


《综合英语（1）》专科课程教学大纲

一、课程基本信息

课程名称	综合英语（1）				
	Business English: A Comprehensive Course（1）(Second Edition)				
课程代码	0020139	课程学分		6	
课程学时	96	理论学时	96	实践学时	0
开课学院	职业技术学院	适用专业与年级		商务英语专业一年级	
课程类别与性质	专业必修课	考核方式		考试	
选用教材	《新编商务英语综合教程1》（第2版），张逸主编，ISBN 9787040329827 高等教育出版社，2012.04			是否为马工程教材	否
先修课程	高中英语				
课程简介	<p>《综合英语（1）》课程主要面向商务英语专业专科二年级第一学期学生，共96课时，为基础英语课程。该课程在基础英语教学的基础上，巩固、扩大学生的语法、词汇等语言知识，通过本课程的学习，了解经贸英语知识，并提高听、说、读、写、译方面的基本能力；掌握商务英语中的会话内容、基本词汇、专业术语、基本句型以及商务英语沟通技巧。培养学生在具体的商务工作环境中运用英语的实际能力，包括能够用英语建立及保持商务联系，能够用英语作为语言工具提供及获取商务信息，能够使用英语处理日常商务工作等。侧重培养学生的听说能力。</p> <p>本课程让同学熟悉各种商务活动，理解相关商务知识，内容涵盖企业管理、经济贸易、金融证券、商业文化、旅游等各个领域。为进一步学习后续的商务英语课程，毕业后成为适应社会需要的应用型涉外商务工作中打下坚实的基础。</p>				
选课建议与学习要求	“综合英语 1”是商务英语专业一年级上学期必修课程之一，需要学生在大量阅读商务类为主各类读物基础上，熟练运用英汉语言的基本技能，提高快速、准确获取和处理商务信息的技能，积累相应的商务知识技能和文化背景知识。				
大纲编写人	徐耀辉 (签名)		制/修订时间	2024-7-1	
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学院负责人	 (签名)	批准时间	2024. 9. 12
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二、课程目标

类型	序号	内容
知识目标	1	理解并掌握英语语法、词汇基本知识。
	2	掌握阅读方法，具备准确理解文章主旨、快速获取信息的能力。
技能目标	3	应用书面或口头形式，阐释自己的观点，有效沟通。
	4	能将所学知识应用于日常交际和各种商务活动中。
素养目标 (含课程思政目标)	5	爱党爱国：了解祖国的优秀传统文化和革命历史，构建爱党爱国的理想信念。
	6	通过中西文化的对比 在文明交流互鉴中坚定对中国文化的自信

三、课程内容与教学设计

(一) 各教学单元预期学习成果与教学内容

第一单元 **Essentials of Business** (14 课时)

了解商务知识: Essentials of Business

理解掌握语言点:

1. Cognitive Information (认知信息): Basic Concept of Business

2. Language Focus (内容重点)

— Key Words: I. production, manufacture, service, merchandise, trade, land, labor, capital, entrepreneurship, distribute, accomplish, perform, go bankrupt, creditor, venture, profit; II. company, firm, a business, wholesaler, retailer, competitor, rival, compete, go into business, go out of business

— Phrases: I. relate ... to/with, be extracted ... from, to a certain extent, make ... of value, be responsible for, look for, decide on, up to, refer to, pay for, distribute ... to/among; II. in bulk, compete for, keep ahead of, have an advantage over, give an edge on

— Useful Structures: V+-ing as subj. “where ...” relative clause
not ... unless ... “whether ...” concessional clause

运用交际技能

3. Communicative Skills (交际技能)

— Expressions: Expressions of “Meeting People”

教学难点:

— Grammar: Countable and Uncountable Nouns

—— Reading: Timetables

第二单元 Marketing (12 课时)

了解商务知识: Marketing

掌握语言点:

— Key Words:

