**江苏第二师范学院2021年五年一贯制专转本（非师范类）**

**商务英语专业考试大纲**

**《商务英语阅读》课程考试大纲**

**一、课程目标**

《商务英语阅读》课程围绕商务英语本科专业国际化、复合型和应用性的专业特点，以及素质、知识和能力三位一体的人才培养规格，坚持语言基本功、商务专业素质与人文素养并重的教学理念。通过本课程的学习和考试，学生应达成如下的学习目标：

1.知识目标：通过课内课外大量的原文阅读，使学生掌握英语国家商务文章的语篇结构和语言特点，扩大英语词汇量，积累专业术语，拓展商贸、文化、政治、生态等各领域相关专业知识等。

2.能力目标：培养并提高学生的英语阅读理解能力、语言观察能力、逻辑思辨能力，跨文化沟通能力、通过阅读获取信息的能力等。

3.素质目标：培养学生的原文阅读兴趣、良好的阅读习惯和自觉思考分析的学习习惯等；引导学生正确看待外媒涉华言论，明辨是非，树立起积极的世界观、人生观和价值观。

4.情感目标：在原文阅读教学中也要加强对学生的思想教育，培养学生的爱国情怀，增强文化自信等。

**二、考试大纲**

**(一) 参考书目**

叶兴国.商务英语阅读教程（1-2册）[M]. 上海: 上海外语教育出版社, 2017.

**(二) 考试方式**

闭卷考试

**(三) 考试题型**

本考试试卷结构和题型具体情况如下：

|  |  |
| --- | --- |
| **试卷结构** | **测试题型** |
| 词汇基础 | 单项选择 |
| 句子翻译 | 英译汉 |
| 长篇阅读 | 匹配/问答/判断正误 |
| 短篇阅读 | 单项选择 |

**(四) 难易题及比例**

全卷试题难度分为分为易、较易、较难、难四个等级，这四档在各份试卷中所占的比例约为2：3：3：2。

1. **题型示例**

**I．词汇基础（单项选择）**

**Directions:** *Choose the right meaning for each underlined part according to the context.*

1. When Apple Computer CO-founder Steve Jobs burned himself out 10 years ago, this Silicon Valley Company brought in marketing-savvy John Sculley.

|  |  |
| --- | --- |
| A. practical | B. shrewd |
| C. sophisticated | D. discreet |

......

**II．句子翻译（英译汉）**

1. Without taking anything away from the technicians, we think it might be fruitful to effect some sort of junction between the computer technologies and the poet. A genuine purpose may be served by turning loose the wonders of the creative imagination on the kinds of problems being put to electronic technology.

.....

**III．长篇阅读**

**Directions:** *Choose the best sentence from A-G to fill each of the gaps 1-5 in the following text.* ***Do not mark any letter more than once.***

Advertising in the United States is successful under the following circumstances: (1) when it creates a favorable company image; (2) when it relies on scientific research for an accurate evaluation of trends, fashions, needs, attitudes, and motivation; (3) systematically applies the findings of research in solving its problems; (4) avoids exposing the sponsor to charges of unethical practices. 1 In the competitive world of American business, a positive company image is essential to a company’s survival and growth. ......

A. Effective advertising is a powerful image-builder.

......

**Directions***: Which section of the article (A-M) does each statement (6-15) refer to? For each statement, mark one letter on your Answer Sheet.* ***You will need to use some of these letters more than once****.*

**Big Blunders from Big Businesses**

1. International marketing can be a tricky business. With the increase in global trade,international companies cannot afford to make costly advertising mistakes if they want to be competitive and profitable. Understanding the language and culture of target markets inforeign countries is one of the keys to successful international marketing. Too manycompanies, however, have jumped into foreign markets with embarrassing results. Out oftheir blunders, a whole new industry of translation services has emerged.

......

6. A word-by-word translation will inevitably lead to ridiculous errors in international advertising

.....

