**《实用商务英语》教学大纲**

**一．课程基本信息**

1. 课程名称（中文）：《实用商务英语》

课程名称（英文）：Business English for Practical Purposes

2. 学时/学分：64学时/3学分

3. 面向对象：全校非英语专业二年级学生

4. 开课院（系）：外国语学院

5. 教学用书： Teaching materials from multiple sources

**二．课程目标**

**Learning Goals:**

* Develop the basic English language skills needed in everyday business communication
* Understand the basic business concepts in order to communicate appropriately in business situations
* Develop cultural awareness in business communication
* Improve the ability to communicate in business context
* Gain confidence  using English in business communication

**三. 教学内容和教学要求**

**Topic areas:**

1. Introduce business basics and business vocabulary & terms
2. General communications
   1. Meet, greet, and introduce
   2. Read articles/magazine/newspaper and use in small talk
   3. Write business email
3. Group work and communications
   1. Effective group work
   2. Manage a simple group project
4. Culture and communications
   1. Business culture and etiquette
   2. Intercultural communication
5. Career: Employment
   1. Set goals
   2. Search for job opportunities of interest
   3. Write resume
   4. Mock interview
6. Career: Entrepreneurship
   1. Market your company/product/services –
   2. Develop a PowerPoint presentation
   3. Each group presents and answers objections
7. Understanding Business Ethics

**Learning activities:**

* Lectures, learning activities, discussions
* Individual and group projects
* Work outside of class/homework

**四. 考试和成绩评定方法**

**Grading Policy:**

Final grade will consist of two parts: English proficiency test and semester performance（各门课程比例一样）.

**五．其他**

**Type of Classroom:** Multimedia Classroom

撰写人：本课程组 (Donna)

院（系）公章：

院（系）教学主管签字（盖章）：

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