

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。

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1.	课程名称 Course Title	Cambridge Business English (Higher) 剑桥商务英语 (高级)
2.	授课院系 Originating Department	Centre for Language Education
3.	课程编号 Course Code	CLE045
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	0	32
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	N/A				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	N/A				
14. 其它要求修读本课程的学系 Cross-listing Dept.	N/A				

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 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

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.

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高级，并能够有信心进行各种商务沟通活动。

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)

Day 1

- A. General Introduction to Cambridge BEC exam suite / An overview of the course
- B. Biz Benchmark Unit 2 Leaders & managers (pp. 14—17)
- C. A Detailed look at BEC Higher listening paper part 1 (Exam skills)

Week 1 Day 2 (Human Resources / Business Studies)

- A. What is leadership? (Lecture note-taking)
- B. Career Management-Me plc
- C. Practice in BEC Higher listening paper part 1

Week 1 Day 3 (Human Resources / Business Studies)

- A. Interview structure & conduct
- B. Introducing the personnel team
- C. Setting up an induction programme
- D. A detailed look at BEC Higher Reading Paper Part 1 & Part 2

Week 1 Day 4 (Human Resources / Business Studies)

- A. Motivation: theories & practice
- B. Biz Benchmark Unit 18 The Workforce of the future
- C. A Detailed look at BEC Higher listening paper part 2 (Exam skills)

Week 2 Day 1 (Marketing / Business Studies)

- A. Marketing management (from EMS)
- B. Biz Benchmark Unit 9 Advertising & customers
- C. Practice in BEC Higher listening paper part 2

Self-test: A sample BEC Higher test

Week 2 Day 2 (Marketing / Business Studies)

- A. Biz Benchmark Unit 12 The Sales pitch
- B. Describing graphs
- C. A Detailed look at BEC Higher Writing Paper Part 1

Week 2 Day 3 Mid-term exam

(BEC Higher Reading Paper Part 1 & Part 2/ BEC Higher Listening Paper Part 1 & Part 2

BEC Higher Writing Paper Part 1) *****

Week 2 Day 4 (Companies & Operations)

- A. Company structure
- B. Organizations & operations (EMS)
- C. A detailed look at BEC Higher Reading Paper Parts 3 & 4

Week 3 Day 1 (Company formation)

- A. How a company is formed (lecture note-taking)
- B. Different types of company (lecture note-taking)
- C. Introduction to BEC Higher Speaking Test

Week 3 Day 2 (Company strategy)

- A. Market Leader 5 Unit 9 Strategy
- B. Practice in BEC Higher Speaking Test Parts 1 & 2
- C. A detailed look at BEC Higher Listening Paper Part 3

Week 3 Day 3 (Mergers & Acquisitions)

- A. Mergers & Acquisitions (NBM Unit 12)
- B. A detailed look at BEC Higher Writing Paper Part 2
- C. Practice in BEC Higher Listening Paper Part 3

Week 3 Day 4 (Company finance)

<p>A. Managing financial accounts (lecture note-taking)</p> <p>B. Check your progress (listening)</p> <p>C. A detailed look at BEC Higher Reading Paper Part 5 (exam skills)</p> <p>*****</p> <p>Week 4 Day 1 (Company finance)</p> <p>A. Accounting & financial statements</p> <p>B. Working across cultures</p> <p>C. BEC Higher Speaking Test Practice</p> <p>*****</p> <p>Week 4 Day 2 (External influences on business)</p> <p>A. External Influences on Business</p> <p>B. BEC Higher Reading Paper Part 6</p> <p>C. BEC Higher Speaking Test</p> <p>*****</p> <p>Week 4 Day 3 General Revision</p> <p>A. BEC Higher Listening Paper (Part 1, Part 2, Part 3)</p> <p>B. BEC Higher Writing Paper (Report writing)</p> <p>C. BEC Higher Writing Paper (Describing graphs as homework)</p> <p>*****</p> <p>Week 4 Day 4 Final in-class test</p>

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

<p>Guy Brook-Hart, <i>Business Benchmark</i> BEC Higher 西安交通大学出版社, 2008</p> <p>《新版剑桥 BEC 考试真题集》(第 5 辑, 高级) 商务印书馆, 2015</p>

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		10%	2pts for 1 absence	Without prior permission
课堂表现 Class		10%		

Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments				
期中考试 Mid-Term Test		30%		随堂测试 In-class test
期末考试 Final Exam		50%		随堂测试 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

Center for Language Education