

《14150 商务英语听说(一)》实践考核大纲

一、课程性质与目标

(一)、课程性质和特点

本课程旨在培养学生的英语应用能力，突出教学内容的实用性和针对性，将英语听说技能与商务知识有机结合，最大限度地激励学生走进商务英语视听说的世界，使学生在提高英语语言技能的同时了解商务基本知识，在循序渐进中掌握最基本、最实用的商务交际技能。

(二)、课程目标

本课程是商务英语专业专科段重要的实践课程，本课程将功能语言和词汇、听力和口语技能的培训置于真实的商务场景之中，通过社交、电话、谈判、会谈等学习让考生掌握商务英语的实用技能和商务活动的操作技能，以满足实际工作的需要。通过对这门课程的系统学习，考生应能运用所掌握的商务知识和英语技能与母语为英语的人士进行正常的商务交际。

(三)、课程的重点

本课程的重点内容包括：问候与介绍、入职与企业文化、工作日常、电话沟通与信息传递、数字识别与求助、客户邀请、歉意和感谢的表达、商务咨询与建议、商务喜好与偏好的表达、投诉表达与处理、预订与图表语言表达、商务庆祝与祝福等商务听说技能。

二、考核内容和考核目标

Unit 1 Pleased to Meet You

1. Learning Purposes & Requirements 学习目的与要求:

- To identify confusing sounds and sound linking;
- To make a self-introduction and introduce others;
- To give greetings appropriately and politely;

To start a conversation with small talk;

To tell how to make introductions and greetings in China.

2. Course Content 课程内容:

Greetings;

Self-introductions;

Introducing others;

Small talk;

Cultural tips on first meetings.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Key expressions for greetings/introductions;

Comprehension of dialogue details;

Oral performance in role-plays of first-time meetings.

Unit 2 Orientation Is Part of Company Culture

1. Learning Purposes & Requirements 学习目的与要求:

To identify incomplete plosion and word stress;

To distinguish the meanings of the same sentence with different stresses;

To use expressions for new employee orientation;

To tell the common practice in welcoming new employees;

To relate socialist core values to company culture, especially the success of an orientation.

2. Course Content 课程内容:

Orientation procedures,

Company culture elements,

Talking about company rules and values.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Vocabulary for company culture/orientation;

Listening skills to get orientation details;

Oral description of company culture.

Unit 3 How Long Do You Work a Day?

1. Learning Purposes & Requirements 学习目的与要求:

To recognize homophones;

To identify informal contractions;

To use appropriate frequency expressions;

To talk about daily activities;

To express appreciation for and carry forward the virtues of the Chinese people.

2. Course Content 课程内容:

Work hours;

Overtime;

Work - life balance;

Daily work routines.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Expressions for work time and pressure;

Listening for schedule details;

Oral communication about work routines.

Unit 4 May I Take a Message?

1. Learning Purposes & Requirements 学习目的与要求:

To identify addresses and phone numbers;

To grasp key information of a telephone conversation;

To use appropriate expressions for making phone calls;

To start and end a phone call professionally;

To describe the means of transmitting messages in ancient China.

2. Course Content 课程内容:

Answering calls;

Leaving/taking messages;

Dealing with wrong numbers;

Call transfers.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Telephone expressions;

Comprehension of message details;

Role - play of phone conversations.

Unit 5 Could You Handle It for Me?

1. Learning Purposes & Requirements 学习目的与要求:

To identify cardinal and ordinal numbers with 3-9 digits;

To identify the pronunciation of numbers ending in -teen or -ty;

To ask favors or make requests politely;

To discuss the social problem - ageing and how to help the senior citizens in their daily life.

2. Course Content 课程内容:

Asking for help;

Offering help;

Delegating tasks;

Problem - solving at work.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Polite request expressions;

Listening to task - related instructions;

Oral practice of asking for/offering help.

Unit 6 We'd Like to Invite You to Dinner Tonight

1. Learning Purposes & Requirements 学习目的与要求:

To identify dates and time, sizes and prices, temperatures and weights while listening;

To express dates and time, sizes and prices, temperatures and weights in English;

To use appropriate expressions to invite customers and accept or decline invitations;

To discuss the hospitality of Chinese people.

2. Course Content 课程内容:

Invitation language;

Date/time/venue confirmation;

Dietary preferences;

Table manners.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Invitation expressions;

Comprehension of invitation details;

Role - play of inviting and arranging dinners.

