

图书基本信息

书名：<<职通商务英语听说教程教师参考书>>

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前言

自加入世界贸易组织以来,我国的国际经济贸易地位不断提升,国际商务交往更加频繁。

《职通商务英语听说教程》是为高职高专商贸类专业的学生及具有相应英语水平的商务工作者与英语爱好者编写的基础课程教材。

本套教材突破了传统的教材编写模式,综合考虑了高职高专商贸类专业学生的实际英语水平以及他们的主要就业岗位对其专业能力的基本要求,力求把英语听说技能的培养和商贸知识的教学结合起来,通过内容丰富、难度适中的商务听说材料,循序渐进地使学生在仿真的商务实践听说活动中提高商务英语的运用能力。

《职通商务英语听说教程》通过分析高职高专商贸类专业工作岗位对应聘者英语应用能力的需求,立足于“提高语言技能,拓展商务知识”,从高职高专学生的实际水平出发,从语言的基本单位入手,合理安排了商务材料在三册书中的比例,突出实践环节,重视能力培养。

本系列教材在选材及练习设计上始终遵循“学练结合,重在运用”的原则,以课本为主要依托,辅以MP3录音和网络资源等现代化教学手段,为学习者营造了立体化的商务英语听说学习环境。

《职通商务英语听说教程》的主要特点 1.重视职业岗位技能需求 《职通商务英语听说教程》以商贸类英语专业对应的职业岗位为核心,根据各岗位的工作任务及能力需求制定了科学合理的单元主题,并根据各岗位所需的英语语言技能要求设计听说训练方式。

经过学习涉外商务活动中的基本对话并接受较高水平的听说训练后,学生可以基本胜任商贸类工作的各个岗位。

内容概要

《职通商务英语·听说教程教师参考书(1)》以商贸类英语专业对应的职业岗位为核心,根据各岗位的工作任务及能力需求制定了科学合理的单元主题,并根据各岗位所需的英语语言技能要求设计听说训练方式。

经过学习涉外商务活动中的基本对话并接受较高水平的听说训练后,学生可以基本胜任商贸类工作的各个岗位。

书籍目录

Unit 1 World Economic OrganizationsSection Lead-in 1Section Background Information 4Section Economic Scenes 12Section Language Points 18Section Simulated Class Training 20Section Funny Time 22Unit 2 OfficeWorkSection Lead-in 23Section Background Information 26Section office Work Scenes 35Section Language Points 41Section Simulated Class Training 43Section Funny Time 45Unit 3 Hotel ServiceSection Lead-in 48Section Background Information 51Section Hotel Scenes 60Section Language Points 67Section Simulated Class Training 70Section Funny Time 71Unit 4 FinanceSection Lead-in 73Section Background Information 76Section Financial Scenes 84Section Language Points 90Section Simulated Class Training 92Section Funny Time 94Unit 5 Culture & EducationSection Lead-in 96Section Background Information 99Section Educational & School Scenes 107Section Language Points 113Section Simulated Class Training 115Section Funny Time 117Unit 6 HousingSection Lead-in 119Section Background Information 122Section Housing Scenes 132Section Language Points 139Section Simulated Class Training 141Section Funny Time 143Unit 7 MarketingSection Lead-in 144Section Background Information 147Section Marketing Scenes 154Section Language Points 160Section Simulated Class Training 162Section Funny Time 163Unit 8 Job InterviewSection Lead-in 165Section Background Information 168Section Job Interview Scenes 176Section Language Points 182Section Simulated Class Training 185Section Funny Time 186Unit 9 Electronic CommerceSection Lead-in 188Section Background Information 191Section E-commerce Scenes 198Section Language Points 204Section Simulated Class Training 206Section Funny Time 208Unit 10 Trade FairSection Lead-in 209Section Background Information 212Section Trade Fair Scenes 219Section Language Points 225Section Simulated Class Training 227Section Funny Time 228

章节摘录

Read carefully to see whether the employer asks for a CV or other information to be sent in, and whether specific directions are given about completing the application form. Do exactly what is asked because if there are thousands of applicants, the employer may choose to read only those applications that are completed correctly. If they ask for a CV, send one. Some specify that you should not send a CV — they will throw it away unread. Some specify that they wish you to complete the form in a particular color ink, as they need to scan the form into the computer.

Passage 1 & Passage 2

1. Read the directions.
2. Play the recording the first time. Say : Now please fill in the blanks with the missing information.
3. Play the recording a second time. Check the answers.
4. Play the recording a third time. Have students note any words or phrases that they don't understand. Then read the scripts to the class and ask students to raise their hands when they come across words or phrases that they don't understand. Write these words and phrases on the board.
5. Discuss the words and phrases with the class. Ask students to explain each one in their own words, if possible.

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