this Agreement. Logistic Company shall also ensure that the goods are transported safely, securely, and in compliance with all applicable laws and regulations.

6. Insurance: Logistic Company shall maintain adequate insurance coverage for its personnel, vehicles, and equipment used in the performance of this Agreement. Construction Site shall be named as an additional insured on the insurance policy.

7. Confidentiality: The parties agree to keep confidential all information obtained from each other during the term of this Agreement and not to disclose such information to any third party without the prior written consent of the other party.

8. Termination: Either party may terminate this Agreement upon thirty (30) days written notice to the other party. In the event of termination, Logistic Company shall complete all services in progress at the time of termination and shall return all materials, equipment, and supplies belonging to Construction Site.

9. Governing Law: This Agreement shall be governed by and construed in accordance with the laws of [State] without giving effect to its conflict of law provisions.

10. Entire Agreement: This Agreement constitutes the entire agreement between the parties and supersedes all prior negotiations, representations, or agreements, whether written or oral, relating to the subject matter of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

[Construction Site Name]

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

[Logistic Company Name]

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_



**Приложение 5.** Результаты промежуточного опроса студентов по использованию технологий генеративного интеллекта в курсе АЯ для делового общения. (<https://docs.google.com/forms/d/1Tg5L3Pmy5L-ngscdeMvWxREDtjUHhn3ba1zhUMoJMis/viewanalytics>)

Ваши комментарии относительно внедрения ИИ в курс: все, что вы хотели, но боялись сказать )

11 responses

ИИ во многом помогает

Гуд было бы ввести, но если полностью в ИИ грузить - бред, перестанут думать студенты. С указанием авторства и переделываемием - топ. В заданиях с длинными текстами у ИИ можно структуру запрашивать только, не весь текст. А так лайк, здорово, что вводите эту историю.

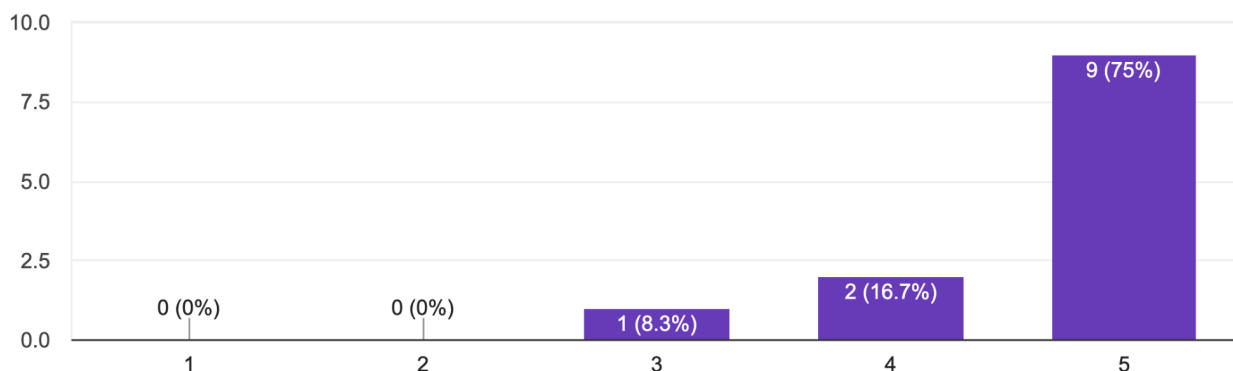
Редактирование готового текста с использованием ИИ хотелось бы оставлять исключительно на дом, т.к. могут быть проблемы с распознаванием и переносом текста в диджитал формат, которые отнимают время от пары. + не все студенты приходят на пары с ноутбуком, и без возможности быстро использовать несколько вкладок работать с ИИ неудобно

отлично

Хотелось бы писать свой текст в ворде, чтобы не переписывать его с листка в чат гпт. Также хотелось бы узнать о разновидностях ИИ, например я знаю что Яндекс выпустил свой гпт, но как им пользоваться еще не знаю

