

## 《综合英语（2）》专科课程教学大纲

## 一、课程基本信息

课程名称	综合英语（2）				
	Business English: A Comprehensive Course（2）(Second Edition)				
课程代码	0020140	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2》（第2版），张逸主编，ISBN 9787040345148 高等教育出版社，2012.04			是否为马工程教材	否
先修课程	综合英语（1） 0020139				
课程简介	<p>商务《综合英语 2》课程主要面向外国语学院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 2”是商务英语专业一年级下学期必修课程之一，学习过综合英语 1。需要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。				
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学院负责人	(签名)		批准时间		

## 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 Sports and Business (14 课时)

了解商务知识：Business in Sports

理解掌握语言点：

— Key words:

I. giant, revenue, athlete, retain, track, contribute, fit, logo, innovative, boom, reinforce, presence, principle, implement, strategy, endorse, gear, champion;

II. loom, horizon, trendy, gym, rugged, sink, fancy, inextricable, pitch, transfer, hiking;

— Phrases

I. move on, put sth. into practice, capitalize on, contribute to, name after, impose on, contract out, a fair share of, cash in, at the heart of, in turn, dream of, close to;

II. roll in, prop up, call in, associate with, set out, put out, freshen up (with); 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 of “Complimenting”

**教学难点:**

- Grammar: The Future Expressions
- Reading: Catalogues
- Useful Structures: while doing sth.  
with a ... percent market share

**第二单元 Ownership (12 课时)**

了解商务知识: Business Ownership

**掌握语言点:**

- Key Words:
  - I. proprietorship, corporation, debt, legal, formality, specify, dissolve, withdrawal, dividend, conglomerate, assets, utility, offset;
  - II. productive, resources, enable, input, output, earnings, maximum profit, motive, executive, boost, discount, bonus, monopoly, regulation
- Phrases
  - I. start with, close down, run out of, consist of, in most cases, be liable for, account for, be subject to, have advantages over, go into debt, no more than, in the extent of, be considered as;
  - II. amount of, base on, be dissatisfied with, compete for
- Word Study: differ, define, dominate, extend, represent
- Useful Structures: vary in (size ...); range from ... to; in the form of; get sth. Done

**运用交际技能**

- Expressions: Expressions of “Asking or Offering favors”

**教学难点:**

- Grammar: Passive Voice of Verbs
- Reading: A Journalist Article
- Lexical Knowledge (词汇学知识):  
suffixes: -ness, -ship, -hood, -tion / sion, -ment

**第三单元 Fashion (14 课时)**

了解商务知识: **Fashion**

**掌握语言点:**

- Key Words
  - I. fashion, interior, fad, classify, identify (with), compete, originate, imitate,

celebrity, mature, adopt, mod, appeal (to), disapprove (of), dye, artificial, fabric, affordable;

II. tailor, capitalism, proliferation, outlet, globalize, source, warehouse, textile, fur, apparel, enable, participant, journalism, editorial, critique, guideline, commentary, blog, profound, taste, found, feature, dedicate, coverage, merge.

— Phrases

I. speak of, be concerned with, hand down, trickle down, base ... on, in a way, rather than, in addition;

II. custom made, on order, seek after

— Useful Structures: in ... sense (in its broad sense)

more than (more than simply imitating ...)

come to be in the eye of

运用交际技能:

— Expressions: Expressions of “Concern, Consolation and Encouragement”

教学难点:

— Grammar: Past Simple

— Reading: Bar Graphs

— Special Use: Words Used to Describe Clothing

#### 第四单元 Promotional Mix (14 课时)

了解商务知识: : **Consumer Satisfaction**

掌握语言点:

— Key Words

I. bargain, trick, extort, silly, innocent, novelty, whereupon, rush, breathtaking, impertinence, plead, outrage, sane, trifle, extravagant, loo, sticky;

II. persuade, rational, checkout, counter, thought-out, vulnerable, economy, dependability, convenience, rock (music), nutritious, package, intelligent

— Phrases

I. to start with, might as well, for the sake of, in one's defense, as though, for one's life time, pile up, fall for, serve sb. right, all the same;

II. go beyond sth., at other times, for pleasure

— Word Study: available, stock, advance, supplement

— Useful Structures: I feel certain that ...;

It will sell well.

even though ...

do a good job

运用交际技能:

— Expressions: Expressions of “Complaining”

教学难点:

— Grammar: Present perfect

— Practical Reading: Advertisements of Bargains

— Special Use (专项用法): Subjunctive Mood of Verbs (1)

第五单元 Management (14 课时)

了解商务知识: **The Areas and Structure of Management**

掌握语言点:

— Key Words

I. vice, janitorial, survival, oversee, inventory, foreman, sound, evaluate, compensate, gather, disseminate, emergence, division;

II. majority, reputation, specialist, senior, junior, associate director, secretary, dispatch, consignment, ledger, credit, auditing, stationery, pool, layout, workmanship, correspondence, clerical

— Phrases

I. deal in, a variety of, in contrast, put emphasis on, engage in;

II. in charge of, link with, carry out

— Useful Structures: among other things

at . . . level (s)

see (to it) that . . .

