

《商务英语写作》课程标准

课内学时数：总 72（本学期 36 学时）

适用的专业范围及层次： 全日制专科商务英语专业二年级学生

学分：4（本学期 2 学分）

考核方式：考查

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说 明

一、教学目的和要求

“商务英语写作”是国际商务从业人员必备的一项重要技能，也是高职高专英语专业学生的一门必修课。本课程的设置旨在向学生传授基本的商务英语写作理论和常用的写作方法和技巧，并通过写作练习实践，培养学生基本的写作技能。

本课程要求学生掌握以下几个方面的基本内容：

- （一）理解商务应用文体的定义、功能、分类
- （二）掌握常用的商务英语写文体类型。
- （三）掌握常用商务文体的写作格式。
- （四）掌握常用商务文体的写作方法与技巧。
- （五）掌握常用商务文体的写作步骤
- （六）掌握常用商务文体的基本语言表达。

二、课程内容和学时分配

1. 教学进度安排

根据教学计划安排，本课程学习时间为两学期，共 72 课时，每周为 2 课时。

课程内容和学时分配表

Weeks	Content	Credit
(Term 1) Week 1-2	Introduction	4
Week 3-4	Unit 1: Business English Writing: Definition, Writing Process, Principles; Contemporary Communication Tools 商务英语写作基础知识介绍	4
Week 5-6	Unit 2: Basic Types of Business Documents: Business Letters and Reports 商务英语写作基本文体介绍:商务信函 &商务报告	4
Week 7-8	Unit 3: Notices 通知	4
Week 9-10	Unit 4: Invitations 邀请函	4
Week 11-12	Unit 5: Memos 备忘录	4
Week 13-14	Unit 6: Minutes 会议记录	4
Week 15-16	Unit 7: Company profiles 公司 介绍	4
Week 17-18	Unit 8: Name Cards 名片	4
(Term 2) Week 1-2	Unit 9: Product Promotion Copies 产品推广文案	4
Week 3-4	Unit 10: Product Descriptions	4

	产品说明书	
Week 5-6	Unit 11: Sales Letters 销售函	4
Week 7-8	Unit 12: Sales Contracts 销售 合同	4
Week 9-10	Unit 13: Complaint Letters 投 诉函	4
Week 11-12	Unit 14: Adjustment Letters 理 赔函	4
Week 13-14	Unit 15: Resumes 简历	4
Week 15-16	Unit 16: Job-application Cover Letters 求职信	4
Week 17-18	Review	4

2. 思政映射与融入点 (本学期课程内容)

教学周次	授课要点	思政映射 与融入点	授课形式与教 学方法	教学预期成效
1	Unit 9: Product Promotion Copies: the basic structure and language features of advertising copy.	Guide students to establish a correct marketing concept, emphasize integrity and authenticity in promotion, avoid false advertising, and reflect the socialist core values of "integrity" and "responsibility."	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write attractive product advertisements, understand the social responsibility behind advertising, and improve their language expression and creative design skills.
2-3	Unit 10: Product	Guide students to focus on product	Teacher lectures, classroom	Students can independently

	Descriptions 产品说明书: the format and language style of product descriptions.	quality and user safety, emphasize corporate responsibility towards consumers, and reflect a "people-oriented" service concept and social responsibility.	interaction, group discussions, and hands-on platform operation.	write clear and standardized product descriptions, improving their ability to organize information and express ideas, while enhancing professional competence.
4-6	Unit 11: Sales Letters 销售 函:the structure and writing techniques of sales letters	Guide students to adhere to the principle of integrity in sales, establish correct business ethics, and emphasize the spirit of "fair trade" and "customer first."	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write persuasive sales letters, improve business communication skills, and build a positive professional image.
7-8	Unit 12: Sales Contracts 销售 合同:the basic terms and language expression of sales contracts,the standardization and legal validity of contract writing	Guide students to understand the legal significance of contracts, emphasize the "spirit of contract" and "awareness of the rule of law," and cultivate professional ethics of abiding by the law and keeping promises.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write standardized sales contracts, enhance legal awareness and sense of responsibility, and lay a foundation for future career development.
9-10	Unit 13: Complaint Letters 投诉 函:how to rationally express dissatisfaction and make reasonable demands	Guide students to express opinions rationally and constructively, emphasize "communication, understanding" and "social harmony," and cultivate a sense of social responsibility for	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write clear and appropriately toned complaint letters, improving communication skills and emotional management abilities.

		civilized expression.		
11-12	Unit 14: Adjustment Letters 理赔 函:how to handle customer complaints, express apologies, and propose solutions	Guide students to establish a "customer first" service concept, emphasize corporate responsibility and honest management, and reflect the "people-oriented" social value.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write appropriate and effective adjustment letters, improving customer service awareness and problem-solving skills.
13-15	Unit 15:Resumes 简 历:the structure and content organization of resumes.	Guide students to establish a correct view of employment, emphasize "honesty and trustworthiness" and "self-awareness," encourage students to show their true selves in job hunting, reflecting the socialist core value of "dedication."	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write competitive personal resumes, improving self-presentation and career planning skills.
16-17	Unit 16: Job-application Cover Letters 求职信:how to tailor content to specific positions, express job motivations and ability advantages	Guide students to understand the professional spirit of "dedication and love for work," emphasize the combination of personal development and social responsibility, and encourage students to reflect patriotism and social commitment in job applications.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write targeted cover letters, enhance professional competence and job-seeking success rates, and boost self-confidence and expression skills.
18	Exams	Strengthen the awareness of	Teacher lectures	Students have the awareness of

		taking exams with integrity		taking exams with integrity,
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三、教学方法

