

<<剑桥商务英语证书考试>>

图书基本信息

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内容概要

商务英语证书 (BEC) 考试是由剑桥大学考试委员会与教育部考试中心联合推出的一项权威性的考试, 该证书在英国、英联邦各国及欧洲大多数国家的商业企业部门获得认可, 并且能作为考生英语能力的证明。

商务英语证书 (BEC) 考试是在被认可的BEC考试中心举行, 每年能在6个固定的日期举行, 在中国每年举行两次。

这些考试的主要对象是那些希望获得相关的英语语言证书的学习者, 考试标准为商务英语课程提供了理想的重点。

商务英语证书测试的是以工作场合为背景的英语语言, 而不是商务知识。

商务英语证书 (BEC) 考试分三个级别, 初级 (BEC Preliminary) 针对大学英语二级或高中以上水平的学生, 中级 (BEC Vantage) 则主要适合通过了大学英语四、六级的学生, 同时也适合于从事国际商务的专业人士和公司的职员。

商务英语高级 (BEC Higher) 由于对英语水平及商务知识都有较高的要求, 证书含金量高, 目前参加该级别考试的人数呈上升的趋势。

章节摘录

B The gradual completion of Europes single market means that more and more executives are icriss-crossing Europe to look for business. With European domestic air fares extremely high, a corporate jet looks more attractive for executives flying three or four times a month. Evensome of Europes smaller companies are investigating it. However, the larger Europeanairports operate priority regulations which govern slot allocation for take-off and createdelays airlines have first priority, chartered flights come second, air taxis third and businessjets are fourth on the list. Smaller airports pose problems of access and a risk of inadequateground handling. C

Most businesses will not discuss their corporate aircraft or even reveal whether the alreadyhigh-earning chief executive has an aircraft, for fear of shareholder reaction. There is stillsome stigma attached to ownership of a business jet. With new planes costing anything from\$ 5 million upwards plus extra comforts in the interior, many companies feel they cant justifythe expense to shareholders and employees. For some European managers a private jet isseen as an unacceptable perk indicating serious problems in a companys management. D The market for private aircraft fall into two sectors, the no-expense-spared rich mansplaything—the popular image—and the serious business tool owned by corporations. Manufacturers deliver the former as what is called a "green" aircraft—a plane that isunfinished except for a green corrosive-resistant paint which covers the bare metal. Ownerspersonalise the plane with telephones, dining areas and even cinemas. The latter sector isvery different and planes are normally bought with straightforward seating.

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编辑推荐

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