

<<商务英语视听说教程1>>

图书基本信息

书名：<<商务英语视听说教程1>>

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内容概要

伴随经济全球化和我国经济国际化的进程，国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增，这也促进了我国高等教育商务英语专业的快速发展。

目前，全国有700多所高等院校开设了外贸英语、商务英语等课程，工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程，部分院校甚至设立了商务英语专业。

近几年来，全国性的商务英语教学、学术研讨会频频召开。

我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设。各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材，以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语，国外大学多将其归为ESP(English for Special Purposes)。

目前，我们国内这样系统的专业教材并不很多。

王正元教授领衔总主编、由全国20余所大学40余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”的出版是我国高等教育商务英语教材建设的一个新成果。

这套教材共14本，包括读写、视听说、写作、口译，涵盖了商务英语的基本主体课程。编著者基于“商务知识+英语能力=核心竞争力”的编写理念，力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。

商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富，英语操练有的放矢，凸显了人才培养规格，给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观，体现了商务英语的科学性、系统性、实用性及任务型教学法。

这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

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书籍目录

序前言Unit 1 Pleased to Meet YouUnit 2 Thank You for Your Kind AttentionUnit 3 Can I Ask Who ' S
CallingPleaseUnit 4 It Is Hard for Them to Buy ThingsUnit 5 They Are SuccessfulUnit 6 More Money Means
Financial SecurityUnit 7 Let ' S Get Down to BusinessUnit 8 May I Make an Appointment? Unit 9 Has
Everybody Got a Copy of the Agenda?Unit 10 This Type of Position Would Be Suitable for YouUnit 11 How Do
You Deal with Different People in the WorkplaceUnit 12 This Is a Woman Who Came from BusinessAppendix
Words and ExpressionsAppendix AnswersAppendix Tapescripts 后记

章节摘录

If you want to study in the United States , it is time to make a list of colleges and universities that interest you. Be sure to choose more than one college. Directors of foreign student admissions at American colleges say each student should apply to at least three schools. First , you must get applications from the colleges. An application is a form you must complete to ask the college to admit you as a student. You should request applications at least two years before you want to begin studying in the United States. You can find the address of the admissions office in the colleges catalog—a publication that tells all about the school. You can also find such information on the colleges website on the Internet computer system. For example , the Ohio State University provides application forms for international students on its webpages. You can answer all the questions on the computer and e-mail the application directly to the university. Or you can copy the application forms to your computer , print them , complete the questions and mail them to the university. Or , you can fill out a computer form to ask the university to send you an application in the mail. If you cannot use a computer , write a letter to the address given in the catalog. Ask the college to send you the international admission application. Write the letter clearly. List the schools you have attended and any degrees you already have. Explain what you want to study and what degree you are seeking. Explain when you want to begin studying. You will receive a letter or application from each school. Complete the application and return it to the college. Then you must wait until the college makes its decision.

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