

《 综合英语 (4) 》 专科课程教学大纲

一、课程基本信息

课程名称	综合英语 (4)				
	Business English Comprehensive Course (4)				
课程代码	0020145	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		商务英语专业二年级	
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 4》(第 2 版), 张逸主编, ISBN9787040464931 高等教育出版社, 2017			是否为马工程教材	否
先修课程	综合英语 (3) 0020144 (6)				
课程简介	<p>商务《综合英语 4》课程主要面向外国语学院商务英语专业专科二年级第二学期学生, 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>作为一门专业基础课, 课程内容与商务活动紧密相连, 侧重介绍与商务活动及日常业务相关的语言及语言技巧的运用。培养学生在各种商务活动及日常业务中英语语言的的实际应用能力。这门课程还具有延伸性, 与其他的商务英语专业课程的教学互相渗透, 互相促进, 互相支撑。</p>				
选课建议与学习要求	《综合英语 4》课程主要面向外国语学院商务英语专业专科二年级第二学期学生, 共 96 课时, 为基础英语课程。要求学生初步掌握广告、企业文化、商务沟通、公共关系、营销组合及保险等主题的相关英语词汇和了解相关话语环境, 并能将所学知识应用于日常交际和各种商务活动中。				
大纲编写人	胡素平 (签名)		制/修订时间	2024-1-12	
专业负责人	臧玉洁 (签名)		审定时间	2024.3	

学院负责人	(签名)	批准时间	
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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 Advertisement (14 课时)

了解商务知识: **Advertisement; Ways of Advertising**

理解掌握语言点:

— Key Words

I. expose, expenditure, heading, pervasive, channel, schedule, nuisance, poster, tempt, sponsor, sportswear, regulation, legislation, maximum, ensure;

II. benefit, flexibility, paste, scan, edit, slice, synchronize, mute, intrude

— Phrases

I. be exposed to, aim to/at, be subject to, limit to ;

II. turn upside down, transform into, open up, end up

— Useful Structures: as well as, have the right to, make doing sth. easy

运用交际技能:

— Expressions: Persuasion

教学难点:

---Grammar: -ing and -ed adjectives

— Reading: Language of Advertising

— Basic Writing : Sentence Writing (I)

第二单元 Business Communication (12 课时)

了解商务知识: Business Communication; Letter Writing Strategy

掌握语言点:

— Key Words:

I. fault, perspective, subconscious, deduce, widget, merit, infatuated, profoundly, admirable, self-evident, categorise, lure, prospect, premise, script, tragic;

II. adapt, revise, draft, ignore, overestimate, chunk, digest, universal, preface, suit, stuffy

— Phrases

I. from sb.'s point of view, more often than not, in question, settle for, be familiar with, spring sth. upon sb., hold sb.'s attention, appeal to;

II. find fault with, save face, red flag

— Word Study: settle, suppose, convince, pursue, respond

— Useful Structures: far from sth./ doing sth., assuming, see ... as

运用交际技能

— Expressions: Expressions at the Post Office

教学难点:

— Grammar: Troublesome Adjectives and Adverbs

— Reading: Leaflet: Swift Service

— Basic Writing: Sentence Writing (II)

第三单元 Organizational Culture (14 课时)

了解商务知识: **Organizational Culture**

掌握语言点:

— Key Words

I. discourse, philosophy, verbally, superior, prize, diversity, sociability, span, overlap, discipline, factual, compelling, litigation;

II. distinctive, associate, presentation, assembly, egalitarian, alongside, divisiveness

— Phrases

I. address sb. as ... , be deferential to, work out, be consistent with;

II. a/one hell of a something

— Word Study: constitute, value, share, enhance, analyze

— Useful Structures: be sensitive to, with emphasis on ..., all but one

运用交际技能:

- Expressions: Expressing Curiosity & Asking for Information
- Reading: A Case Study: Are Two Managers Too Many?
- Basic Writing : Topic Sentences

教学难点: Grammar: Words or Expressions Denoting Frequency and Accuracy

第四单元 Promotional Mix (14 课时)

了解商务知识: **Promotional Mix**

掌握语言点:

- Key Words
 - I. vary, scatter, brand loyal, disperse, physical, norm, commission, introductory, entice, exclusive, withdrawal
 - II. blend, representative, publicity
- Phrases
 - I. twice as important as, turn to sb, on / by commission, entice somebody into doing something, prescribe (somebody) something (for something), quit doing something, in action
 - II. be referred to as, be doomed to, introductory price, high-definition television, get to do,
- Word Study: available, stock, advance, supplement
- Useful Structures: help develop, as for sb / sth, as is the case with

运用交际技能:

- Expressions: Explanation

教学难点:

- Grammar: Position of Adjectives
- Reading: Advertisements for Properties
- Basic Writing : Unity and Coherence

第六单元 Public Relations (14 课时)

了解商务知识: Public Relations; Methods for Public Relations

掌握语言点:

- Key Words
 - I. positive, hoax, victim, specialize, recommendation, strength,

hospitality, convention, standard, briefing, video, demonstrate;
II. labor union, politician, feature, corporate, survey, lobby, vote, expansion

— Phrases

I. follow up on, take action, take to, place emphasis on, look to, roll out, treat . . . to;

II. keep up with

— Word Study: fake, integrate, emphasis, release, recommend

— Useful Structures: fall under the umbrella of . . . , more than twice as likely, roll out the red carpet for . . . , serve the needs of . . .