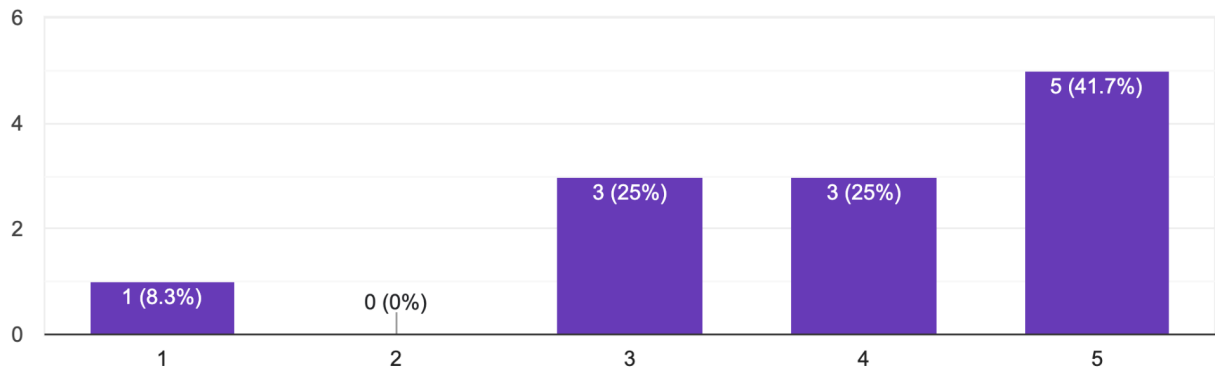
Я считаю правильным то, что студентам можно открыто использовать ИИ на занятиях.

12 responses



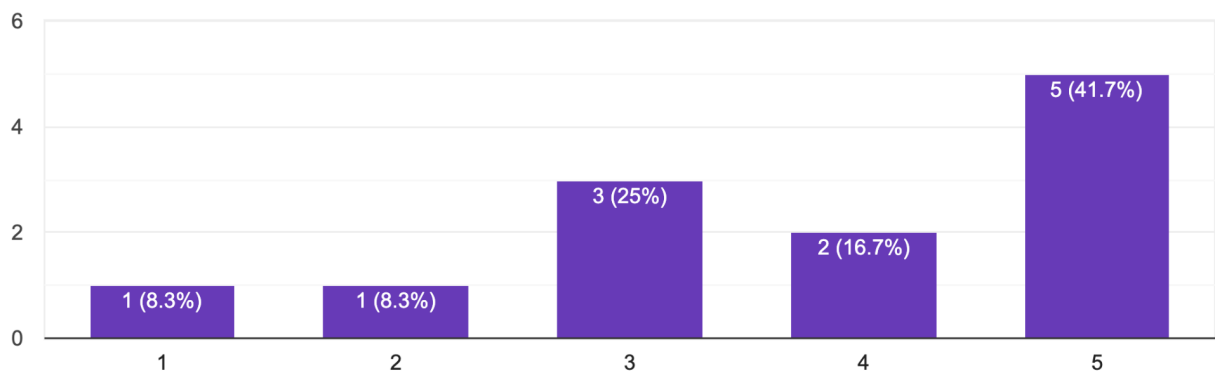
Использование технологии генеративного интеллекта при выполнении заданий курса помогло мне разобраться с тем, как он работает.

12 responses



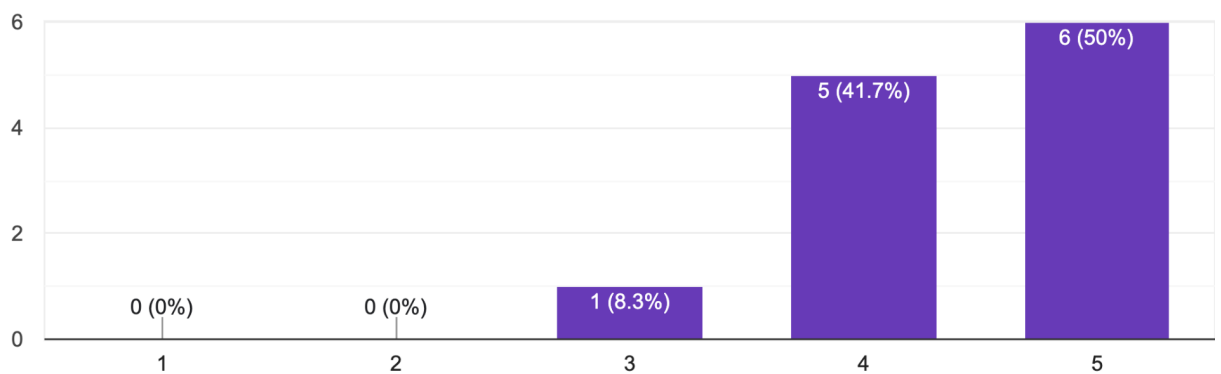
Использование ИИ дало мне четкое понимание того, на что именно нужно обращать внимание при написании текстов деловой переписки.

