

# 《商务英语写作》课程

## 教学标准

课内学时数：72

适用的专业范围及层次：全日制专科商务英语专业一二年级学生

学分：4

考核方式：考查

编制人：林丹蔚、江婉丽

### 说明

#### 一、教学目的和要求

##### 1. 教学目标

“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：

- (1) 理解商务应用文体的定义、功能、分类
- (2) 掌握常用的商务英语写作文体类型。
- (3) 掌握常用商务文体的写作格式。
- (4) 掌握常用商务文体的写作方法与技巧。
- (5) 掌握常用商务文体的写作步骤
- (6) 掌握常用商务文体的基本语言表达。

##### 2. 课程思政育人目标

(1) 职业道德与规范：强调商务英语写作中的职业操守，如诚信、礼貌、负责，以及在商务信函写作中体现尊重他人、契约精神、合作精神等。

(2) 文化意识与跨文化沟通能力：培养学生对不同文化背景的敏感性和尊重，避免文化误解，提升国际商务交流中的文化适应性。

(3) 团队协作与沟通能力：通过撰写会议记录、备忘录、报告等文档，培养学生团队合作意识及高效沟通能力。

(4) 严谨态度与专业精神：强调写作的准确性、完整性与规范性，培养学生细致、严谨的职业习惯。

#### 二、课程内容和学时分配

##### 1. 教学进度安排

根据教学计划规定的学时数为 72 学时，学习时间为两学期，每周为 2 课时。具体学时分配如下表，供参考。

课程内容和学时分配表

篇章	内容	理论课时	实验课时	小计
<b>Part One: Introduction</b>	Unit 1 Basics of Business English Writing 商务英语写作基础知识介绍	2	2	8

商务写作基础介绍	Unit 2	Types of Business Writing 商务英语写作基本文体介绍	2	2	
<b>Part Two: Company Routine</b> 公司日常经营写作	Unit 3	Notices 通知	2	2	16
	Unit 4	Invitations 邀请函	2	2	
	Unit 5	Memos 备忘录	2	2	
	Unit 6	Minutes 会议记录	2	2	
<b>Part Three: Company Publicity</b> 公司对外宣传写作	Unit 7	Company profiles 公司介绍	3	3	18
	Unit 8	Name Cards 名片	2	2	
	Unit 9	Product Advertising Copies 产品推广文案	2	2	
	Unit 10	Product Descriptions 产品说明书	2	2	
<b>Part Four: Foreign Trade Communication</b> 外贸业务沟通写作	Unit 11	Sales Letters 销售函	3	3	18
	Unit 12	Sales Contracts 销售合同	3	3	
	Unit 13	Complaint Letters 投诉函	2	2	
	Unit 14	Adjustment Letters 理赔函	2	2	
<b>Part Five: Job Hunting</b> 求职应聘写作	Unit 15	Resume 简历	3	3	10
	Unit 16	Job-application Cover Letters 求职信	2	2	
合计			36	36	72

## 2. 思政映射与融入点

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
(第一学期) 1-2	Unit 1 Basics of Business English Writing 商务英语写作基础知识介绍	Guide students to understand the writing principle of correctness, courtesy and completeness.	Teacher lectures, classroom interaction, group discussions.	Students will be able to keep in mind the writing principles while they are writing for business.
(第一学期) 3-4	Unit 2 Types of Business Writing 商务英语写作基本文体介绍	Guide students to adhere to the writing principle of correctness, courtesy and completeness.	Teacher lectures, classroom interaction, group discussions.	Students will be able to write the necessary parts of business letters or business reports, and lay a good foundation for the future writing.
(第一学期) 5-6	Unit 3 Notice	Guide students to adhere to the writing	Teacher lectures, classroom	Students will have a good attitude

	通知	principle of correctness and completeness.	interaction, group discussions, and hands-on platform operation.	towards writing and be able to write notices with complete messages.
(第一学期) 7-8	Unit 4 Invitation 邀请函	Guide students to establish a correct view of invitation, and be aware of different ways of making replies to invitations.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write satisfactory invitations with clear layout and complete content, and reply invitations, including declining them, in a proper way.
(第一学期) 9-10	Unit 5 Memos 备忘录	Guide students to understand the significance of memos and cultivate professional ethics of being friendly.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write memos with a friendly tone.
(第一学期) 11-12	Unit 6 Minutes 会议记录	Guide students to establish the concept keeping accurate, objective and having the right attitude.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write accurate and objective minutes in right attitude.
(第一学期) 13-15	Unit 7 Company profile 公司介绍	Guide students to establish a correct view of introducing companies.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to write company profiles in a clear, professional, and honest way.
(第一学期) 16-17	Unit 8 Name Cards 名片	Guide students to adhere to the writing principle of correctness and conciseness.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students will be able to design and write name cards in a correct and concise way.

(第一学期) 18	Exams	Strengthen the awareness of taking exams with integrity.	Teacher lectures	Students have the awareness of taking exams with integrity.
<b>教学周次</b>	<b>授课要点</b>	<b>思政映射与融入点</b>	<b>授课形式与教学方法</b>	<b>教学预期成效</b>
(第二学期) 1	Unit 9 Product Advertising Copies 产品广告文案: 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.
(第二学期) 2-3	Unit 10 Product Descriptions 产品说明书: the format and language style of product descriptions.	Guide students to focus on product quality and user safety, emphasize corporate responsibility towards consumers, and reflect a “people-oriented” service concept and social responsibility.	Teacher lectures, classroom interaction, group discussions, and hands-on platform operation.	Students can independently write clear and standardized product descriptions, improving their ability to organize information and express ideas, while enhancing professional competence.
(第二学期) 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.
(第二学期) 7-8	Unit 12 Sales Contracts 销售合同: the	Guide students to understand the legal significance of	Teacher lectures, classroom interaction, group	Students will be able to write standardized sales

	basic terms and language expression of sales contracts, the standardization and legal validity of contract writing	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.	discussions, and hands-on platform operation.	contracts, enhance legal awareness and sense of responsibility, and lay a foundation for future career development.
(第二学期) 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 civilized expression.	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.
(第二学期) 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.
(第二学期) 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	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.

		the socialist core value of “dedication.”		
(第二学期) 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.
(第二学期) 18	Exams	Strengthen the awareness of taking exams with integrity.	Teacher lectures	Students have the awareness of taking exams with integrity.

### 三、教学建议

原则上教师应该遵照教学标准的要求，以及教学标准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。

### 四、理论教学部分

#### Part One: Introduction 商务写作基础介绍

Unit 1: Basics of Business English Writing 商务英语写作基础知识介绍

Unit 2: Types of Business Writing 商务英语写作基本文体介绍

#### 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 Advertising Copies 产品推广文案

Unit 10: Product Descriptions 产品说明书

#### **Part Four: Foreign 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: Resume 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、Basics of Business English Writing**

(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、Types of Business Writing**

(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 an 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 a memo.

(二) Contents: the necessary factors in a 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 advertising copies.**

- (一) Aims: get the students to know various promotions skills in writing product advertising copies.
- (二) Contents: tips for writing successful product advertising 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 letter.

- (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》（第二版），北京对外经贸大学出版社，2024；

- 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 2001；
- 〔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。

2026年3月16日