Unit 7 The Magic Words "Sorry" and "Thank You"

1. Learning Purposes & Requirements 学习目的与要求:

To identify and write out abbreviations and signs of measurements and currencies;

To use numbers with unit words to express measurements and currencies;

To express apologies and thanks appropriately;

To tell classic Chinese stories of gratitude.

2. Course Content 课程内容:

Apologizing for mistakes/delays;

Thanking for help;

Appropriate responses.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Apology/thanks expressions;

Listening to apology/thanks scenarios;

Oral application in context.

Unit 8 What Do You Think I Should Do?

1. Learning Purposes & Requirements 学习目的与要求:

To identify numbers of percentage, fraction and decimal;

To use expressions for asking for and giving advice;

To use appropriate ways to make suggestions;

To show friendliness while making suggestions.

2. Course Content 课程内容:

Asking for/giving advice;

Discussing options;

Making decisions.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Suggestion expressions;

Comprehension of advice - giving dialogues;

Oral ability to give suggestions.

Unit 9 What Do You Like and Dislike?

1. Learning Purposes & Requirements 学习目的与要求:

To identify the important information in railway station and airport announcements;

To talk about what you like and dislike;

To name some company activities that help build company culture;

To make comparisons and contrasts and state your preferences.

2. Course Content 课程内容:

Likes/dislikes about work;

Hobbies;

Company activities;

Reasons for preferences.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Likes/dislikes expressions;

Listening to preference - related talks;

Oral description of likes/dislikes.

Unit 10 I Wish I Didn't Have to Work Late So Much

1. Learning Purposes & Requirements 学习目的与要求:

To ask for and tell directions and locations;

To make complaints properly and make yourself understood;

To deal with complaints appropriately;

To hold a positive attitude towards a difficult or unsatisfactory situation.

2. Course Content 课程内容:

Work pressure;

Overtime complaints;

Work - life balance;

Expressing wishes.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Wish/work - stress expressions;

Comprehension of stress-related dialogues;

Oral expression of work - related wishes.

Unit 11 I'd Like to Make a Reservation

1. Learning Purposes & Requirements 学习目的与要求:

To describe charts and tables;

To grasp the language of charts;

To make a reservation in appropriate ways;

To tell traditional Chinese stories of respecting the old and taking care of the young.

2. Course Content 课程内容:

Hotel/restaurant reservation processes;

Date/time/number confirmation;

Cancellation policies.

3. Assessment Knowledge & Requirements 考核知识点及要求:

Reservation expressions;

Listening to reservation confirmations;

Oral role - play of making reservations.

Unit 12: It's So Great! Congratulations!

1. Learning Purposes & Requirements 学习目的与要求:
 - To follow instructions, grasp words describing a process or sequence of events;
 - To use the three-step formula to congratulate colleagues and friends;
 - To cultivate the value of "Ren" - inter-humaneness by giving congratulations.
2. Course Content 课程内容:
 - Congratulating on promotions/achievements;
 - Celebrating milestones;
 - Responses.
3. Assessment Knowledge & Requirements 考核知识点及要求:
 - Congratulations expressions;
 - Listening to celebration dialogues;
 - Oral ability to congratulate others.

三、考核内容和题型

(一) 参考教材与考核内容

《商务英语视听说教程 1》，姜荷梅主编，上海外语教育出版社，2025 年第 2 版。

全书由 12 个单元组成，每个单元围绕一个特定的商务主题展开，每个单元有四个核心部分，分别是：商务沟通技能（Business Communication Skills）、听力技能（Listening Strategy）、语言要点(Useful Expressions) 和视听说活动（Listening, Watching and Speaking Practice）。要求考生熟悉商务交际的基本环节，掌握不同场景里的主要表达方式。

(二) 考核要求

要求考生具有如下实践能力：

1. 能熟练掌握每个单元不同主题下的商务活动基本内容，包括商务英语专业主要词汇和句型，以及每个商务活动的基本知识、商务策略、工作流程和注意事项等，并就课本材料（含听力文本材料）进行问答和讨论。
2. 能听懂按正常速度录制的涉及商务内容的材料，难度相当于指定教材中

的 Listening Practice。

3. 能作二至三分钟涉及商务内容的即席发言，说话比较流利，语音语调自然，语法基本正确，难度相当于指定教材中的 Role-play。

4. 能在一般商务场合进行交谈，达到交际目的。

(三) 考试题型

商务英语听说(一)考试分为听力考试和口语考试两个部分。

1. 听力考试时间约 40 分钟，总分 50 分，题型有四种。

考试模块	考试题型	题数	分值	计分
单句理解	填空	15	1 分/每小题	15 分
对话理解	单项选择	10	1 分/每小题	10 分
短文理解	单项选择	10	1.5 分/每小题	15 分
篇章问答	简答	5	2 分/每小题	10 分

