

图书基本信息

书名：<<商务英语综合教程教师用书（第三、四册）>>

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前言

进入大众化教育以来,中国高等学校英语专业的培养目标和培养模式日趋多样化。其标志性变化就是传统的英语语言文学专业裂变成商务英语专业和翻译专业,从而形成了英语、商务英语和翻译三足鼎立的局面。

虽然国内学者仍就这三个专业的共同性和差异性争论不休,但是教育部批准设立上述专业,既是顺应社会经济发展对各种英语人才需要的体现,也反映出单纯的英语语言文学专业人才的需求在减少。

截止目前,已有上海对外贸易学院、对外经贸大学、广东外语外贸大学等7所高校被正式批准招收商务英语专业的学生,众多高校还在积极申请开办这一新专业。

此外,据不完全统计,全国有500多所高校开设了商务英语课程。

这些事实说明商务英语专业发展趋势良好,前景广阔。

众所周知,不管英语专业如何裂变,必须要让学生打好语言基本功,掌握听说读写译的技能,只有这样才能进行语言交际。

交际法认为,人们对语言的掌握是在交际过程中“习得”的。

语言交际的环境越真实,就越能够掌握有效的交际能力。

有鉴于此,学习真实的语言交际材料,尤其是商务语境下的语言材料,就能够缩短课堂教学与实际生活、工作的差距,学以致用,进行有效的商务沟通。

基于这种认识,我们试图打破传统教材先学“阳春白雪”的语言,然后再进行商务“嫁接”的模式,而是从一开始就让学生置身于商务语境,学习商务基础理论和知识,直接进行商务实践的训练,从而为将来的职场竞争打好基础。

实践证明,直接学习商务英语教材而不是基础英语,也能打好语言的基本功。

据调查,许多普通高校英语(商务英语方向)专业的学生直接学习商务英语教材,四六级通过率依然分别保持在98%和85%以上,商务英语专业学生的就业率一直在99%以上,比其他相关专业学生更具竞争力。

内容概要

《商务英语综合教程》共分四册，每册12个单元，内容包括经济、管理、国际法和跨文化四大模块，每单元均由TextA、TextB、TextC及相关练习组成。

Text A侧重商务词汇、语法知识及篇章理解。

Text B着力培养学生的商务英语口语和写作能力等交际能力。

Text C主要是提高学生的听力技能和人文底蕴。

本套教材主要适用于全日制商务英语专业或者英语（商务英语方向）专业的一二年级大学生，也可作为全日制非英语专业学生的选修课教材或行业培训教材。

教材分学生用书和教师用书。

书籍目录

第三册 Unit One Keys to Being a Successful Entrepreneur Unit Two Office Politics Unit Three Real Work at Home Jobs Unit Four Employee Turnover Unit Five Customer Management Unit Six Market Expansion Unit Seven Localization Strategy Unit Eight Monopoly Unit Nine Global Tourism Unit Ten Green Business Unit Eleven The Beauty Industry Unit Twelve A Return to Thrift
第四册 Unit One Franchise Business Unit Two The Real Estate Business Unit Three Security in E-Commerce Era Unit Four Credit Card Unit Five Creation of Corporate Culture Unit Six Cultural Difference in Business Unit Seven Mergers & Acquisitions Unit Eight Telecommuting Unit Nine Business and Customer-centeredness Unit Ten Business Ethics Unit Eleven Corporate Social Responsibility Unit Twelve Piracy

章节摘录

For starters , it can be helpful just to know that the fatigue , helplessness and the physical symptoms are not all in your mind. They are not signs of weakness —— they are part of a larger problem that you can take steps to solve. Unless you hate your job and everything about it , first try fixing what is causing the stress. If your company is large enough , you may be able to transfer to another department. If not , perhaps you can steer your job in the right direction by volunteering for projects that interest you. If you do hate your job and there is no possibility of improving it , begin looking for another one in your field. Research what additional education you might need in order to do what you really want to do. In my own situation , I decided to begin doing freelance work part-time with the hopes of eventually working at home full-time. Research and working on developing my new "job" —— as well as choosing and suggesting projects at my full-time job that help me to gain experience —— have helped me to overcome my burnout and have inspired more hope for my future. The key is to take charge of your life and begin working —— even in a small way —— to create the job situation that is right for you. Realize that you have chosen your path in life up until now , and you can choose to change direction any time you wish.

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