12 responses



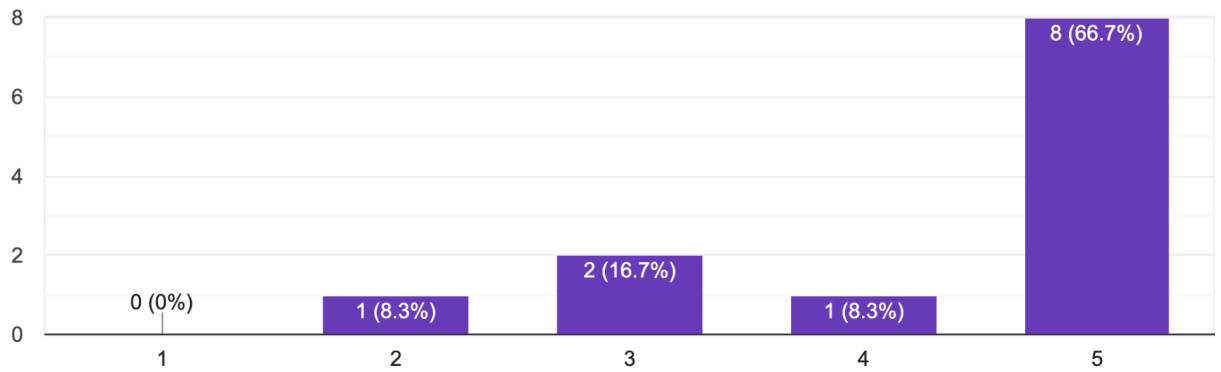
Использование ИИ помогло мне познакомиться с языковыми клише и грамматическими структурами, используемых в деловой переписке.

12 responses



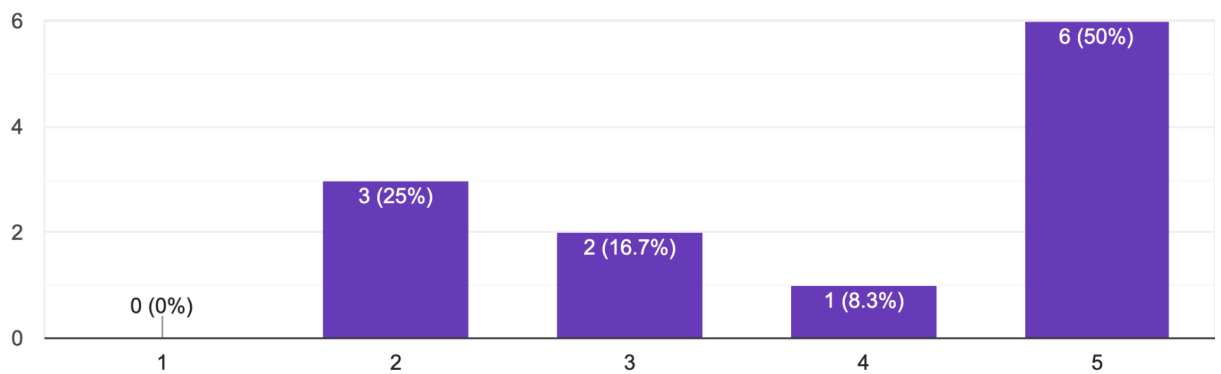
Использование ИИ для проверки моих текстов, положительно повлияло на мой навык языкового оформления текстов.

12 responses



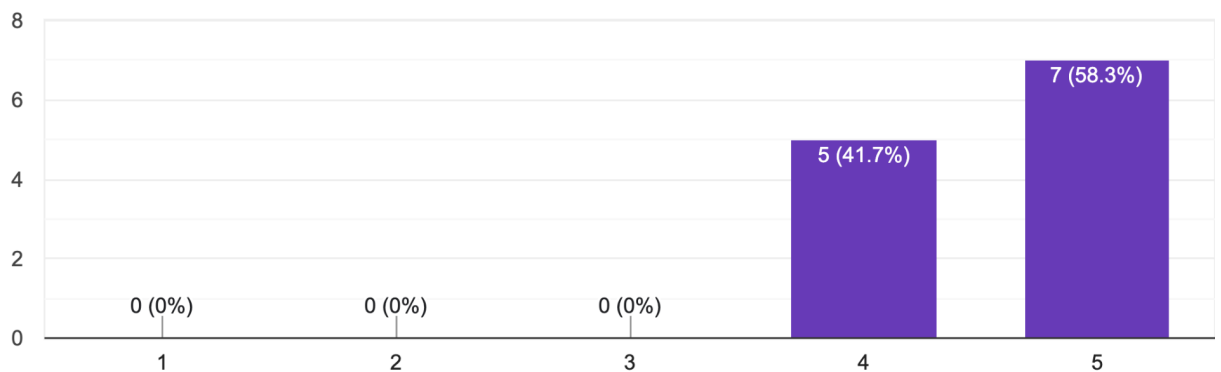
Использование ИИ для проверки моих текстов, помогло мне сформировать/развить умение анализа текста на предмет логического постро... его стилистического и языкового оформления.