— Key Words: I. market potential, feasibility, feasible/viable, assess, stand (n.), trade fair, exhibit, sample, prospective customer, publicity, representative, brochure, booklet, catalogue, press conference, promote, range, model, display, campaign, launch, order, delivery, replacement, spare part, after-sales service, component, service (v.), machinery, client;

II. purchase, supply,

conversely, equilibrium price, shortage, surplus, maximize profits

— Phrases:

I. in other words, hand out, make up, for short, know as;

II. in ... terms, in large/small quantities, agree on, in the end

运用交际技能

Communicative Skills (交际技能)

— Expressions: Expressions of “Introducing People”

— Reading: Price List

教学难点:

— Useful Structures: to see if/what

as many ... as possible

“Whether ... or not”

noun clause as subject and object

“assuming ...” adverbial phrase

choose + to inf.

far more + adj.

第三单元 Career Development (14 课时)

了解商务知识: Career planning

掌握语言点:

— Key Words

I. career, contentment, conscious, extent, well-being, craftsman, carpenter,

brick, admire, misled, complaint, capacity, conquer, tough, mark, personality, demonstrate, limb, measure, command, aspect, emotional, jealousy, behavioral, disclose, regular, predictable, intense, pressure, beyond, derive, collectively, status, self-confidence, assume, envy, competent, average, association, prestigious, institution; II. tirelessly, accountancy, statutory, financial, publication, involvement, integral, challenge, banking, crucial, audit, community, comment, reliable, statement, aftermath, anticipate, regulate, underline, sector, profile, perspective, professionals, standards, boundary, melt, conclude

— Phrases: I. be conscious of, long for, regard... as, after all, in significant measure, at work, tend to, on the whole, adjust to, work off; II. devote... to, lead to, not so... as... , melting pot

运用交际技能:

Communicative Skills (交际技能)

— Expressions: Expressing and Responding to “Thanks”

— Reading: Business Cards

教学难点:

— Useful Structures: This is not to say... whether it be... think of... as... Given... , main clause

— Vocabulary & Grammar: Describing One’s Appearance

第四单元 Job-hunting (14 课时)

了解商务知识: : **Job-hunting**

掌握语言点:

— Key Words: I. personal influence, trait, initiative, outgoing, realm, inherit, bestow, disloyal, quit, loyalty, recipient, patron, lifelong job security, family honor, job hopping, mobility, qualify, root, personnel, opportunity, newcomer, salary, seniority, bounce; II. expertise, candidate, competency, initial, teamwork, recruiters, self-awareness, confidence, interpersonal, daunt, CV, relevant, criteria, applicants, specification, match, outcomes, concise, present, achievement, responsibility, voluntary

— Phrases: I. get ahead, on the basis of, lead to, move upwards, by and large, better oneself, deal with, be content with, bring in, back and forth; II. be open to, focus on, take the lead, put ... across, lay out, be identifiable from..., take ... for.

运用交际技能:

Communicative Skills (交际技能)

- Expressions Used in Job Application
- Describing One's Occupation
- Reading: Job Advertisements

教学难点:

- Useful Structures: keep doing sth.
as if
It is not uncommon to ...
It is not enough to do sth.
- Vocabulary: Words of Job Application

第五单元 Eating Habits (14 课时)

了解商务知识: Eating Habits

掌握语言点:

- Key Words: I. selection, available, nutrition, purchase, quantity, skip, consequence, consume, compile, awareness, fat, carbohydrate, fiber, cereal; II. emphasis, trend, survive, boil, fry, scramble, roast, mash, bake, steam, serve, decorate, resort, exotic, ethnic
- Phrases: I. eat out, on the average, be a threat to, in a the/ (adj.) mood for, rich in, a variety of; II. associate with, begin with, in general

运用交际技能:

Communicative Skills (交际技能)

- Expressions: Ordering a Meal
- Reading: Menus

教学难点:

