

商务英语实践课程教学大纲

课程基本信息 (Course Information)						
课程代码 (Course Code)	EN428	*学时 (Credit Hours)	32	*学分 (Credits)	2	
*课程名称 (Course Name)	(中文) 商务英语实践					
	(英文) Business English Practice					
课程性质 (Text Type)	必修 compulsory					
授课对象 (Audience)	英语本科大三学生; Fourth-grade English undergraduates					
授课语言 (Language of Instruction)	汉语、英语; Chinese, English					
*开课院系 (School)	外国语学院; School of Foreign Languages					
先修课程 (Prerequisite)	无 none					
授课教师 (Instructor)	朱一凡		课程网址 (Course Webpage)			
*课程简介 (Description)	<p>《商务英语实践》指导并组织英语系本科生利用专业知识积极参加各种实习工作，并运用专业知识分析并解决跨文化交流中的实际问题。课程重视对学生实践能力的培养。学生根据自己的兴趣和特长选择实习工作并完成实习报告，并在班级内进行实习心得的交流。学生需结合自己的实际工作情况，分析商务领域中跨文化问题。</p> <p>Business English Practice is to guide and organize English majors to actively participate in various internship work using their professional knowledge to analyze and solve actual problems in cross-cultural communication. The course emphasizes the cultivation of students' practical ability. Students choose their own internship work according to their interests and specialties and complete their internship reports, and exchange their internship experience with their classmates. They also need complete an analysis report on intercultural issues that they have encountered during their internship.</p>					
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课程教学大纲 (course syllabus)						
*学习目标 (Learning Outcomes)	<ol style="list-style-type: none"> 1. 发挥学生的商务和英语特长，积极参加商务实践； 2. 培养学生的跨文化意识以及运用跨文化知识分析实际问题的能力。 					
*教学内容、进度安排及	教学内容	学时	教学方式	作业及要求	基本要求	考查方式

要求 (Class Schedule & Requirements)	介绍本课程目标/ 内容等	2	讲授/讨论	分组	了解课程	
	实习并撰写实习 心得	12	个人实习、 分组交流	撰写实习报告	实习，交 流经验	实习报告， 分组交流 记录
	实习心得交流	2	心得交流	实习心得报 告	撰写、交 流实习经 验	
	商英实践报告	12	指导，学习， 撰写报告	撰写报告	商务环境 中跨文化 交流	分析报告
*考核方式 (Grading)	实习心得（50%）+商英大作业（50%） Internship experience (50%)+Final report (50%)					
*教材或参考资料 (Textbooks & Other Materials)	<ol style="list-style-type: none"> 1. Chaney L. <i>Intercultural business communication / 6th ed.</i> 中国人民大学出版社, 2013. 2. Samovar, L.A. <i>Communication between cultures /-5th ed.</i> 北京大学出版社, 2004.(Chapter 7) 3. Hofstede, G. <i>Culture's Consequences: Comparing Values, Behaviors, Institutions, & Organizations Across Nation.</i> 上海外语教育出版社, 2008. (Chapter 8) 4. Snow, D. <i>跨文化交际技巧——如何跟西方人打交道</i>, 上海外语教育出版社, 2004. 5. Hall, E. <i>The Silent Language.</i> Fawcett Publications, 1961. (High-context vs low context) 6. Hall, E. <i>The hidden dimension.</i> Anchor Books, 1990. 					
其它 (More)						
备注 (Notes)						

备注说明:

1. 带*内容为必填项。
2. 课程简介字数为300-500字；课程大纲以表述清楚教学安排为宜，字数不限。