

《商务英语视听说》课程标准

课内学时数：54

课内实训学时数：18

适用的专业范围及层次：商务英语专业

学分：4

考核方式：考核

一、课程定位

1、课程的性质与作用

本课程作为专业基础必修课，主要秉承国际商务环境中的应用英语原则，对商务英语情境逐步介绍。该课程的主要任务是培养学生进一步提高语言应用能力，特别是用于国际商务的专门用途英语。该课程突出自主、互动的学习过程，使学生学以致用。在教学过程中注重国际商务实践能力的锻炼，培养学生在各种商务环境下熟练应用英语知识与技能的能力。

2、本课程与其它课程的关系

本课程的前导课程为《商务英语精读》、《商务英语阅读》、《商务英语口语》、《英语语音》，后续课程为《国际贸易理论与实务》，《国际人才英语》、《外贸函电与写作》。本课程目的是对学生进行正规的，严格的听说技能训练，有计划地、逐步地提高学生的听说水平，学生通过商务英语视听说语言要点，商务情景实践以及综合技能训练，逐步获得商务英语交际能力和操作能力。

二、课程教学目标

本课程的教学目标主要使学生具有较宽的英汉语言文化知识，具有扎实的英语听说读写译的基本功，能够熟练掌握经贸、金融、管理等学科的英语语言表达。通过真实的商务场景的构建，使学生形成“语言能力+商务知识+综合技能”三维能力。

三、教学基本要求

本课程要求要求任课教师具有英语专业本科及以上学历，语言表达清晰，流利；英语专业等级证书及相关国际商务证书，有一年以上高校英语口语教学经验，熟悉外贸流程，能熟练操作多媒体仪器，有一定的英语听力技能。要求学生能够利用耳机电脑等多媒体设备获取课程的相关录音录像以及完成教师布置的相关任务，能够个人获取本课程的主要信息传达。

四、教学内容及学时分配

项目一 Job Interview （4学时）

1、教学内容

- What preparations should a candidate make before the job interview
- Inappropriate questions from interviewees.
- Role-play about the job interview.

2、重点、难点

重点: Make preparations about the job interview.

难点: Learn to write Curriculum Vitae

项目二 On the Phone (4 学时)

1、教学内容

- Ask to be connected and connect the caller
- How to leave the message
- How to deal with problems by phone

2、重点、难点

重点: Know about how to answer the phone and leave the message.

难点: Learn to deal with different problems when telephone someone

项目三 Business Travel-Booking Airline Tickets (4 学时)

1、教学内容

- Enquire about flights and reserve airplane tickets.
- How to book an airline ticket.

2、重点、难点

重点: Words and expressions for booking an airline ticket.

难点: to know how to book an airline ticket properly.

项目四 Business Travel-Booking Hotel Rooms (4 学时)

1、教学内容

- Enquire about flights and reserve airplane tickets.
- How to book an airline ticket.

2、重点、难点

重点: Words and expressions for booking a hotel room.

难点: to know how to book a hotel room properly.

项目五 Business Travel-Checking in at the Airplane (4 学时)

1、教学内容

- To learn about how to check in at the airport.
- To learn about how to ask for service on the airplane.

2、重点、难点

重点: Words and expressions for checking in at the airport.

难点: to know how to communicate with people at the airport as well as on the airplane.

项目六 Business Travel-Going through Customs (4 学时)

1、教学内容

- Learn about how to go through customs at the airport.
- Learn about how to communicate people at the airport.

2、重点、难点

重点: Words and expressions for going through customs at the airport.

难点: to know how to communicate with people at the airport.

项目七 Business Travel-Receiving People at the Airport (4 学时)

1、教学内容

- Learn about how to receive people at the airport and how to send them to the hotel.
- Learn about how to send them to the hotel.

2、重点、难点

重点: Words and expressions for receiving people at the airport.

难点: to know the etiquette required for receiving people at the airport.

项目八 Receiving Visitors (4 学时)

1、教学内容

- Receive business visitors who have an appointment.
- Meet visitors at the airport.
- Participate in small talk about travel, weather or accommodation.

2、重点、难点

重点: Know about procedures involved when receiving business visitors.

难点: Small talks about travel, weather or accommodation.

项目九 Business Dinner (4 学时)

1、教学内容

- Invite business associates to dinner.
- Order western food and Chinese food.
- Propose a toast during the dinner.

2、重点、难点

重点: Basic dinner-related vocabulary.

难点: Effectively use some communication skills to invite associates to dinner.

项目十 Company Presentations (4 学时)

1、教学内容

- Describe a company
- Company introduction
- Make a short presentation.

2、重点、难点

重点: Know about how to describe company and make presentation.

难点: Identify the structure of a company presentation.

项目十一 Product Presentations (4 学时)

1、教学内容

- Describe a product
- Compare the features of products.
- Ask for information about products.

2、重点、难点

重点: Know about how to describe products and make presentation

难点: Identify the structure of a product presentation.