2. 口语考试时间约 20 分钟，总分 50 分，题型有四种。

题型	考试方式	考试时间	计分
热身熟悉	主考官要求两位考生分别简单介绍自己	约 3 分钟	5 分
对话朗读	主考官要求两位考生分别朗读指定的考试材料	约 3 分钟	10 分
问题回答	主考官用英语分别询问两位考生相关主题下的 3-4 个商务英语问题，如“商务餐宴或会面的礼仪”等	约 6 分钟	15 分
角色扮演	两位考生根据各自所给的题目或要求进行对话	约 8 分钟	20 分

(四) 试题各部分要求及举例

1. 听力考试的试题各部分要求及举例

第一部分 (Part 1) : 单句理解(Statements)。

共有 15 小题，每题 1 分。该部分题目为一个简单的陈述句，录音播放两遍，录音后有 10 秒钟停顿时间。考生在听完录音以后，填写句子中所缺少的单词。

例如：

（录音） Good afternoon. Let me introduce our software engineer, Joe Melville.

（试题） Good afternoon. Let me introduce our software _____, Joe Melville.

第二部分（Part 2）：对话理解(Conversations)。

共有 10 题小对话，每个对话后设计 1 个问题，共计 10 个小题，每题 1 分。对话和问题录音均播放一遍，其后有 10 秒钟停顿时间，考生在听完录音以后，从问卷所提供 A, B, C 三个答案中选出最佳答案，并将相应字母填写在答卷上。

例如：

录音：

Joe: Hey Sue, it's great to finally meet you. I heard you used to work at a smaller company before this one.

Sue: Yes, that's right. It was a much smaller company, and I worked there as a secretary before being recruited here. How about you? Have you worked for another company before this one?

Question: Where did Sue work before joining the current company?

- 试题： A. At a university
B. At a smaller company
C. At a large company

第三部分（Part 3）：短文理解(Passages)。

共有 10 小题，每题 1.5 分。该部分题目为两篇短文，每篇长度约 200 字左右。每篇短文后设 5 个问题。短文和问题都念两遍，每个问题之间设 10 秒钟停顿时间。考生在听完录音以后，从问卷所提供 A, B, C 三个答案中选出最佳答案，并将相应字母填写在答卷上。例如：

录音

When you're on a business trip, what you wear really counts. For formal meetings, go for a simple suit in colors like black, navy, or gray. Men, pair it with a neat shirt and a

plain tie. Ladies, a suit skirt or pants with a blouse works well. If it's a casual event, a blazer with nice pants or a knee - length dress is fine. Also, think about local customs. And since you'll be on the go, wear comfy shoes and pack some extra items just in case.

试题：What should you consider when choosing clothes for a business trip?

- A. Only the latest fashion trends.
- B. The nature of business activities.
- C. Wearing the most expensive clothes.

第四部分 (Part 4) : 篇章问答(Answering Questions)。

该部分选取长度约 150 字左右的一篇短文，文后设有 5 个问题，每个问题 2 分，短文的录音播放三遍。考生在听完录音以后，依据听力原文回答问题，并将答案填写在答卷上。例如：

(录音) In many countries, the process of applying for a job and going through interviews(面试) can be different. Generally, you are expected to submit a typed or printed CV (curriculum vitae in British English) or résumé (in American English). This document includes important details about your education, background, and work experience.

Sometimes, you may also need to provide a supplementary information sheet that is specific to the job you are applying for, although this is not required everywhere. Many companies prefer candidates to fill out a standard application form with personal details. However, these forms can be different from one company to another, which can make fill in them difficult. Some personnel(人事) departments believe that a CV and cover letter present a better picture of a candidate than a standard application form does.

(试题) What are the common components included in a CV or résumé when applying for a job?

2. 口语考试的试题各部分要求及举例

第一部分热身熟悉，考生分别用正确的语音语调流利地做一个大约一分钟的自我介绍。其中必须包含自己的姓名和专业或职业。

第二部分对话朗读，考生分 A, B 两个角色，用正确的语音语调流利地朗读 200 单词左右的英语商务对话。A 角和 B 角所分配对话的用词量及难度应大致相当，以保证每位考生有均等的机会展示语音语调。例如：

A: Hi B, let's talk about the market for electric cars. What do you see as the growth potential?

