

《体验商务英语》课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)	1232022012	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	体验商务英语				
	Market leader--Business English				
先修课程 (Prerequisite Courses)	无				
*课程简介 (Description)	<p>本课程根据外语“课程思政”建设要求，结合“一带一路”倡议，通过提高英语能力达到传播中国声音，讲好中国故事的目的。新时代需要高质量、复合型的国际化人才适应各种工作岗位要求，同时还应该是中国文化和中国理念的传播者和推广者。</p> <p>本课程秉承“学生中心、产出导向、持续改进”的教育理念，注重学生学习的实效性。课程商务主题鲜明，内容时效性强，基本涵盖了《指南》中商务英语所涉及的国际商务、国际贸易、国际会计、国际金融、跨境电商等方向的内容。本课程难点为跨文化意识的培养及在国际交往中得体应对，并能用英语精准传播中国文化的培养。本课程教学以商务英语各种场景的实践与体验为主。教学方法基于二语习得的多模态、体演文化、跨文化交流的教学理论，根据课程内容采用讲解、翻转课堂、情景演练、场景模拟、小组合作、案例分析、问答和练习等方式，以视觉模态、听觉模态、多媒体模态等体验为主，让学生在真实生动的场景中培养学习兴趣、丰富语言知识、建立跨文化意识。以“通过语言学习文化并传播文化”的理念，培养学生商务英语综合应用的能力。</p> <p>课程采用全过程考核方式，最终的成绩包括：出勤（每次课代表考勤）、作业及完成质量、课堂参与、团队合作、期末考试成绩组成。</p>				
*课程简介 (Description)	<p>In order to present the compelling China story to the world, the Experience Business English courses aim at developing students comprehensive capacity of business English application and culture communication. In accordance with the “Belt and Road” initiative and students orientation educational concept, the course will prepare the students to be the global professionals for different careers.</p> <p>The courses are composed by updating and significant range of authentic resource material, reflecting the latest trends in the business world. The course will greatly improve the ability to communicate in English in a wide range of business situations. The course will develop the communication skills students need to succeed in business and will enlarge students' knowledge of the business world. Students will become more fluent and confident in using the language of business and should increase their career prospects. Base on the second language acquisition theories like multi -modality, performance culture approach, inter-cultural communication, the teaching methods differ from different topics. The difficulty aspects are the building of inter-cultural communication awareness and appropriate practice in international situation.</p> <p>As for capacity building, the course will be taught by audio mode, video mode, multimedia mode to make students experience the English, experience the culture and enjoy the processing of participating. The course evaluation consists of attendance, participation, homework, presentation, team work and final exam.</p>				

<p>*教材 (Textbooks)</p>	<p>采用教材为《体验商务英语》综合教程 3, 原著者: David Cotton, David Falvey, Simon Kent, 改编总主编 严明, 主编王艳艳 出版社: 高等教育出版社 出版年份: 2020 年 5 月 版次: 第三版 书号: ISBN 978-7-04-053987-5</p>
<p>参考资料 (References) Other</p>	<p>《体验商务英语》同步练习 原著 John Rogers, 改编总主编 严明, 主编 张立玉 出版社: 高等教育出版社 出版年份: 2020 年 6 月 版次: 第三版 书号: ISBN 978-7-04-054662-0</p>