

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程优化之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	Cambridge Business English (Vantage) 剑桥商务英语（中级）
2.	授课院系 Originating Department	语言中心 Center for Language Education
3.	课程编号 Course Code	CLE043
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	通识选修课程 General Education (GE) Elective Courses
6.	授课学期 Semester	春季 Spring / 夏季 Summer / 秋季 Fall
7.	授课语言 Teaching Language	英文 English
8.	授课教师、所属学系、联系方式 (如属团队授课，请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	语言中心英语教师
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	32	0	0	Listening + Oral Practice	32
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 NA				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	CLE045 剑桥商务英语 (高级)				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 NA				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程目的是在通用英语基础之上，强化学生的商务英语听说读写技能和国际商务环境中的人际沟通技能。注重采用最新的国际商务英语教材，并动态更新补充材料，利用全方位的音频、视频材料，使学生能够胜任各种商务场景中的口头和书面交际任务。

This course aims to build on college English and improve students' business English skills of listening comprehension, speaking, reading and writing, as well as their interpersonal communication skills in the context of international business. It focuses on the use of up-to-date business English textbooks and regularly updates supplementary audio-visual materials so as to enable students to handle communication tasks on various business occasions.

16. 预达学习成果 Learning Outcomes

修完本课程后，学生若在修课期间愿意投入相应的时间课外自习，大部分学生预期将能够通过剑桥商务英语中级，并能够有信心进行各种商务沟通活动。

By the time students finish this course, the majority should be able to pass Cambridge BEC vantage and handle various business communication tasks with confidence, on condition that they are willing to devote extra-curricular hours to consolidate what they have learned in class.

17. 课程内容及教学日历 (如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人)

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

Week 1 (Human Resources / Business Studies)

General Introduction to Cambridge BEC exam suite / An overview of the course

A Detailed look at BEC listening paper part 1

Biz Benchmark Unit 1 Staff Development & Training

Week 2: (Human Resources / Business Studies)

Business Studies Unit 1 The Business of Business (lecture note-taking practice)

BEC Vantage Listening Paper Part 1 practice

A detailed look at BEC Vantage Reading Paper Part 1 (exam skills)

Week 3:

Biz Benchmark Unit 2 Job Descriptions & Job Satisfaction

A detailed look at BEC Vantage Listening Paper Part 2 (exam skills)

Managers talking about their jobs

Introduction to BEC Vantage Writing Paper Part 1: memo & email writing

Week 4:

Biz Benchmark Unit 3 Letters of enquiry & Applications

Introduction to business letter format

Interview skills (top 10 tips) + Advice on CV writing

Week 5: (Marketing / Business Studies)

Biz Benchmark Unit 5 Promotional activities & branding

Video lesson: Marketing Mix (4 Ps)

Listening activities: Brand Wars / interview about branding

Week 6:

Business Studies: Marketing Concepts

Listening activities: Brand Names

Speaking activity: Discussing brand names and their translations

A detailed look at BEC Vantage Listening Paper Part 3 (exam skills)

Week 7: Mid-term Exam

Week 8:

Biz Benchmark Unit 8 Establishing relationships & negotiating

Reading & Listening practice: Advertising (from Market Leader)

Week 9:

Biz Benchmark Unit 23 Corresponding with customers

A detailed look at BEC Vantage Reading Paper Part 2 (exam skills)

Week 10: (Company formation and corporate structures/ Business Studies)

Organizations and Operations (lecture note-taking)

Company formation and corporate structures

A detailed look at BEC Vantage Reading Paper Part 3 (exam skills)

Week 11:

Biz Benchmark Unit 10 Financing the start-up

Introduction to BEC Vantage Speaking Test (exam skills)

A detailed look at BEC Vantage Reading Paper Part 4 (exam skills)

Week 12:

Operations: Producing the Goods (lecture note-taking)

BEC Vantage Speaking Test Practice

Leadership & entrepreneurship (lecture note-taking)

Week 13:

What is leadership? (lectures)

Entrepreneurs (Reading + listening)

A detailed look at BEC Vantage Reading Paper Part 5 (exam skills)

Week 14: (Company Finance / Business Environment)

Managing financial accounts

Finance and credit (Reading + Listening)

Accounting and Financial Statements

Check your progress (listening)

Week 15: Final In-class Test

18. 教材及其它参考资料 Textbook and Supplementary Readings

Guy Brook-Hart, Business Benchmark, 西安交通大学出版社, 2008

《新版剑桥 BEC 考试真题集》(第 5 辑, 中级) 商务印书馆, 2015

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		20%		2 points deducted for 1 absence
课堂表现 Class Performance				
小测验 Quiz		20%		Two quizzes during the course
课程项目 Projects				
平时作业 Assignments		10%		
期中考试 Mid-Term Test				
期末考试 Final Exam		50%		随堂测验 In-class test

期末报告

**Final
Presentation**

其它（可根据需要
改写以上评估方
式）

**Others (The
above may be
modified as
necessary)**

20. 记分方式 **GRADING SYSTEM**

- A. 十三级等级制 **Letter Grading**
 B. 二级记分制（通过/不通过） **Pass/Fail Grading**

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课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过

This Course has been approved by the following person or committee of authority

语言中心 Center for Language Education