运用交际技能:

— Expressions: Expressions of “Making Appointments”

教学难点:

— Grammar: A Review of Verbs

— Reading: Company Organization Charts

— Special Use (专项用法): Subjunctive Mood of Verbs (2)

第七单元 Interview (14 课时)

了解商务知识: **Knowledge About Interview**

掌握语言点:

— Key Words

I. myth, tip, obtain, incompetent, accommodate, expectation, appeasement,

ingratiating, encounter, transact, authenticity, wisdom;

II. cover, relevant, evidence, crisp, inspiration.

— Phrases

I. get rid of, do one's best, become/be used to, lose touch with, get in touch with, get... nowhere, a middle ground, hang loose, turn off, no dice, feel free to, lie with, be oneself, for a change, at times, in effect, change one's mind;

II. build up, at ease, turn into, take over— Word Study: imperative, scheduling, commitment,

— Useful Structures: neither... nor (either ... or)

with an open mind

be in a position to

so ... that ...

keep an eye on

**运用交际技能:**

— Expressions: Interviewing People

**教学难点:**

— Grammar: Plural Forms of Nouns

— Reading: CV and Application Letters

— Special Use (专项用法): Plural Forms of Nouns

## 第八单元 Trademark (14 课时)

**了解商务知识: Trademark, Brand & Logo**

**掌握语言点:**

— Key Words

I. trademark, term, format, slogan, vehicle, forge, compatible, intrigue, provocative, confuse, consistent, thrive;

II. criterion, affix, deceive/deceptive, channel, bar, allegation, demise

— Phrases

I. speak of, distinguish ... from, extract from, after all, become familiar to;

II. in connection with, be up to, in conflict, in confusion with, go to great length, infringe on, in time.

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

— Useful Structures: *prep.* + which clause (by which ...)

pseudo-cleft sentence (what we mean is ...)

as to + wh-clause (as to whose product ...)

“as” as a pronoun (as was the word ...)

**运用交际技能:**

— Expressions: Expressing Intention

**教学难点:**

— Grammar: Subject and Verb Agreement (1)

— Reading: Case Study

— Special Use (专项用法): Subject and Verb Agreement (1)

**(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 Sports and Business	√	√			√
Unit 2 Ownership	√		√	√		
Unit 3 Fashion	√	√			√	√
Unit 4 Consumer Satisfaction	√	√				
Unit 5 Management	√		√	√		√
Unit 7 Interview	√		√	√		
Unit 8 Trademark	√	√				

**(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 Sports and 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 Ownership	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 Fashion	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 Consumer Satisfaction	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 5 Management	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 Interview	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实践	口头展示或书面作品	10	4	14
Unit 8 Trademark	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) 课内实验项目与基本要求

序号	实验项目名称	目标要求与主要内容	实验时数	实验类型
1				
2				
3				

实验类型: ①演示型 ②验证型 ③设计型 ④综合型

#### 四、课程思政教学设计

Unit1 通过观看介绍商业如何影响运动中短片, 培养学生的辩证思维能力和自主意识。
Unit2 和学生交流所有制的类型, 强化学生的“四个自信”。
Unit3 和学生交流对时尚的看法, 引导学生关注中国的传统文化, 感受中国传统文化的美。
Unit4 通过课文内容引入关于职业道德的讨论, 培养学生会为社会服务的意识。
Unit5 和学生讨论管理的艺术, 讨论国家集中力量办大事的必要性, 坚定道路自信。
Unit7 通过设计模拟面试让同学们体验中西方文化差异, 培养学生的跨文化交际意识并强化职业素养。
Unit 8 通过商标对比, 让同学们感受文化对商标的影响, 感受中西方文化差异, 培养学生的跨文化交际意识并强化职业素养。

#### 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	40				20	100



X1	15%	课堂测验 I (词汇、语法、翻译、阅读等)	30	30		40			100
X2	15%	课堂测验 II (词汇、语法、翻译、阅读等)	30	40	30				100
X3	15%	课堂测验 II (词汇、语法、翻译、阅读等)	30	50			20		100

## 六、其他需要说明的问题

无