项目十二 A Factory Tour (4 学时)

1、教学内容

- Asking for samples
- Visiting a factory
- Production line

2、重点、难点

重点: How to describe the production facility

难点: Carry out an activity of visiting a factory

项目十三 Making Enquiries (4 学时)

1、教学内容

- Enquiry about price

- Counter-offers
- Commission in business

2、重点、难点

重点: Know how to make an enquiry

难点: Make an offer and respond an offer

项目十四 Negotiating Prices (4 学时)

1、教学内容

- Bargaining
- Discount and commission
- Price negotiation

2、重点、难点

重点: Requesting and refusing a price reduction

难点: Skills and techniques can be used in price negotiation

项目十五 Terms of payment (4 学时)

1、教学内容

- Basic methods to receive payment for product
- Talking about L/C
- Payment by letter of credit

2、重点、难点

重点: Make a list of the basic elements of an L/C

难点: Lump sum payment

项目十六 Delivery (4 学时)

1、教学内容

- The procedure are involved in the delivery of goods in international trades
- Discussing delivery time
- Talking about delivery delays

2、重点、难点

重点: The appropriate attitude toward complaints of delivery delays

难点: Dealing with a wrong delivery

项目十七 Placing an Order

(4 学时)

1、教学内容

- Talking about the order
- Talking about the contract
- Confirming a contract

2、重点、难点

重点: Distinguish a general order from a mail order and a phone order

难点: Identify the differences between an order and a contract

项目十八 Trade Fairs

(4 学时)

1、教学内容

- Attending trade fairs
- Establishing business relations
- A trade fair interviews

2、重点、难点

重点: How to participate in a trade fair

难点: Recognize some famous international and domestic trade fairs

学时分配表

项目	教学内容 (章的名称)	学时分配	
		理论	实践 (训)
项目一	Job Interview	3	1
项目二	On the Phone	3	1
项目三	Business Travel-Booking Airline Tickets	3	1
项目四	Business Travel-Booking Hotel Rooms	3	1
项目五	Business Travel-Checking in at the Airport	3	1
项目六	Business Travel-Going through Customs	3	1
项目七	Business Travel-Receiving	3	1

	Visitors at the Airport		
项目八	Receiving Visitors	3	1
项目九	Business Dinner	3	1
项目十	Company Presentation	3	1
项目十一	Product Presentations	3	1
项目十二	A Factory Tour	3	1
项目十三	Making Enquiries	3	1
项目十四	Negotiating Prices	3	1
项目十五	Terms of payment	3	1
项目十六	Delivery	3	1
项目十七	Placing an Order	3	1
项目十八	Trade Fairs	3	1
总 计		54	18
合计		72	

五、实践教学部分

实践一、Job Interviews

- (一) Aims : 1. Get the students to know how to prepare for an interview and how to answer questions about personal details and work experience
(二) Contents: Practice the different roles in different activities

实践二、On the Phone

- (一) Aims get the students know how to answer the phone
(二) Contents: 1. Practice answer the phone
2. Practice connect a caller

实践三、book an airline ticket

- (一) Aims : Get the students to know how to book an airline ticket.
(二) Contents: 1. enquire about flights
2.learn about conversations taken place for book an airline ticket.

实践四、book a hotel room

- (一) Aims : Get the students to know how to book a hotel room.
(二) Contents: 1. enquire about hotel rooms
2.learn about conversations taken place for book a hotel room.

实践五、check in at the airport

- (一) Aims : Get the students to know how to check in at the airport.
Contents: learn to know how to answer or ask questions at the check in desk at the airport.

实践六、go through the customs

(一) Aims : Get the students to know how to go through customs.
Contents: learn to know how to answer or ask questions for going through customs..

实践七、receive visitors at the airport

(一) Aims : Get the students to know how to use receive people at the airport.
Contents: to learn about how to make small talks with people at the airport; to know the related etiquette required for receiving people at the airport.

实践八、Receiving Visitors

(一) Aims : Get the students to know how to understand the procedures involved when receiving business visitors
(二) Contents: Practise how to receive business visitors who have an appointment
And how to meet visitors at the airport

实践九、Business Dinner

(一) Aims : Get the students to know how to understand and use basic dinner-related vocabulary
(二) Contents: Practise the ways of inviting business associates to dinner and order food

实践十、Company Presentations

(一) Aims : Get the students to know how to identify the structure of a company presentation
(二) Contents: Practise talk about a company profile and give a brief self-introduction

实践十一、Product Presentations

(一) Aims : Get the students to know how to identify the structure of a product presentation
(二) Contents: Practice the ways of describe a product and ask for information about a product.

实践十二、Factory Tour

(一) Aims : Get the students to know how to have a guided plant tour.
(二) Contents: to practice the sentences on how to introduce the related information of the factory to the visitors.

实践十三、Make enquiries

(一) Aims : Get the students to know how to make enquiries
(二) Contents: to practice the sentences on how to introduce the products and how to negotiate on the related conditions when doing business.

实践十四、Negotiating prices

(一) Aims : Get the students to know how to negotiation prices with others in business.
(二) Contents: to learn the sentences related in price negotiations.

实践十五、Terms of payment

(一) Aims : Get the students to know how to negotiate on the terms of payment.
(二) Contents: to practice the sentences on how to introduce the terms of payment to others and how to negotiate on this topic.

实践十六、Delivery

(一) Aims : Get the students to know how to talk about delivery.

(二) Contents: to practice the sentences on how to introduce ways of delivery and how to negotiate on the time of delivery.

实践十七、Place an order

(一) Aims : Get the students to know how to place an order.

(二) Contents: to practice the sentences on how to place an order.

实践十三八、Trade fair

(一) Aims : Get the students to know how to have a trade fair

(二) Contents: to practice the sentences on how to introduce the products and how to negotiate on the related conditions when doing business.

六、课程考核

该课程为考试课，主要考查商务英语专业学生商务英语听力技能与听力理解能力。期末总评成绩由平时成绩 10%+期中考试成绩 20%+期末考试成绩 70%构成。平时成绩主要考核日常考勤、课堂表现，期中考试和期末考试主要体现在考试（考查）卷面所得分值。

注：见考试大纲

六、教材及主要参考资料

新视野商务英语视听说上下册，马海龙主编，北京：外语教学与研究出版社，2019

商务英语视听说教程，姜荷梅主编，上海外语教育出版社，2019

朗文视听说，（美），布莱克威尔著，2015