运用交际技能:

— Expressions: Expressions at a Hotel

教学难点:

— Grammar: The Use of Pronouns

— Reading: Hotel Brochures

— Basic Writing : Telephone Messages

第七单元 Working As a Secretary (14 课时)

了解商务知识: Working As a Secretary

掌握语言点:

— Key Words

I. assertiveness, cautiousness, critically, succinctly, discretion, lengthy, prioritization, superiors,

II. minutes, correlate, workload, proactive, quarterly, agenda, occurrence, dictate

— Phrases

I. professional demeanor, a considerable amount of, taking the initiative, focused on, is privy to, require her to, move through, have a strong eye for, be respectful of, follow through, be dedicated to, committed member, keep in the forefront of her mind

II. goes beyond, long gone are the days when..., top ranking executive, assuming that

— Word Study: imperative, scheduling, commitment,

— Useful Structures: require doing, keep it confidential, more than one, be proficient in,

运用交际技能:

— Expressions: Receiving Guests

教学难点:

- Grammar: Direct and Indirect speech; Affirmative Sentences
- Reading: the Communicative Processes
- Basic Writing : Notes

第十单元 Insurance (14 课时)

了解商务知识: Insurance

掌握语言点:

- Key Words

I. liability, predictable, ingest, , benefits assuring, accumulate, entire,
II. speculation, gambling,
involved, geographically, , catastrophe, clients, tornad,
statistically, fraction, measurable, sentimental, spouse, executive, offset , soa
r, illustrate,

alternative

- Phrases

I. insurable risks, mutual companies, physical damage , , cluttered
aisles, , group coverage, in case of their premature death, term
insurance, face amount, the insured , savings and investments, In
contrast, *whole life* insurance, , *Endowment policies*, saving-oriented
II. principle of indemnity, insurability of the risk, affordable coverage,
insured hazard , actual monetary value, become incapacitated., be
intimately tied to, cover their expected payouts, in relation to, cost-
effective, be better off, shift the risk.

— Word Study. insurers, insurance, policies, policyholder, premiums,
beneficiary, cover, coverage, actuary, claim

— Useful Structures: be held responsible for, account for, be entitled
to,
in the event of,

运用交际技能:

- Expressions: Conversational strategies

教学难点:

- Grammar: Direct and Indirect speech ; Review
- Reading: Insurance Form
- Basic Writing : Fax

(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 Advertisement	√	√			√
Unit 2 Business Communication	√		√	√		
Unit 3 Organizational Culture	√	√			√	√
Unit4 Promotioal Mix	√	√				
Unit 6 Public Relations	√		√	√		√
Unit 7 Working as a secretary	√		√	√		
Unit 10 Insurance	√	√				

(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 Advertisement	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 Business Communication	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 Organizational Culture	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
Unit4 Promotioal Mix	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
Unit 6 Public Relations	教师推荐与启发, 引导学生收集相关实例, 整理并分析, 并进行展示	口头展示或书面作品	10	4	14
Unit 7 Working as a secretary	教师通过讲解相关课文和组织学生欣赏相关电影, 并设计情景, 组织学生进行口头交际与	口头展示或书面作品	10	4	14

	实践				
Unit 10 Insurance	教师讲授理论知识	读书报告或口头展示	12	2	14
合计			78	18	96

四、课程思政教学设计

Unit1 在对广告的内容的分析中对比中西文化差异，坚定文化自信
 Unit2 和学生交流如何在商务沟通中展示商务礼仪和职业素养。
 Unit3 会涉及文化差异的问题，通就这个话题和学生探讨如何树立文化自信。
 Unit4 通过课文内容引入关于职业道德的讨论
 Unit6 和 Unit7 通过设计实践练习让同学们体验商务礼仪和沟通技巧并强化职业素养。
 Unit10 通过课程引入让同学们体验保险行业中体现的诚信、责任等。

五、课程考核

总评构成	占比	考核方式	课程目标						合计
			1	2	3	4	5	6	
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%	课堂综合表现			50	50			100
X5									

六、其他需要说明的问题

无