12 responses



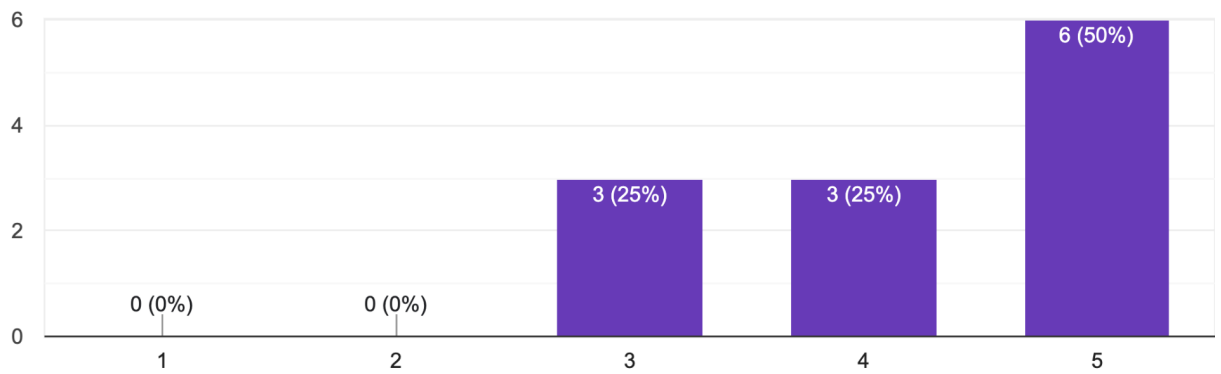
Использование ИИ для при выполнении заданий помогло мне в генерации идей и решений.

12 responses



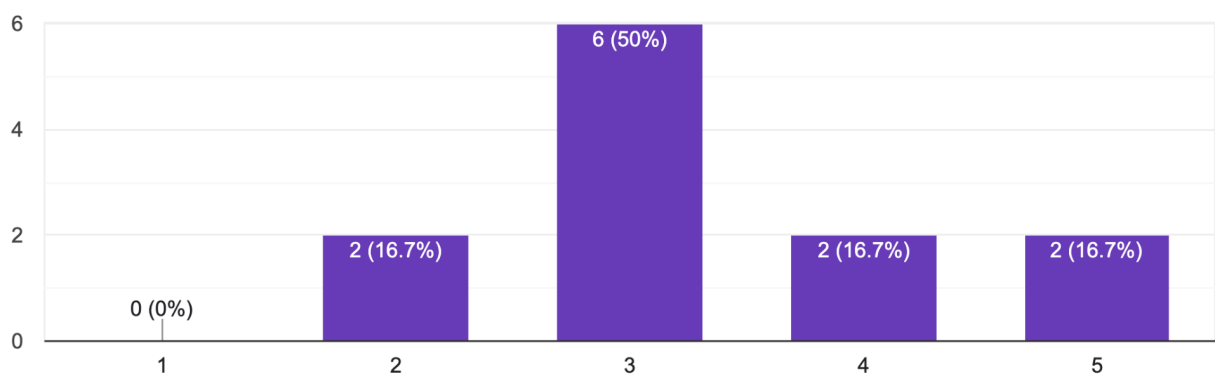
Использование ИИ для при выполнении заданий помогло мне сформировать/развить умение критического анализа текста на предм... уместности предложенных ИИ идей и решений.

12 responses



Всегда перифразирую сгенерированные ИИ тексты и указываю соавторство ИИ..

12 responses



Я использую сгенерированные ИИ тексты без изменений и указания на соавторство ИИ.

12 responses