本课程主要采用教师讲授，学生听讲、练习并进一步拓展知识的教学方式。教师在讲授过程中同时为学生分析相关商务应用文体的最新发展动态及趋势。学生通过课堂学习、实践及课后练习，从而了解并掌握相应的商务应用文体的写作格式，内容，写作技巧与方法，语言表达等。

四、教学建议

原则上教师应该遵照教学大纲的要求，以及大纲所确定的基本内容完成教学内容，但对教学内容的顺序安排，教学时数的分配等方面，可根据实际情况灵活处理。教师讲授时要注意培养学生灵活地运用字、词和句的能力并通过提供、讲解、分析更多范文让学生加深对所学商务应用文章的理解及对语言的运用。

五、理论教学部分

Part One: Introduction 商务写作基础介绍

Unit 1: Business English Writing: Definition, Writing Process, Principles;
Contemporary Communication Tools
商务英语写作基础知识介绍

Unit 2: Basic Types of Business Documents: Business Letters and Reports
商务英语写作基本文体介绍:商务信函&商务报告

Part Two: Company Routine 公司日常经营写作

Unit 3: Notices 通知
Unit 4: Invitations 邀请函
Unit 5: Memos 备忘录
Unit 6: Minutes 会议记录

Part Three: Company Publicity 公司对外宣传写作

Unit 7: Company profiles 公司介绍
Unit 8: Name Cards 名片
Unit 9: Product Promotion Copies 产品推广文案
Unit 10: Product Descriptions 产品说明书

Part Four: Foreigner Trade Communication 外贸业务沟通写作

Unit 11: Sales Letters 销售函

Unit 12: Sales Contracts 销售合同

Unit 13: Complaint Letters 投诉函

Unit 14: Adjustment Letters 理赔函

Part Five: Job Hunting 求职应聘写作

Unit 15: Resumes 简历

Unit 16: Job-application Cover Letters 求职信

六、实践教学部分

本课程实践教学为 36 学时。课堂讲解学习和实践教学部分有机结合在一起，做到理论和实践同步进行，这样才能确保对学生正确掌握写作技巧进行全程监控。并且通过课堂的各种各样的练习，如回答问题、讨论等方式开展实践教学，使学生在实践中巩固理论知识。

实践一、Business English Writing: Definition, Writing Process, Principles;

Contemporary Communication Tools

(一) Aims : Get the students to know business english writing: definition, writing process, principles; contemporary communication tools.

(二) Contents: Introduction to Business English Writing.

实践二、Basic Types of Business Documents: Business Letters and Reports

(一) Aims : Get the students to know basic types of business documents: business letters and reports.

(二) Contents: formats and languages of business letters and reports

实践三、Practise the skills of writing notices.

(一) Aims : Get the students to know the format and skills in writing notices.

(二) Contents: Practise addressing an envelope and writing different parts of a notice

实践四、Practise the skills of writing a invitation.

(一) Aims : get the students to know how to write an effective invitation.

(二) Contents: the necessary parts and writing skills of invitations.

实践五、Practise the skills of writing memos.

(一) Aims : get the students to know the skills of writing an memo.

(二) Contents: the necessary factors in an memo.

实践六、Practise the skills in writing minutes.

(一) Aims : get the students to know how to write a complete minute.

(二) Contents: the necessary parts of a minute.

实践七、Practise the skills in writing company profiles.

(一) Aims : Get the students to know the steps in writing company profiles.

(二) Contents: practice the writing skills.

实践八、Practise the skills in writing name cards.

(一) Aims : Get the students to know how to write name cards.

(二) Contents: important points in writing name cards

实践九、Practise the skills in writing product promotion copies.

(一) Aims : Get the students to know various promotions skills in writing product promotion copies .

(二) Contents: tips for writing successful product promotion copies.

1. analyze the reader.
2. know the product or service
3. emphasize benefits.

实践十、Practise the skills in writing product descriptions.

(一) Aims : Get the students to know the techniques in writing product descriptions.

(二) Contents: important factors and writing skills of product descriptions.

实践十一、Practise the skills in writing sales letters.

(一) Aims : Get the students to know the skills and language in writing sales letters.

(二) Contents: practise writing an effective sales letter.

实践十二、Practise the skills in writing a complaint letters

(一) Aims : Get the students to know the skills and language in writing sales contracts.

(二) Contents: practice writing sales contract.

实践十三、Practise the skills in writing an complaint letter.

(一) Aims : Get the students to know the skills and language in writing a complaint letter.

(二) Contents: practice writing of a complaint letter.

实践十四、Practise the skills in writing adjustment letters.

(一) Aims : Get the students to know the important parts in writing adjustment letters.

(二) Contents: how to make preparation for writing adjustment letters.

实践十五、Practise the skills in writing résumés.

(一) Aims : Get the students know the important parts in writing resumes.

(二) Contents: how to make preparation for writing resumes.

实践十六、Practise the skills in writing job application cover letter.

(一) Aims : Get the students to know the important parts in job application cover letter.

(二) Contents: how to make preparation for writing job application cover letter.

七、建议使用教材及主要参考资料

教材: 林丹蔚、邱瑞君,《实用商务英语写作教程》,北京对外经贸大学出版社,2018;

参考书: (1) Grahame T Bilbow, PhD,《朗文商务致胜英文书信》,外语教学与研究出版社

(2) 刘礼进,《实用英文写作》,广州:中山大学出版社,2000;

(3) 丁往道等,《英语写作手册》,北京:外语教学与研究出版社,1996;

(4) 赵宏宇著,《写作参考》,西安:西北工业大学出版社,2001;

(5) 徐小贞,《商务英语写作》,北京外语教学与研究出版社,2006。