

<<商务英语综合教程>>

图书基本信息

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内容概要

《商务英语综合教程(2)》学科的发展 我国改革开放近30年来,由于国家建设的需求,各大学英语专业每年大量招生,并向社会输送大批毕业生,其中很大一部分进入国际商务和相关领域工作。原国家人事部对国际商务专业人才作了如下要求:“当今国际问贸易、国际经济技术交流与合作日益专业化,专业人员不仅需要具备坚实的国际商务理论、熟悉有关的国际商务公约和惯例,掌握国际上通行的贸易作法和商务程序,而且要通晓外语,有一定的国际商务实际操作经验”。

广东外语外贸大学国际《商务英语综合教程(2)》学院曾针对国际商务类用人单位和外企对商务类人才的素质和能力的要求进行调查,调查结果也表明这个要求是合理的。

正是适应了社会对这类英语+商务复合型人才的需求,《商务英语综合教程(2)》作为英语专业的一个新的方向,迅速发展。

目前全国已经有数百所本科层次的高等院校设立《商务英语综合教程(2)》方向,大多以英语作为主业,再以各种形式加上不等的商务知识内容。

经过长时间广泛的交流,尤其是7次全国性研讨会,我国高等院校在《商务英语综合教程(2)》的培养目标、课程设置和教学内容等方面逐步取得了一些共识,为《商务英语综合教程(2)》学科建设的提升和规范打下了很好的基础。

2.《商务英语综合教程(2)》课程的定位 教材编写是学科建设的重要一环。

有一种看法,认为《商务英语综合教程(2)》教材的内容应当大部分甚至全部都是商务方面的专题知识。

我们认为这种看法是将《商务英语综合教程(2)》当作一门ESP(English for SpeCial Purposes)课程,即以经济和管理学科的学生为对象的专门用途英语课程。

我国当前的情况是,《商务英语综合教程(2)》是作为外国语言文学一级学科下的一个专业,要求学生具有较高级别的英语水平(语言知识和应用能力),并且充分了解英语国家的社会与文化。

要完成这个任务就需要设置一系列的英语语言和文化课程,这不是一门ESP类型的《商务英语综合教程(2)》课程能够承担的。

此外,学生还要具有系统的商务知识,这就需要提供一系列的商科专业课程,一门ESP类型的《商务英语综合教程(2)》课程同样不能够承担这个任务。

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章节摘录

One of the most nerve-wracking situations for many people is attending social events , particularly those where you don ' t know anyone else.

If you ' re like many people , you have visions of yourself standing alone , looking awkward , sweating , and sneaking out the side door early. Socializing is difficult for many people. Why ?

For one , it ' s a perfect opportunity for rejection.

After all , if you say or do something stupid , it ' s very easy for the other person to move on to someone else if they find your conversation dull.

Or another scenario is one where you ' re stuck at a table with a bunch of other people you don ' t know. and you envision yourself staring at your plate all through the meal. completely at a loss of words. These fears are very common and normal.

That ' s good.

It means that if you feel this way , you ' re not alone. It also means that when you ' re feeling awkward in a social situation , others are as well. Even some people who appear to be completely at ease may have a jumble of nerves and self-doubt inside. So what ' s the solution ?

If you are the person who speaks out first , makes the first move , and begins a conversation , you ' re taking the pressure off the other person. No longer are you now the one who is awkward at socializing , but you are now someone who is focused on the other people attending. Changing your frame of mind in this way can be very helpful. It ' s also more helpful than changing your frame of mind in other ways. such as using alcohol or other medications (unless you ' ve had a thorough check-up with a doctor who has prescribed anti-anxiety medications) . It ' s true that alcohol can put you at ease and make starting a conversation much easier. The problem is that it also makes it much easier to take another drink , and another , and before you know it (or don ' t) , you really are saying or doing something stupid. Unless you are absolutely confident in your ability to control your drinking , avoid using this method as a solution to your social fears. After you have reminded yourself that many other people there are feeling just as nervous as you are , try striking up a conversation. This is easier than it may seem — or at least it is !

It does become easier with practice.

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