- Grammar: Degrees of Adjectives and Adverbs
- Useful Structures: used to ...
no longer ...
while ..., ... (clause for contrast)
with ... (absolute structure)

第六单元 Different People (14 课时)

了解商务知识: The Culture of Different People

掌握语言点:

— Key Words: I. value n. & v., belief, unconscious, affect, fairness, preferential, treatment, performance, disharmony, excel, caste, race, prohibit, individualism, assignment, routinely, saw, switch, knob, pervasive, estimate, construction, virtue, mildly, statement, superior; II. reserve, self-discipline, plate, pass, toe, atmosphere, bridge, appreciation, contempt, understatement, tone, Briton, frustrating, motto, interpret, non-verbal, swallow, dissatisfaction, counterpart, hostile, defensive, effect, imitate, hurry, appreciate, amorous

— Phrases:

I. call for, base ... on, be linked to, in contrast, from top to bottom, defer to, end with;

II. a sense of togetherness, make a scene, queue for, make a chat about, take an interest in, get used to

运用交际技能:

— Expressions: Expressions of “Apologizing”

— Reading: Identifying Source of Miscommunication

教学难点:

— Useful Structures: get sth. done

as + adv. + as possible

read between the lines

be likely/unlikely to inf.

— Grammar: Articles

第七单元 Body Language (14 课时)

了解商务知识: Cultural Differences of Body Language

掌握语言点:

— Key Words: I. appoint, despite, easygoing, relax, carefree, gesture, signify, customary, etiquette, impact, circumstance solution, lean, deject, intent, indifference, impatient, terminate, breath, sigh, relief, posture, subtle, stake, negotiation, vital, hostile; II. apart, protrude, flex, arc, fortify, interrogate, suspicious, awkward, insulting

— Phrases: I. be guilty of, be appointed to, prior to, lack of, go away, resort to, stake one’s claim; II. measure off, hold up, point at, at arm’s length, take ... to be ..., on guard, to be the opposite to, in public, cause offence to

运用交际技能:

— Expressions: Making Invitations

<p>— Reading: Program Schedule</p> <p>教学难点:</p> <p>— Useful Structures:</p> <p>It is noted/unlucky that ...</p> <p>It is normal/common/vital (for sb.) to ..., a sign of relief, if he were to inf. ..., it would inf. ...</p> <p>— Grammar: Numerical Expressions (II)</p>
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(二) 教学单元对课程目标的支撑关系

课程目标 \ 教学单元	1	2	3	4	5	6
Unit 1 Essentials of Business	√	√			√	√
Unit 2 Marketing	√		√	√		
Unit 3 Career Development	√	√			√	√
Unit 4 Job hunting	√	√				
Unit 5 Eating habit	√		√	√		√
Unit 6 Different People	√		√	√		
Unit 7 Body Language	√	√				

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配		
			理论	实践	小计
Unit 1 Essentials of Business	教师设计语言运用活动, 组织学生进行口头交际或书面表达。	词汇听写、作业、课堂测验	12	2	14
Unit 2 Marketing	教师讲授理论知识, 组织学生进行练习实践	口头展示或书面作品	10	2	12
Unit 3 Career Development	教师讲授阅读技巧, 组织学生进行阅读实践, 并引导学生对比中外文化	读书报告或口头展示	12	2	14
Unit 4 Job hunting	教师讲授理论知识, 组织学生进行练习实践	课堂测验	12	2	14

1	55%	期末考试	40	60					100
X1	15%	课堂测验 I (词汇、语法、翻译、阅读等)	30	70					100
X2	15%	课堂测验 II (词汇、语法、翻译、阅读等)	30	70					100
X3	15%	课堂测验 II (词汇、语法、翻译、阅读等)	30	70					100

评价标准细则 (选填)

考核项目	课程目标	考核要求	评价标准			
			优 100-90	良 89-75	中 74-60	不及格 59-0
1	1					
X1						
X2						
X3						
X4						
X5						

六、其他需要说明的问题

无