B: Hi A, I think the electric car market has a lot of room to grow. With more people caring about the environment, demand trends are moving up.

A: Yes, and with technology advancements, the cars are getting better and cheaper. What about our competitive advantage in this market?

B: We can focus on making cars that are really good for the environment and have a long range. That will give us a strong market share.

A: Good point. What do you think about the industry outlook for the next few years?

B: I see global trends moving towards more electric cars. Governments are making rules to help the market grow.

A: Agreed. And with changes in consumer behavior, more people are looking for eco-friendly options. How can we use this to our advantage?

B: We can position our brand as a leader in green technology. That will attract customers who care about the planet.

A: Great idea. What about pricing trends? Should we keep our prices low to attract more buyers?

B: Yes, I think we should keep the reasonable prices. As the market gets bigger, we can make more cars and lower the costs.

A: Sounds like a plan. Let's keep an eye on sales trends and adjust our strategies as needed.

B: Definitely. By staying on top of market analysis and trend forecasting, we can be successful in this growing industry.

第三部分问题回答，主考官用英语分别询问两位考生相关主题下的商务英语问题，主要考核考生的商务英语会话能力。例如：

What does market research usually involve in your opinion?

How do people collect data in market research?

What is the role of technology in market research?

What are the functions of market research in your opinion?

第四部分角色扮演，由两位考生就指定的商务场景和角色完成情景对话，对话内容要涵盖准备材料中的要点。

两位考生分为 A, B 两角，在考试之前 5 分钟领取各自的考生用卷，卷面上标明场景、各自要扮演的角色和会话要求。在准备期间，两位考生只能独立准备自己要扮演的角色，不能告知对方自己的角色或与对方讨论如何进行对话。例如：

场景：商务电话预约与新产品推介会面

Star Office Supplies（星辰办公用品公司）研发了新款环保办公文具，计划向长期合作企业 Future Finance Company（未来金融公司）进行线下推介。星辰办公用品公司的市场专员致电未来金融公司行政总监助理，预约正式的产品推介会面时间，沟通会面相关细节。

考生 A 卷（考生独立使用，禁止向 B 透露信息）

角色：Star Office Supplies 市场专员（Marketing Specialist）

对话要点：

1. 礼貌自报公司、姓名，说明致电目的
2. 说明推介产品：可降解环保文件夹、中性笔、笔记本
3. 提出预约本周三下午或周四上午进行 30 分钟线下推介
4. 告知会携带样品、产品手册与报价单到场
5. 确认会面地点、联系人信息，礼貌结束通话

考试要求：语言流畅、电话礼仪规范、完成全部沟通要点

考生 B 卷（考生独立使用，禁止向 A 透露信息）

角色：Future Finance Company 行政总监助理（Administrative Assistant）

- 对话要点：
1. 礼貌接听电话，确认对方身份与来意
 2. 查看总监日程，告知周四上午 10:00 有空档
 3. 询问推介会所需场地、设备需求
 4. 记录对方姓名、联系方式，确认会面信息
 5. 提醒对方准时到场，礼貌结束通话

考试要求：语言流畅、电话礼仪规范、完成全部沟通要点

（五）评分标准

1. 听力考试总分为 50 分，评分标准如下：

题型	评分标准	合计
单句理解	答案一致得 1 分，不一致得 0 分，拼写、时态、语态等错误均为 0 分	15×1=15
对话理解	答案一致得 1 分，不一致得 0 分	10×1=10
短文理解	答案一致得 1.5 分，不一致得 0 分	10×1.5=15
篇章问答	要点全对 2 分，遗漏或表达错误酌情扣分	5×2=10

2. 口语考试总分为 50 分，评分标准如下：

题型	评分标准	合计
自我介绍	发音准确，语音语调自然，思路清晰，符合英语表达习惯	5
对话朗读	发音准确，语音语调自然，符合英语表达习惯	5
	朗读过程流畅，停顿少，无明显卡顿	5
问题回答	准确运用商务知识回答问题，内容充实	7
	回答有清晰的逻辑结构，条理分明	8
角色扮演	能运用多样词汇和复杂句式进行表达	5
	充分理解角色特点，语气、表情、动作等符合角色设定	5
	与搭档互动积极，回应及时、得体，推动对话顺利进行	5
	回答有清晰的逻辑结构，条理分明	5