**IV．短篇阅读（单项选择）**

The Norwegian Government is doing its best to keep the oil industry under control. A new law limits exploration to an area south of the southern end of the long coastline; production limits have been laid down (though these have already been raised); and oil companies have not been allowed to employ more than a limited number of foreign workers. But the oil industry has a way of getting over such problems, and few people believe that the government will be able to hold things back for long.

......

1. The Norwegian Government would prefer the oil industry to \_\_\_\_\_\_.

A. provide more jobs for foreign workers.

B. slow down the rate of its development.

C. sell the oil it is producing abroad.

D. develop more quickly than at present.

**《商务综合英语》课程考试大纲**

**一、课程目标**

《商务综合英语》课程从培养高质量应用型商务英语专门人才的目标出发，旨在帮助学生在掌握英语语言技能的同时了解现代国际商务的现状和基本活动，以达到在商务体验中学习英语语言和培养商务活动能力的宗旨。通过本课程的学习和考试，学生应达成以下学习目标：

1. 系统掌握英语语言知识，具备听、说、读、写、译五项基本语言技能。

2. 具有综合运用英语获取国际商务现状和商务活动流程信息的初步能力。

3. 具备理解、分析和解决商务实践问题的初步能力。

4. 增强思想政治和职业道德素养，培养文化自信，了解并接受行业规范。

5.了解行业发展的新动态、新方法和新手段，促进自我更新和专业化发展。

**二、考试大纲**

**(一) 参考书目**

严明总主编, 李毅主编. 体验商务英语（第三版）（1-2册）[M]. 北京: 高等教育出版社, 2020.

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|  |  |
| --- | --- |
| **试卷结构** | **测试题型** |
| 词汇与语法 | 单项选择 |
| 完形填空 | 单项选择 |
| 阅读理解 | 单项选择 |
| 翻译 | 句子翻译 |
| 书面表达 | 短文写作 |

**(四) 难易题及比例**

全卷试题难度分为易、较易、较难、难四个等级，这四档在各份试卷中所占的比例约为2：3：3：2。

**三、题型示例**

**I. 语法与词汇**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. | *How fluently* she speaks Chinese! The italicized part is\_\_\_\_\_. | | | |
|  | A. | the subject | B. | the object |
|  | C. | the complement | D. | the adverbial |
| 2. | Consumers who always buy Levi’s when they need a new pair of jeans are showing brand \_\_\_\_. | | | |
|  | A. | stretching | B. | awareness |
|  | C. | endorsement | D. | loyalty |

**II. 完形填空**

We got up early this morning and (1) \_\_\_\_\_ a long walk after breakfast. We walked through the business section of the city. I told you yesterday that the city was larger (2) \_\_\_\_\_......

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. | A．made | B．did | C．took | D．got |
| 2. | A．than | B．as | C．so | D．like |

......

**III. 阅读理解**

A nine-year-old schoolgirl single-handedly cooks up a science fair experiment that ends up debunking a widely practiced medical treatment. Emily Rosa’s target was a practice known as therapeutic touch (TT for short), whose advocates manipulate patients’“energy field” to make them feel better and even, say some, to cure them of various ills. Yet Emily’s test shows that these energy fields can’t be detected, even by trained TT practitioners. Obviously mindful of the publicity value of the situation, Journal editor George Lundberg appeared on TV to declare, “Age doesn’t matter. It’s good science that matters, and this is good science.”

... ...

1. What was the so-called therapeutic touch about?

A. Curing patients’ diseases through special sensors.

B. Treating patients with mental health problems with touching.

C. Helping build patients’ energy field for them to get rid of diseases.

D. Manipulating patients’ energy field to make them feel better or recovered.

......

**IV. 翻译**

1. A brand is a set of associations in the mind of the consumer and one of these is the country of origin.

.....

**V. 书面表达**

**Directions:***Write an essay of about 200 words on the following topic: The Benefits of Volunteering.*

*In the 1st part, state your position.*

*In the 2nd part, support your views with reasons.*

*In the 3rd part, bring what you have written to a natural conclusion or a summary.*

*Marks will be awarded for content relevance, content sufficiency, organization and language quality. Failure to follow the instructions may result in a loss of marks.*